

TH!NK FC

Strategy 2020/2025



Our Mission: Levelling the Playing Field

Walk alongside people to navigate through life, **TH!NKing** confidently and taking action about things that matter to them, their families and friends, in their community and further afield.

Our Values : A.C.T.

AUTHENTIC

CONNECT

TRUST

Guiding Strategic Policy

In making decisions we will

- Follow our mission
- Uphold our values
- Keep to our CODE
- Move towards our goals
- Value sustainable relationships

In choosing our partners we will look for

- Values that are aligned to our own
- Ways to increase our impact
- People that can 'buy into' our Positive Revolution
- Sustainable relationships

These will inform when we say No as well as when we say YES, we want to say YES

Our CREW

The current Board has a team of people selected for their knowledge, understanding and skills, diverse life experiences and a commitment to TH!NK FC as a concept and an enterprise.

Deana Wildgoose, Ian Wilson, Victoria Herriman, Richard Jordan & Kristiana Groza

We will look to grow our crew by encouraging others to start their own journey and work alongside us.

Our Strategy

Our main focus is on our:

- Primary School TH!NK Tool programme
- Connecting communities approach
- TH!NK FC branding, products & sustainability plan
- Underpinned by the Positive Revolution

How we travel and who with on our journey towards and beyond our current goals is more important than a fixed destination; TH!NK FC is much more about travelling with the right people, passion, pleasure and purpose. Our goals are places to visit on our journey.

The primary school program and products will be piloted in 2020 and then trialed in 21/22. Community connecting will be focused in the East Midlands, primarily in Coalville developing our asset-based approach.

TH!NKFC brand & products will be developed and launched throughout 2020/21.

The Positive Revolution as our underpinning concept to growing our impact and finding our crew will be developed through 2020/21.

TH!NK FC Code

We are guided in how we behave and work by our CODE, this is our manual and “staff handbook”



TH!NK FC

Code - Are you with us?

We support people to find their voice, follow their passion and make better decisions.

We value openness, we trust people to get on with stuff and we thrive when we are trusted.

We keep things as simple as possible and as complicated as necessary.

We commit, take responsibility and are accountable for our actions.


We are about making a difference and walking along side others.

We look to grow our impact, not our size.

We challenge top down approaches - we don't tick boxes.

We focus on the strengths of people and communities and find ways for them to connect and mobilise – we get a buzz when connections proliferate.

SUMMARY 2020-2025

WHY?	 TH!NK FC : Levelling the Playingfield																	
HOW ?	PEOPLE			PLACE			POTENTIAL				TH!NK FC							
	Learning			Connecting			POSITIVE REVOLUTION				Ideas Lab		Customer			Operations		
	THINK Primary	THINK Organisations	THINK Individuals	THINK Coalville	THINK Community	THINK CBS	NETWORKS	THINK TOOLS	WORKSHOPS	YELLOW HAND	Support the UNDERDOG	School of the Future	Relationships	Branding & Design	Products	THINK CREW	Strategy	Finance
WHAT ?	Yorkshire Primary Trials	YMCA Leices ter	Futures	Coalville CAN CBS & PCC	Hastings / Charnwood	E2 / CEP / Ivanhoe / Chain Bridge / Museums Conference / Afro Caribbean Centre	Abcd / Pirates / Locality / Losing Control / Fun Palaces / Reaching People	WCIB / 8 caps / OPV/ PMI/ Int tri / Elephant Story / Umbrella Goal / Possibility Thinking / Sail / GEM Randon Word / 4 ns / CandS	Community Connecting, CBS, THINK TOOLS	To : ACT be POSITIVE Heart felt HONESTY LEARNING and CONTRIBUTIO N	To Level the Playingfield for individuals and in communities	Thinking about an alternative way!	Mutual Trust with people that get it	Consistent and professional branding THINK & Pirate	Creating shareable, physical, accessible products	Our friends and partners	Our direction, destination and how we get there	Being sustainable and transparent
WHO ?	DW	IW	DW	DW	IW	IW	DW	VH	DW	IW	RJ	IW	IW	VH	VH	DW	IW	DW

Levelling the **Playing Field**

Searching for people 'in need'

'They're broken', let's do a 'good deed'

TH!NK FC has a mission

To change that position

Result – passion and potential freed!

We'll treat everyone with respect

And value the gifts they've been blessed

Through creativity and tools

We'll break stupid rules

Levelling the field for those feeling oppressed

You're invited to a positive revolution

Sharing tools a TH!NKing solution

Where connecting's a must

All embedded in trust

Goodbye isolation hello contribution

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& twitter @thinkfccic**