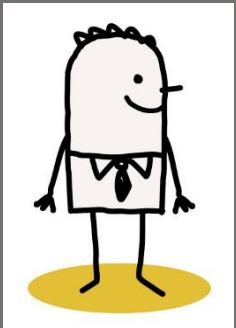


**Organisational
Values
To be lived and not
laminated!**

HERE I AM.

Today's session

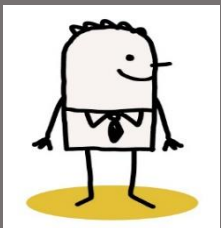


Is your organisation a liver or a laminator?

- **What are your organisation's values?**
- **On scale of 1-10 how much do they impact on your volunteer management?**

The need for change

- New CEO appointed to modernise and invigorate the charity
- Financial difficulty
- Not performing



The need
for change



Key Challenges

Low Brand awareness

Needed to amplify the voice of learning disability

Challenge stigma and discrimination

Largely unseen/unheard on most agenda's

Volunteering Low on the agenda

Culture of volunteering was low, more of an 'add on' that inherent in what we did

No clear strategic ambition

Volunteering numbers
230

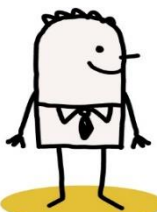
Strategic Overload

9 strategies in 10 years!!

Wood for trees

We just needed a clear plan

Key
Challenges



Opportunities

Start with the person

Reunite a truly silo'd organisation

Agree new cultural norms

Align our external brand message with our internal behaviours

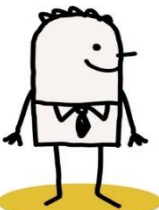
No Plan!

Didn't need to make something existing work

Some new Exec colleagues

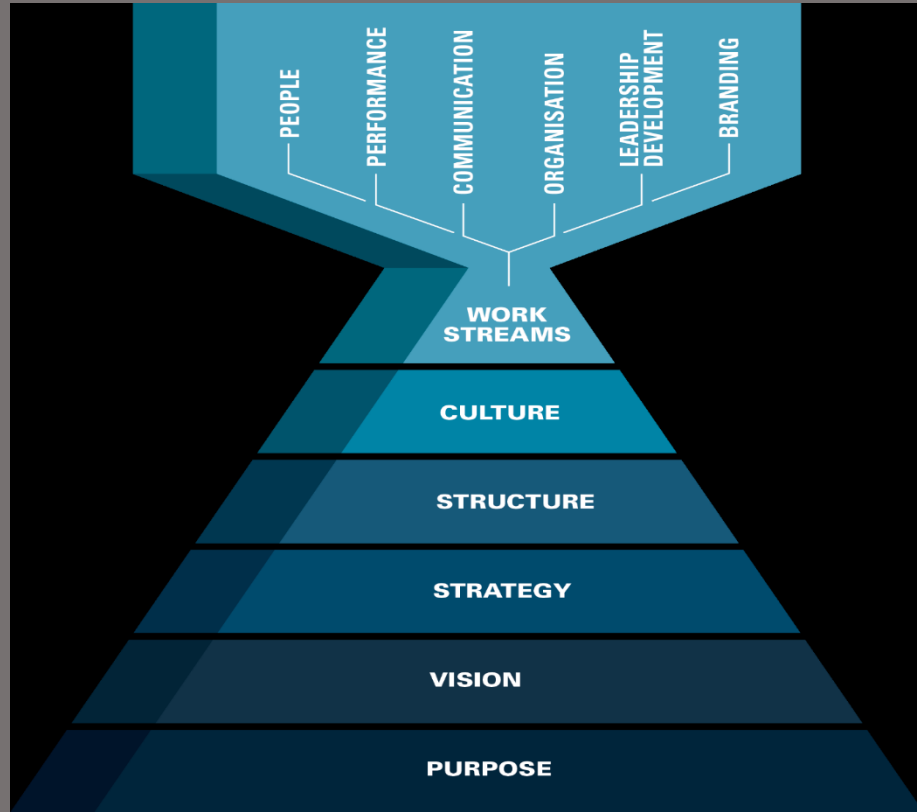
But oh f**k! We knew the problems well

Opportun
ity



What we did...

RBL model



The project in brief...

- ✓ We wanted to create a unique 'outside in' architecture to align organisational purpose, strategy, and behaviours
- ✓ Everything had to feel authentic and reinforce key beliefs
- ✓ Creation of work streams to align key agendas, systems, practices and processes
- ✓ Identification of key organisational capabilities to accelerate strategy execution – Collaboration, Switched on about Learning Disability, Talent, Leadership
- ✓ To increase and amplify the voice of LD - aligning 'customer' value to capabilities we needed to build



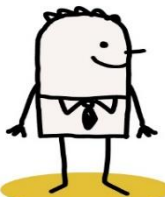
What we
did



Our Big Plan launch

- We started a big conversation targeting as many of our 8000 colleagues to join is as possible with Your Mencap Conversations
- We included people we support in the conversations
- We trended on twitter #yourmencap
- We want to make a big line in the sand that this was One Mencap and a new era for the charity
- When Harry met Jan... welcome to our Your Mencap Day

<https://www.youtube.com/watch?v=8LuY4s90W0&feature=youtu.be>



What we
did



Our BIG plan

What do we want to see?

A world where people with a learning disability are valued equally, listened to and included.

We are determined to achieve this by changing attitudes, providing services and influencing those who can help us change the lives of people with a learning disability.

Our five priorities for the next five years

Raising awareness and changing attitudes

Within five years we want to have made a significant and measurable improvement to peoples' attitudes towards people with a learning disability.

Making a difference to the lives of people with a learning disability here and now

In five years we want to have contributed to improving the quality of life of people with a learning disability receiving social care services.

Supporting friendships and relationships

Within the next five years we want more people with a learning disability to have stronger friendships and relationships, and be better connected to their communities.

Improving health for people with learning disabilities

In five years we want to see an increase in the skills and understanding of healthcare professionals, so that health outcomes for people with a learning disability improve.

Giving children the best start in life

Within five years we want more children aged 0-5 with a learning disability and their families to receive the right early support.

What makes us who we are

INCLUSIVE

We are **Inclusive**. People with a learning disability are at the heart of everything we do.

TRUSTWORTHY

We are **Trustworthy**. When we promise something, we don't let people down.

Caring

We are **Caring**. We treat everyone with respect and kindness.

chALLENGING

We are **Challenging**. When we see things that aren't fair we will campaign until we see real change.

POSITIVE

We are **Positive**. We never stop believing in a better future and we celebrate what we are proud of now.

1946

We are founded by Judy Fryd, whose daughter was born with a learning disability.

1966

We start offering sports and leisure opportunities for people with a learning disability.

1970

A new law gives children in England and Wales with a learning disability the right to a school education - before that many thought they couldn't be educated.

1998

We launch a housing project to allow more people with a learning disability to live independently.

2011

Thanks to one of our campaigns, regulations for increased short breaks for parents and carers are approved.

2014

We persuade the government to make changes to the Children and Families Bill, meaning better health and care support for children with a learning disability in England.

2020

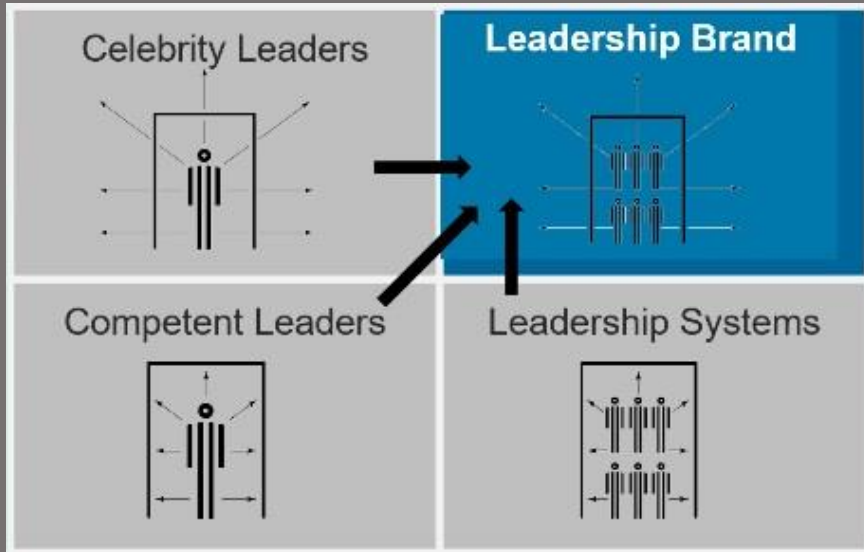


When Harry met Jan... welcome to our Your Mencap Day

https://www.youtube.com/watch?v=_8Luy4s90W0&feature=youtu.be


Leadership Brand

Inside → outside



Practice friendly informality

- Be nice
- See the person
- Talk clearly
- Lighten up
- Don't be hierarchical



Speak truth to power

- Challenge the system
- Have courage
- Disagree without being disagreeable
- Balance talk with action
- Be ready for the truth

Recognition approach

mencap
The voice of
learning disability

yourock

**Who has
shown
how**

INCLUSIVE

**they are
today?**

Embedding ways of working



Expectations of everyone at Mencap

Here you'll find details about what we expect. Most of it is common sense, and there are six basic messages that run through the whole thing:

1. Make sure the people and families we support are at the centre of everything you do.
2. Enjoy your work, be positive and treat everyone with dignity and respect.
3. Be professional and responsible – promote and protect Mencap's reputation in everything you do.
4. Support and champion our commitments to diversity and equality.
5. Use computers, devices, email, messaging and social media responsibly.
6. Alert your manager at the earliest opportunity to any concerns, problems, health issues or conflicts of interest.

*I'm feeling
really tired, but
I know it's important
for the people I support
and my team to only
call in sick when I'm
genuinely ill.
Trustworthy and
caring*

If your behaviour falls below the expectations in this guide, it could affect your continued work with us. For employees, it could lead to disciplinary action. So it's really important you take the time to understand it.



Our values relevant to volunteering

We are:

- **positive** about volunteering making a difference
- **caring** about the people who volunteer with us
- **trustworthy** as a provider of volunteering opportunities
- **challenging** about unfair attitudes in society about learning disability
- **inclusive** of people from all backgrounds.



Where
are we
now

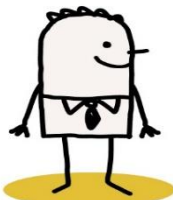


Where are we now?

Achieved a lot but more to do!



GROWTH



Where
are we
now

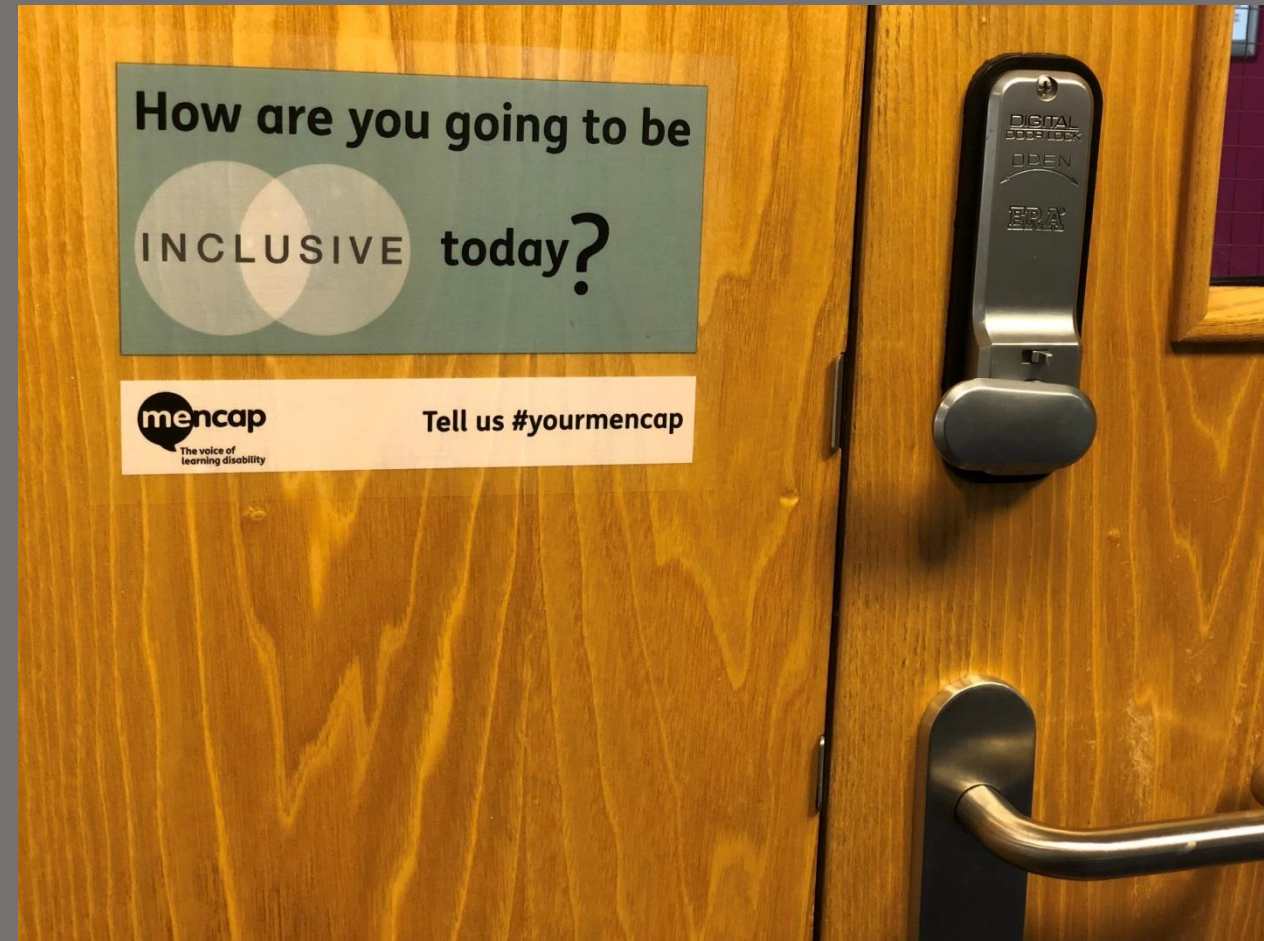


INVESTING IN VOLUNTEERSTM

MENTORING AND
BEFRIENDING
Approved Provider
Standard

NCO

What we learnt



A values based volunteer journey

- [#WorkWithFeeling](#)
- Role descriptions
- Interview Questions
- Induction
- Volunteer Survey
- Problem Solving
- Recognition

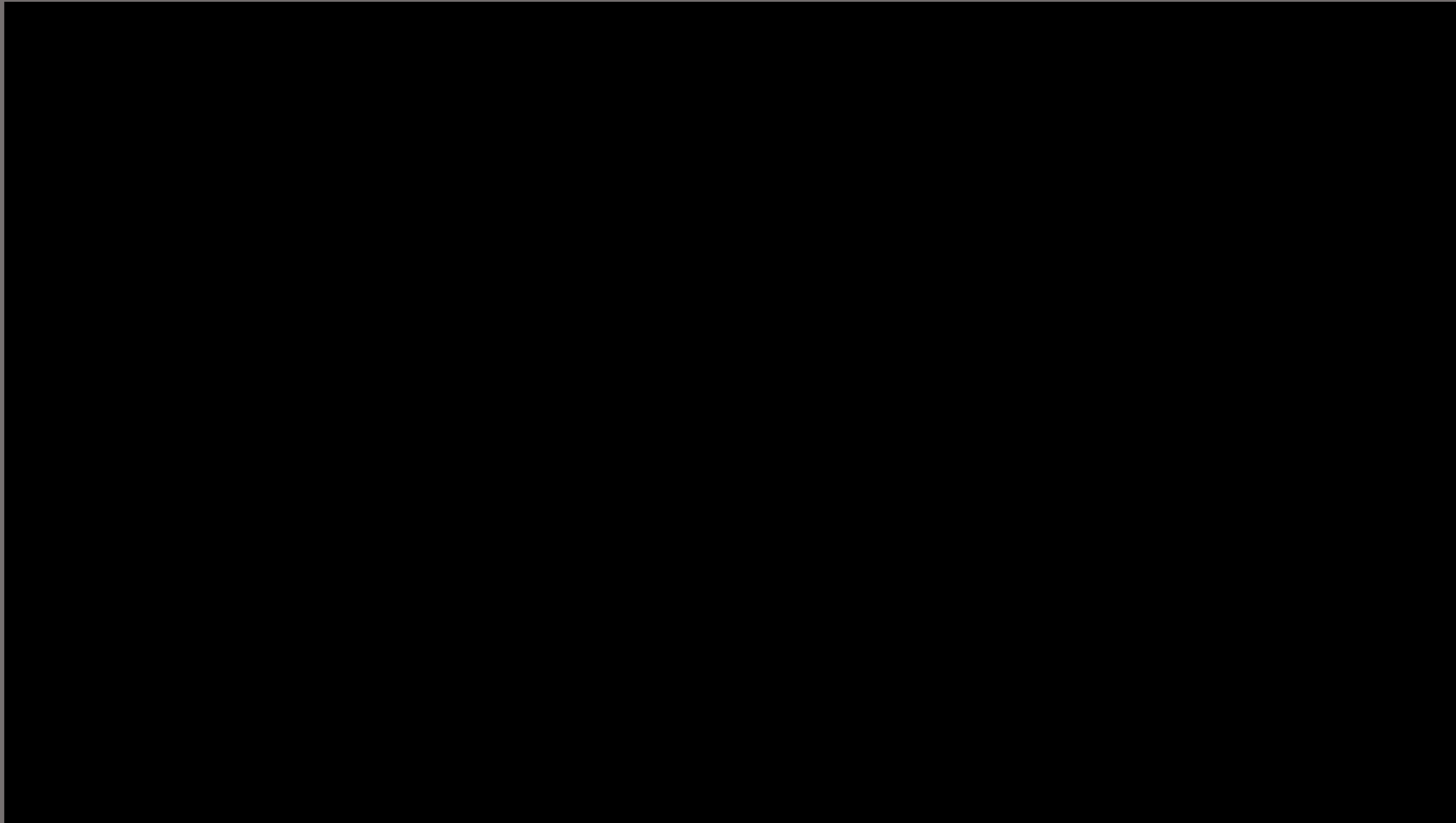
What this means for you?

Could your values have a greater impact on your organisation's volunteer engagement?

What could you do to start the conversation?

Any questions?

Here I Am: Understand Me



- <https://www.youtube.com/watch?v=D6i97xnZCfU&feature=youtu.be>