

The **HERO** PROJECT CIC

Strategy 2019/2021

Our Mission

Levelling the Playing Field

helping people navigate through life,
THINKING confidently about things that matter to them, their families and friends, in their community and further afield.

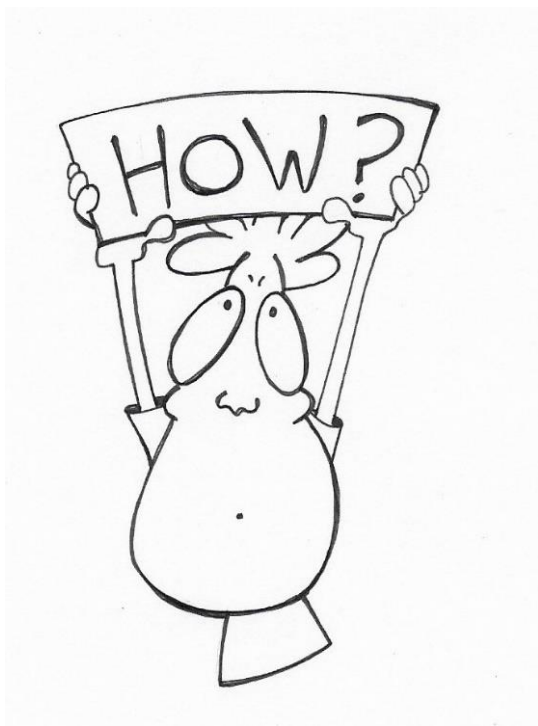
As Others See Us “If an ordinary person can achieve something and be recognised as a hero – maybe I can do something that will have a beneficial effect!”



Our Values

AUTHENTICITY
CHALLENGE
CONNECT
TRUST
SHARE





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 create maximum impact
- Those that can 'buy into' our mission
- Sustainable relationships

Our **Board**

The Board has a team of people selected for their skills and commitment to The Hero Project as a concept and an enterprise.

Directors

Julia Burkin, Deana Wildgoose , Ian Wilson
Richard Jordan & Kristiana Groza

The Board is informed by two key groups

Strategic **Critical** Friends

This panel provides strategic advice and direction, in line with current needs and policies.

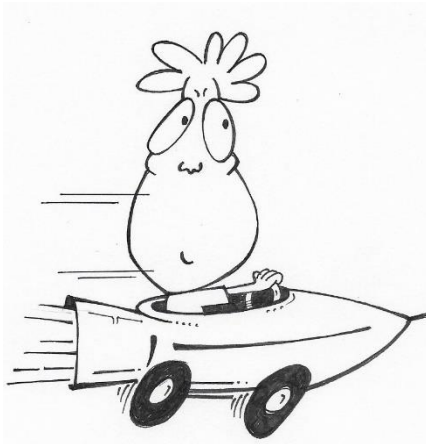
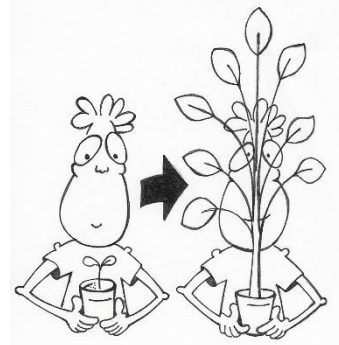
Delivery **Critical** Friends

The people here advise on the quality and suitability of our services and products; review the way they are being delivered; and hold us to account on our mission, values and code,

by listening to the **TH!NKing** Community



Our Strategy Our main focus is to get ourselves ready for the right opportunities when they come along.

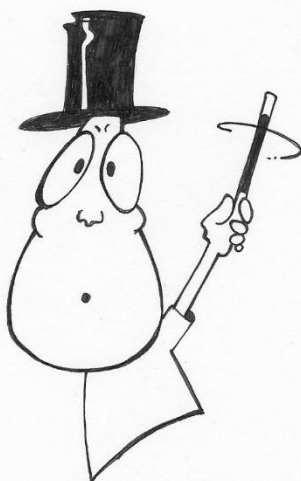


Moving towards our mission and following our values is more important than a fixed destination, HP is as much about travelling with the right people, passion, pleasure and purpose as arriving.

Our approach is highly transferable and has been well received. We are having enough interest and opportunities to both fund and warrant the full development of HP CIC.



We will be ready to take on any opportunity that fits our approach from September 2019.



We will be actively exploring markets in the East Midlands focusing on young people, community organising, culture and creativity.



OUR HP CODE – are you with us ?



We celebrate our mistakes, and learn from them. We commit, take responsibility and are accountable for our actions. We are real.

We challenge top down approaches. We seek to empower others & with compassion, challenge ourselves and others to do the best for each other.

We support people to find their voice & provide simple & effective Tools to use it

We value open & honest partnerships. We trust each other & can be trusted to deliver what we say we will.

We respect wisdom, experience & insight from everyone and offer fair reward to ourselves and those that work with us.

AUTHENTICITY

CHALLENGE

CONNECT

TRUST

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We look to grow our impact , not our size

We keep things as simple as possible and as complicated as needed

We believe in our tools. We use them, and support others to use them in a way that works for them

We support each other by coaching and challenging without the need for a manager

Our work is about making a difference - we don't tick boxes

We delight in the connections that continue to happen without our input and to see others flourish

Levelling the **Playing Field**

Searching for people 'in need'

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

Hero Project's mission

Is to change that position

Result – Passion and Potential freed!

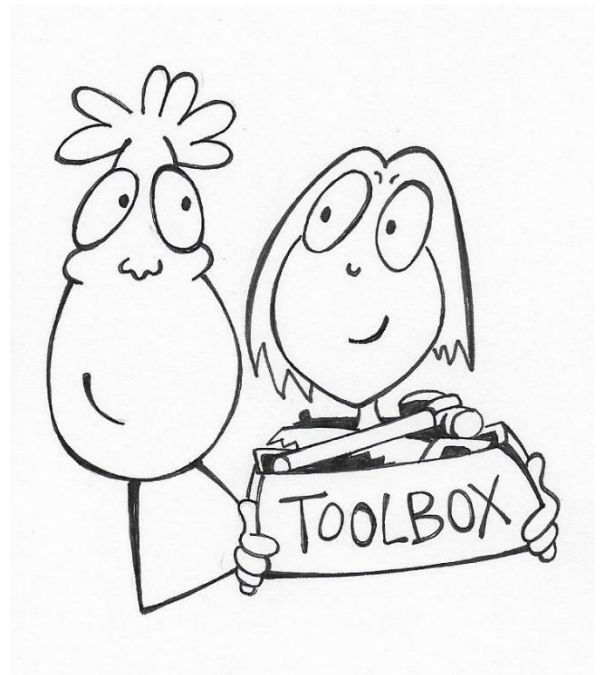
We'll treat everyone with respect

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 KCs revolution

Sharing tools a thinking solution

Where connecting's a must

All embedded in trust

Goodbye isolation hello contribution

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@ heroprojectcic