



# A guide to what we offer

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5. Consultancy and partnerships



Artwork by Andy Rementer

## Our learning network

Since 2001 we've been building a network of outward-looking organisations and designing ways to share expertise, and build capabilities, among their teams — from the leaders at the top, to their newest hires.

The organisations we partner with come in all shapes and sizes; from big global businesses like adidas and AXA to fast-growing tech stars like WeTransfer and Farfetch, amazing charities like the NSPCC and Scope to specialist consultancies like forpeople and Koto.

Collectively we believe in **Connected Learning** — open, motivating and continual approaches to developing talent that bring like-minded people together, support live business challenges and meet the high expectations of modern learners. It's the antidote to tired training.



**Membership** provides your team with open, personalised and self-directed access to an annual programme of in-person and digitally delivered learning — enjoyed among a community of peers and practitioners. Our connective central team is available for individual guidance and support throughout; understanding people's learning goals and sharing recommended sessions and resources in response.

**Key membership benefits:**



— Open and unlimited access to our weekly in-person learning programme of workshops, roundtables, talks and other such sessions.



— A relationship with our own central team, focussed on their individual development goals, sharing what's new and relevant.



— Individual, personalised access to our digital learning platform Can and all content and resources.



— Connections with peers, new partners, clients, collaborators and other like minds.

**Some current members:**



**Testimonials**

"YCN helps keep professional development front of mind among my team, and connects us with like-minds facing similar challenges." **Sara Stark, Dishoom**

"Our team can shape the programme around their diaries and their individual learning goals." **Romilly Martin, Ennismore**

"A massively popular benefit among our team, showing that we're putting their personal development front and centre." **Chris Harvey, Red Bull**

"Consistent access to quality learning experiences and that transfer learning back into our business." **Trevor Cairns, Love**

YCN furthers the learning of our team and broadens their individual understanding of the world.

YCN helps the team think differently about creative problems.

YCN is a great launch into networking, and building relationships throughout the team.

**Jowey Roden, Koto**

**Example membership costs**

Cost of membership depends on the size of the team taking advantage of benefits. The examples below are a guide on costs:

- Annual membership for a 6 person team — **£3800**
- Annual membership for a 20 person team — **£8400**
- Annual membership for a 200 person team — **£35000**

**Leading Now** is a year-round programme designed to develop leadership capabilities at all levels. The programme centres on an ever-growing series of modules; reflecting contemporary leadership challenges of the day and delivered to a community of peers, through topic-specific and group coaching sessions. In person sessions are supported with digital resources and recommended reading.

### Testimonials from participants:

"I've learned as much from hearing other peoples' challenges as I have from discussing my own."

"I felt everyone came in with challenges and came out with new perspectives."

"I leave each and every session with a notebook full of things to follow through on, and to put into action"

"Love how I can dip in and out of topics, groups and pick what's most relevant at any one time."

"The team invested the time to understand what I wanted to get from the programme personally, and keep this up throughout."

"Truly motivating learning, and a great new network of allies!"

### Group coaching sessions, and coaches

As well as the topic specific sessions that participants attend, regular group coaching sessions open up conversation around individual and collective challenges. Partner coaches support in the delivery of these sessions.



**Liz Whitney** is a coach and consultant working with founders and leaders in digitally driven business to drive mindset change and growth.



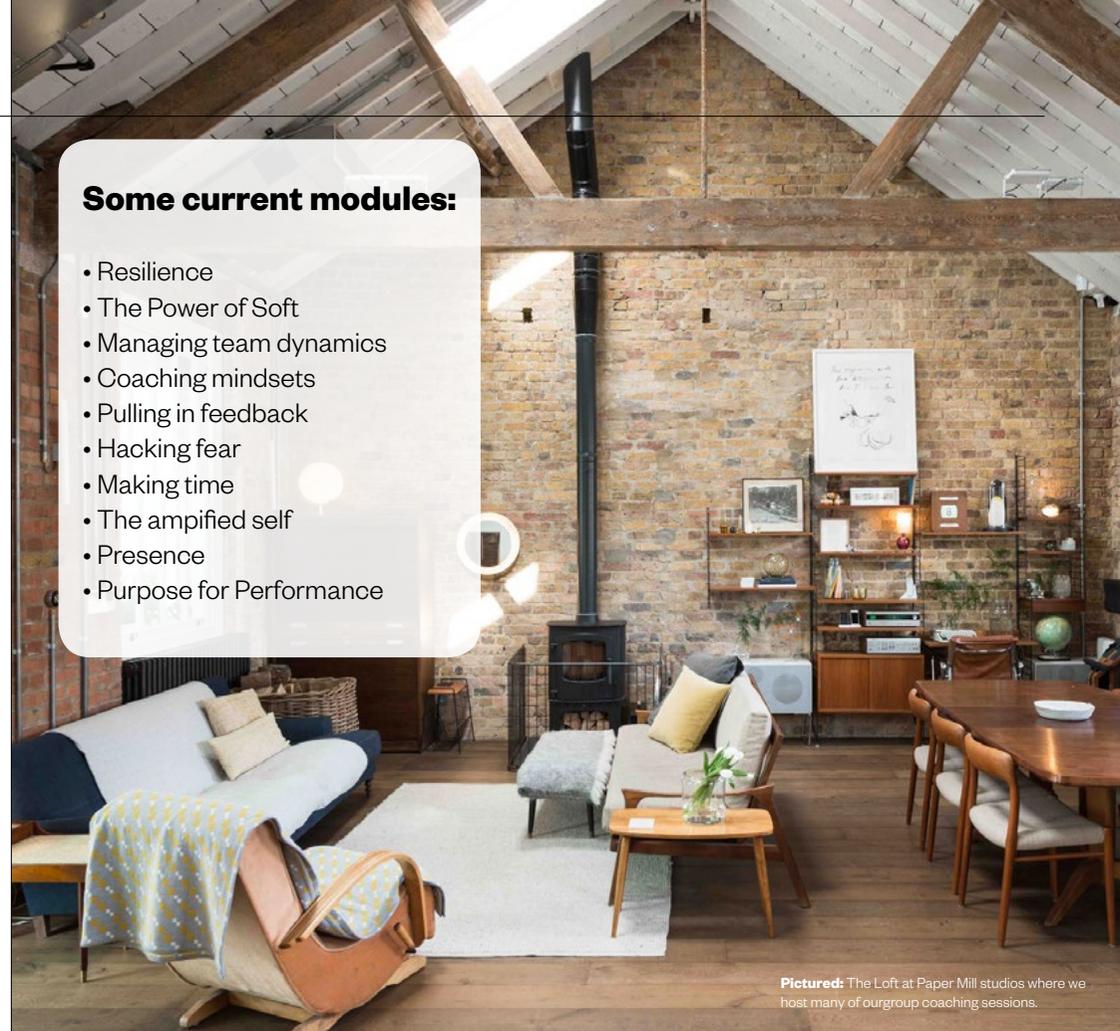
**Hilary Gallo** is a former corporate lawyer and author of 'The Power of Soft' — offering a more empathetic and creative approach to negotiation.



**Mark Shayler** is a sustainability consultant, coach and author of the best-selling 'Do Disrupt'. Mark also delivers a popular workshop on authenticity.

### Some current modules:

- Resilience
- The Power of Soft
- Managing team dynamics
- Coaching mindsets
- Pulling in feedback
- Hacking fear
- Making time
- The amplified self
- Presence
- Purpose for Performance



**Pictured:** The Loft at Paper Mill studios where we host many of our group coaching sessions.

### Annual programme costs

The ongoing annual nature of the programme enables rolling starts on a monthly basis. Participation is subject on a short application process.

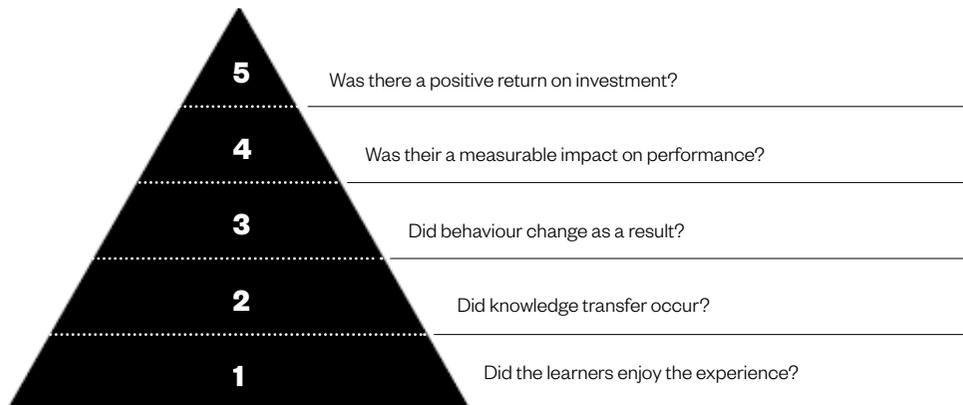
- Single place, member rate — **£2200**
- Single place, non-member rate — **£2800**

**Visits** see us bring the outside in, delivering strategically designed sessions to teams anywhere, in focussed and energising formats. Whether a one-off full-day workshop or a series of 90 minute sessions, the aim is to build capability and drive change in relation to key business challenges, drawing from the most relevant expertise across our network.

**Popular topics:**

- Resilience
- The Power of Soft
- Consumer insights
- Purposeful praise
- Managing remote teams
- Authentic presenting
- Coaching mindsets
- Hacking the room
- Digital leadership
- First time leader
- Pulling in feedback
- Bot or not
- Design thinking
- Unconscious bias
- Business for good
- Storytelling
- Building on success
- Presence

Expanding on Kirkpatrick's classic levels as a stepped ways to evaluate learning programmes, all visits are planned and delivered after answering the following questions — and agreeing ways to measure against them.



Key formats for sessions

- 90** — An energising and focussed 90 minute workshop session on a variety of topics for a group of up to 18.
- 180** — Practitioner led, and digging deeper over a structured three hour workshop session for groups of up to 18.
-  — We facilitate a roundtable discussion around a core theme or topic, bringing in an external expert to kick-start conversation.
-  — Full day workshops can be delivered to groups of up to 18 on key topics, and aligned to internal challenges.
-  — Single speakers and panels can be designed and moderated on point to key topics and internal opportunities.
-  — Some formats can be adapted and delivered virtually using ZOOM to reach groups of any size anywhere.

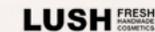
Some recent client examples:



For retail property PLC Hammerson we've organised a series of knowledge-share panel sessions delivered at their Kings Place HQ, to bring together senior management with internal and external stakeholders.



To give people throughout the business more confidence, capability and creativity to continually suggest new ideas — we delivered a series of workshops on idea generation.



We are programming conversational panels for retail managers, that focus on creating more WOW customer service moments. Most recently learning was shared by WAH's Sharmadean Reid and Cubitts founder Tom Broughton.



Setting out to create better understanding of the value in customer insights among an internal creative team at Innocent, we programmed a series of 90 minute workshops.

**Consultancy** From partnering with adidas to develop a global creative leadership programme, helping AB InBev to build thought-leadership on digital commerce and AXA to instil fresh outlooks on customer centricity we can design and deliver a tailored capability building programme that draws from the freshest expertise among our network.

Some recent consultancy projects:



Since 2015 we've designed and delivered a digitally driven leadership development programme; connecting an annual global cohort of future leaders with expert peers; all based around topic specific 'Skills Gyms'.

### ABInBev

For AB InBev we've produced and delivered a global programme of thought leadership around the future of digital commerce, with sessions to-date delivered in London, Amsterdam, Paris, Brussels and New York.



The fast-growing file-sharing supremos have a growing band of young, ambitious marketers working together in their Amsterdam based HQ. We're working with them to develop their strategic thinking, benchmarked against a series of ongoing commercial partnerships.

### secret Escapes

This bespoke programme blends in-person sessions with missions, curated digital resources and recommended reading to motivate and mobilise curated groups of high-potentials across Europe.



Our work with AXA focuses on instilling customer centricity throughout the UK marketing, brand and sales functions —by drawing in best practice, new thinking and inspiration of what others are doing from outside of the business.

### PROPER CORN

We're supporting the burgeoning snack brand as they look to develop the next generation of leaders within the business. A branded programme of in-person and digital learning sees cross functional teams come together to solve real-world problems alongside external experts.



**Pictured:** Members of the WeTransfer marketing team as part of an residential session at Do Farm in Cardigan Bay.



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