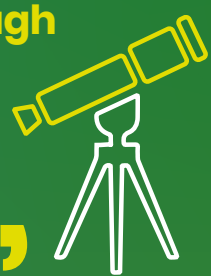


10 YEAR STRATEGIC PLAN 2020-2030

OUR VISION: “To develop leaders & social activators who, through excellence in deaf & hearing teamwork, will one day, make a global difference.”



- OUR VALUES:**
- **Deaf-led:** our business is led by people who have lived - experience of the issues facing deaf and hard of hearing people
 - **Committed:** To deaf & hearing collaboration, breaking down communication barriers and reducing stigma
 - **Bilingual in approach:** using training methodologies that ensure inclusion & equity
 - **Informed by Evidence:** using outcome and impact data to evidence sustainable change
 - **Value for money:** cost effective and minimalizing expensive overheads
 - **Team-builders:** working in partnership with other experts
 - **The go-to specialists:** for organisations, communities, governing bodies who want people to succeed.

UNDERSTANDING OUR VISION: “To develop leaders and social activators who. Through excellence in deaf & hearing teamwork, will one day, make a global difference.”

Deaf = Includes people who identify as Deaf, deaf, hard of hearing, hearing impaired or deafblind.

Social activators = People who create ideas, resources or opportunities for others that benefit society.

Excellence in deaf & hearing teamwork = Promoting inclusive environments where individuals contribute regardless of whether they are deaf or hearing. Standing together, united in achieving equality in terms of access to information, communication and language which is a barrier for all.

Global = People must be given every opportunity to make the biggest impact they can and reach out as far as they can to others.



OBJECTIVES FOR 2030 OUR STRATEGIC PILLARS

- ACTIVITIES**
1. Deliver personal and professional development consultations & training.
 2. Deliver through digital & analogue formats.
 3. A strong local, regional, national, & international network of contacts to support our strategic pillars.
 4. Activities will be serviced by our Train the Trainers programme.
 5. We will have a clear learning pathway for young people to follow.

- MANAGEMENT**
1. Strong and diverse tiers of directors and management to move the organisation forwards.
 2. We will be committed to remote working practices with effective communication systems.
 3. We will have consistent, externally verified monitoring, evaluating & learning (MEL) of our strategic pillars.
 4. We will have a strong and diverse team of deaf and hearing trainers.
 5. We will have an internal succession plan for young people to grow as volunteers/staff, to personally succeed and change the future.

FINANCE

1. The bulk of our income will be service generated;
2. with grant investments used for start-up testing & piloting.
3. We will have six months operating costs in reserve.



FOR MORE INFORMATION, PLEASE CONTACT:
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