



***Recruiting young people who
will want to stay with your
charity***



Did you know?

From 1 November 2023, ICAEW's revised Continuing Professional Development (CPD) Regulations bring in new CPD requirements, including a minimum number of hours and an ethics requirement.

This webinar could contribute to up to 1 hour of verifiable CPD, so long as you can demonstrate that the content is relevant to your role.

Find out more about how these changes affect you at [icaew.com/cpdchanges](https://www.icaew.com/cpdchanges).



“HEARD

Recruiting young people
who will want to stay with your charity

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**We spark stories
that create change
by working with
people and the media.**



“HEARD

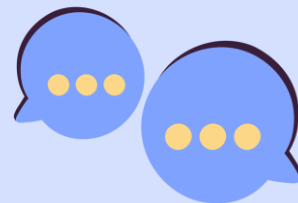
We work with people and the media to inspire content that **changes hearts and minds**.



We apply learnings from **research** on **shifting public perceptions**.



We identify how narratives play out with **media and the public**.



We support people and organisations to **effectively influence** through communication.

We help to **move the conversation forward**.

Our programmes



MEDIA MOVERS

Communicating a fresh story about migration across popular culture



CLIMATE STORIES THAT WORK

Turning awareness into action



ANGLES

A fresh angle on sexual violence and domestic abuse



ALL ABOUT TRANS

Creating space for conversations between transgender people & media professionals



CHILDREN'S PALLIATIVE CARE

Shifting the narrative about care for very unwell children



POVERTY

Telling better stories about poverty

We do this at scale





Good communication means
being heard and **feeling heard**



The power of young people in your team



Why did you apply for and accept a job at Heard?

- “I liked what the organisation did - it felt like a good fit with my values.”
- “Honestly I thought the people who interviewed me were really nice.”
- “I liked that there was ambition in the team, a clear strategy, I felt excited about going somewhere with this team.”



What makes you stay?

- “Ultimately the team, I’d say. I’ve built strong relationships which keeps me wanting to come to work every day.”
- “Flexible working. Seeing me as a full person. I just feel like I am with my people.”
- “A feeling of belonging to the people and the culture of the org.”



What's the one thing that would make you stay for longer than you are planning to?

- “Higher salary.”
- “Higher salary, more opportunities for progression.”
- “Higher salary.”



3 key things

1. Authenticity
2. Flexibility
3. Growth



3 key things

1. Authenticity

- Transparency about the mission, values and impact
- Trust that the organisation is as passionate about you, as you are about the work
- Agency - do people really feel they have a say in the direction of the work and the organisation?



3 key things

2. Flexibility

- Young people want rich and varied lives - and flexible work conditions to achieve that
- Ability to “bring your whole self to work”
- Feel trusted to take personal time when needed, and get the job done in the most efficient way for them (within reason)

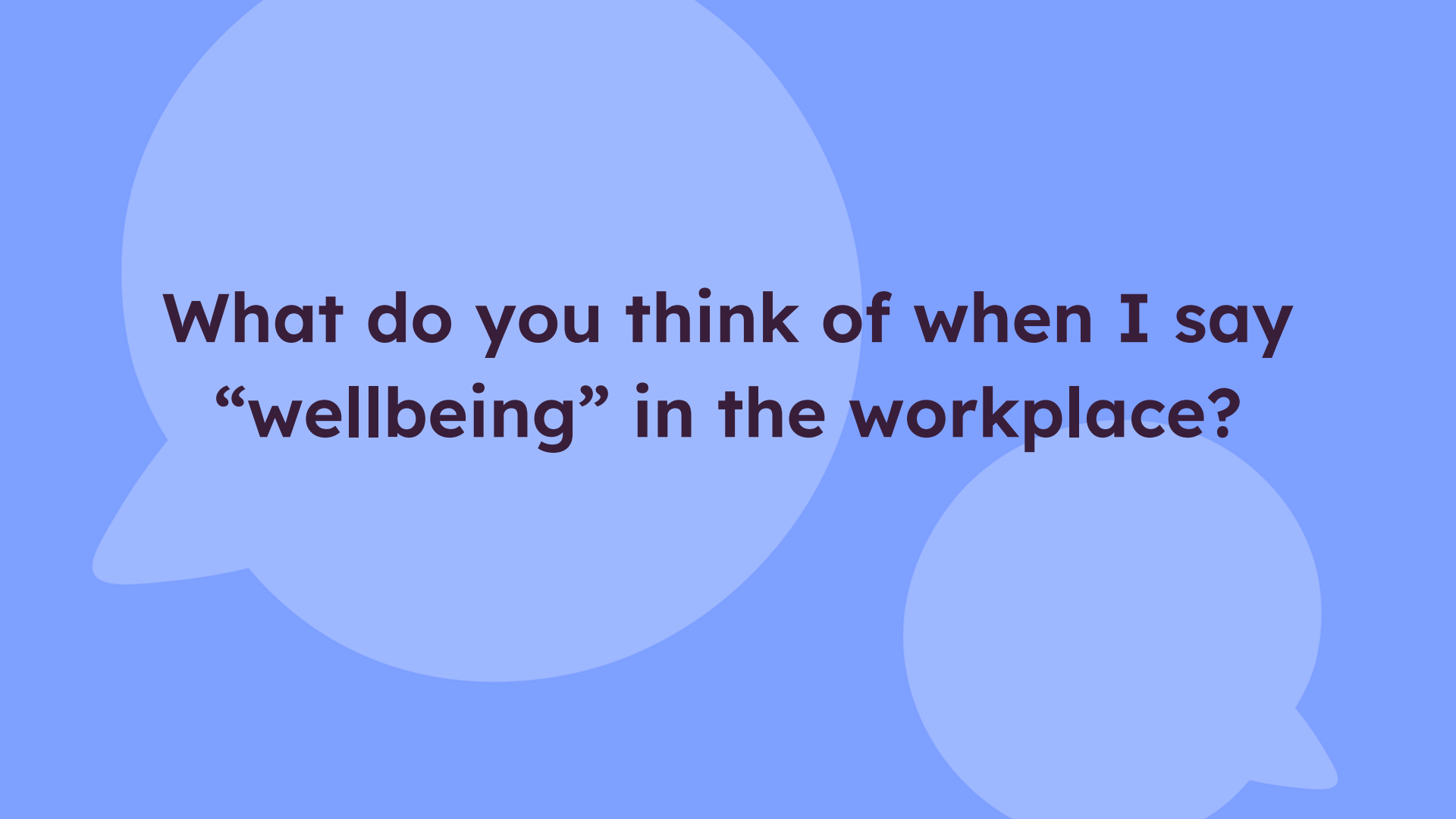


3 key things

3. Growth

- Wellbeing
- Development - training, progression and pay
- Celebration of people's contributions



The image features a solid blue background with two light blue speech bubbles. The larger bubble on the left contains the text, while the smaller bubble on the right is empty.

**What do you think of when I say
“wellbeing” in the workplace?**

Some of things we do for team wellbeing



Skills and support

Mentoring scheme, individual training budgets as well as org-wide, line management “huddles” and clear appraisal and progression system. Personal development goals. Wellbeing payment. Accessibility focus.



Hybrid working and feeling connected

Clear policies on our approach to hybrid working, regular opportunities to connect in person and online. Bespoke approach to online meetings.



Communication & agency

Commitment to continually strive to give and receive feedback (well!) across the organisation. Opportunities to present to team and board, share ideas, build relationships with funders and clients.



Collaboration and care for our networks

Payment, training & a safeguarding policy that goes beyond legal requirements to encompass all the ways we need to show up for each other in this work.

Heard North Star and Big Moves 2023:


North star:

“We’re a healthy, sustainable organisation, ready to meet and stimulate demand for high-impact narrative change work.”

Big Moves:

- **Support and develop the team to use our capacity and work together sustainably, and more effectively.**
- Launch a confident training & consultancy offer that staff and clients believe in.
- Live as Heard with confidence and purpose.
- Mature Heard’s finance function with more capacity to support the organisation as we grow.

Big Move	Owner	Objectives (2 - 3 per Big Move)	Key result (2 - 3 per Objective)
Support and develop the team to use our capacity and work together sustainably, and more effectively.	Fikir	Staff are supported to engage in their personal and professional development consistently	<input type="checkbox"/> 80% of the team report back feeling a consistent engagement in their development from their manager and the <u>organisation</u> , in staff survey <input type="checkbox"/> All staff members make notable progress on at least two of their personal development areas <input type="checkbox"/> All staff have used over 50% of their training budget by August
		Staff increase their skills and have access to simple <u>organisation-wide</u> tools, to support their work, planning and delivery	<ul style="list-style-type: none"> • 75% of team report feeling more connected to their colleagues and work, and consistently informed on what is happening in the team • All staff are successfully using an alternative internal communications system by the end of the 2023 • 75% staff report an increase in their project management and planning skills
	NM	We understand how our <u>organisation's</u> structure can best serve our strategic goals as we scale.	<ul style="list-style-type: none"> • Completed role and salary review • Plan is created for how we will fully resource each area of the <u>organisation</u> as we grow, looking at structure, skills and capacity. • Strategy refresh is completed by Q3



Wellbeing = systems and processes,
embedded in your strategy, that facilitate
growth, diversity and belonging.

**Zino
Akaka**





Questions & reflections



“HEARD

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