2020-2021 IMPACT REPORT

INTENSIFYING TIE'S TRANSFORMATIVE FORCE

THE CHALLENGE

The past two years have been some of the hardest many people have faced. In their lives and in their businesses.

When Covid-19 hit, like so many others around the world, it hurt us big time. With borders shutting, and no international travel, it meant our business model simply crumbled.

Our mission to ignite people's humanity, ingenuity, mojo and purpose, was put on pause.

Then, floods of emails started to arrive from our NGO partners around the world, requesting help. And we remained aware that despite the pandemic, professionals around the world, more than ever, wanted to BE more and DO more. To broaden their horizons, create tangible impact, be pushed, and learn in new ways. To impact their immediate circumstances or the world at large in a meaningful way.

The need for TIE, and the kind of leadership we promoted, hadn't gone away. People, companies and NGOs needed us now more than ever before.

And we knew in particular that when market conditions improved, TIE was going to be needed more than ever by the private sector. To offer diverse challenges to employees. To push them in new ways, expose them to real issues outside their day to day expertise and comfort zone. To get these employees helping the communities that need them most. To get them supporting organisations that wouldn't normally be able to afford their talents.

And perhaps most importantly, to demonstrate the power of the sector, and the skills of the people within it, to make the world a better place.

I was on a mission. How could TIE intensify the transformative force it had created and well-nigh perfected over 16 years of operation?

I needed to find an innovative way to make what we do possible in the new normal.

In July 2020 we launched our first virtual programme. By digging deep, and drawing on much of what we teach on TIE, we made it possible to expand our transformative reach.

And the rest is history.

Now, here's to the future...

Philippa White
Founder - CEO
The International Exchange - TIE

THE OPPORTUNITY

TIE continues to be a unique experiential personal development programme, the only one that ignites people's humanity, ingenuity, mojo and purpose.

How have we gone about doing this?

By taking people into the unknown we challenge them in unique ways, which results in helping them to reveal the best version of themselves. We provoke growth by helping people step out of their silos and comfort zones by having them solve global social and environmental challenges.

By expanding what is possible and exposing people to the need to be resourceful when faced with many constraints, we unlock unknown potential, whilst making a positive impact on social initiatives around the world.

So what are we doing differently now?
We've increased our transformative force by expanding the base of our participants: We've created two CPD Accredited six-week online programmes. Team TIE for our corporate clients and TIE

Accelerator for professionals around the world who don't need or don't want to be sponsored by their companies. Both attract seasoned professionals who are keen to DO and BE more.

Another big improvement came when we focused on putting together the perfect blend of cross-disciplinary professionals to face global challenges. A blend in which each professional could thrive and learn, be inspired and be inspiring. Where each individual, whatever their skill, was motivated by joining a community of like-minded people – all looking to be re-invigorated by a new sense of purpose.

Whether they are on Team TIE or TIE Accelerator, seasoned professionals can do this programme without putting their lives or jobs on hold. With a laptop and internet connection they can be part of it anywhere, virtually, and in only 2 hours a day.

With TIE now virtual, we have created a system with a faster turnaround of projects. We are working with NGOs in regions we couldn't previously (eg. Iraq and Syria), and impacting more people per project.

Who do we want to engage?
Both Team TIE and TIE Accelerator aim to engage with seasoned professionals who are looking to say sayonara to their comfort zone and find new purpose. People who are eager to face new and meaningful challenges created by working in unfamiliar ways whilst solving some of the world's most challenging problems.

How the transformative process works

ENGAGE

Participants who are excited about revealing the best version of themselves apply to the programme by submitting their contact information and a statement of interest.

IMMERSE

To ensure a highly successful experience for participants and their team, we will make sure they learn all they need to know about their bespoke project, and the best practices for working with social initiates around the world.

STEP OUT

Supported by TIE throughout, each participant will step out of their comfort zone by working remotely for a month with the team's assigned social issue.

EMERGE

At the program's completion, participants will be self-aware, able to understand exactly what they are capable of achieving. They will experience a renewed sense of clarity and purpose, and because they will have changed the lives of others, a wonderful feeling of fulfilment.

TIE 2020-2021 THE NUMBERS

40 **participants**

were able to experience the TIE method with TIE Accelerator and Team TIE.

9 **placements**

were able to help social causes around the world, while helping our participants GROW.

8 **social initiatives**

put their trust in TIE to help them solve a series of different challenges.

7 **countries**

around the world have been impacted by TIE changemakers over the last 2 years.

2 **companies**

believed in the power TIE's vision.

Billions

impacted by TIE placements around the world

OUR IMPACT

Our transformative programmes turn gifted professionals into gamechangers. We help to create better companies, with better people, in a better world.

BETTER PEOPLE

- Create confidence
- Re-ignite the fire in their bellies
- Show how to use empathy and flexibility as super-powers
- Help people feel re-invigorated and full of a new sense of purpose

BETTER COMPANIES

- Reveal the best version of people to then become agents of change
- Inspire and motivate employees
- Push talent out of their comfort zones and silos
- Create leaders who are empathetic, flexible and self-aware

BETTER WORLD

- Develop awareness amongst business leaders of the role that businesses must play in achieving the sustainable development goals
- Help social initiatives work with strategic, lateral thinkers, as well as technical experts, who they could otherwise never afford

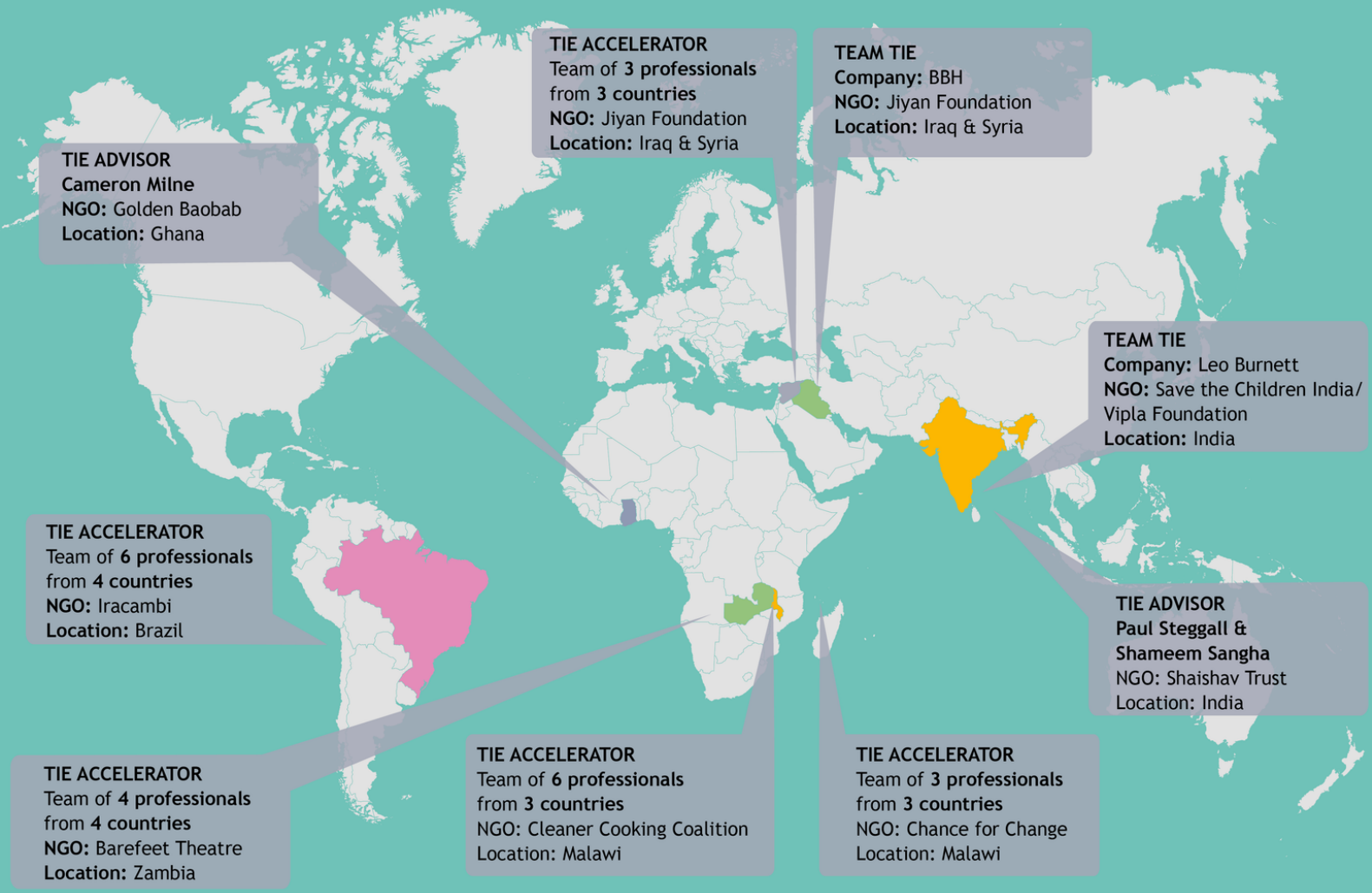
IN 2020-2021 OUR WORK BENEFITTED

Education: **55%**

Human Rights: **25%**

Children's Rights: **30%**

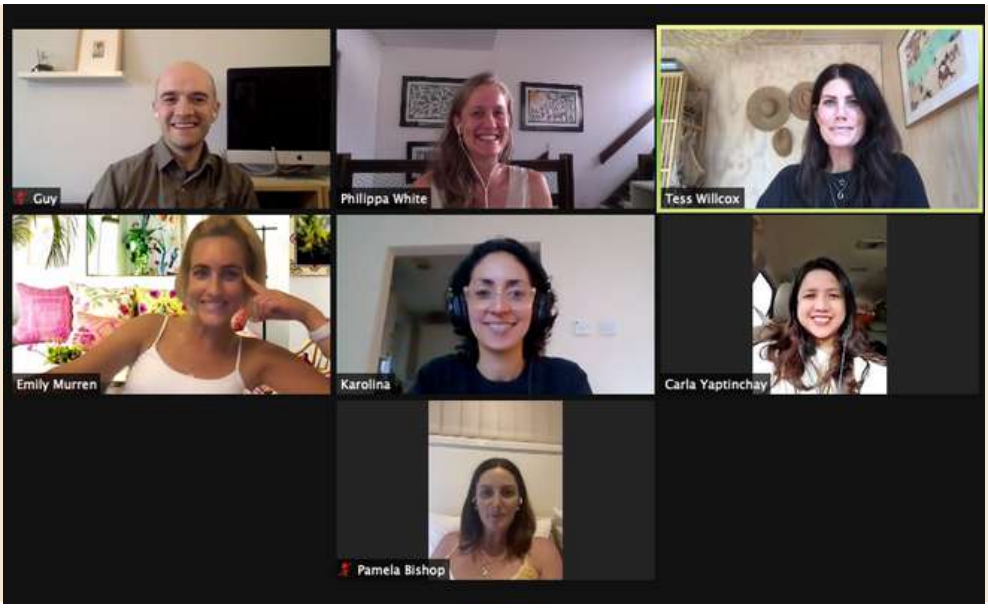
Environment Conservation: **25%**



THE PROFOUND DIFFERENCE THE PROGRAMMES HAVE MADE

We asked TIE alumni from both programmes how they grew from the TIE experience.

This is what they said....



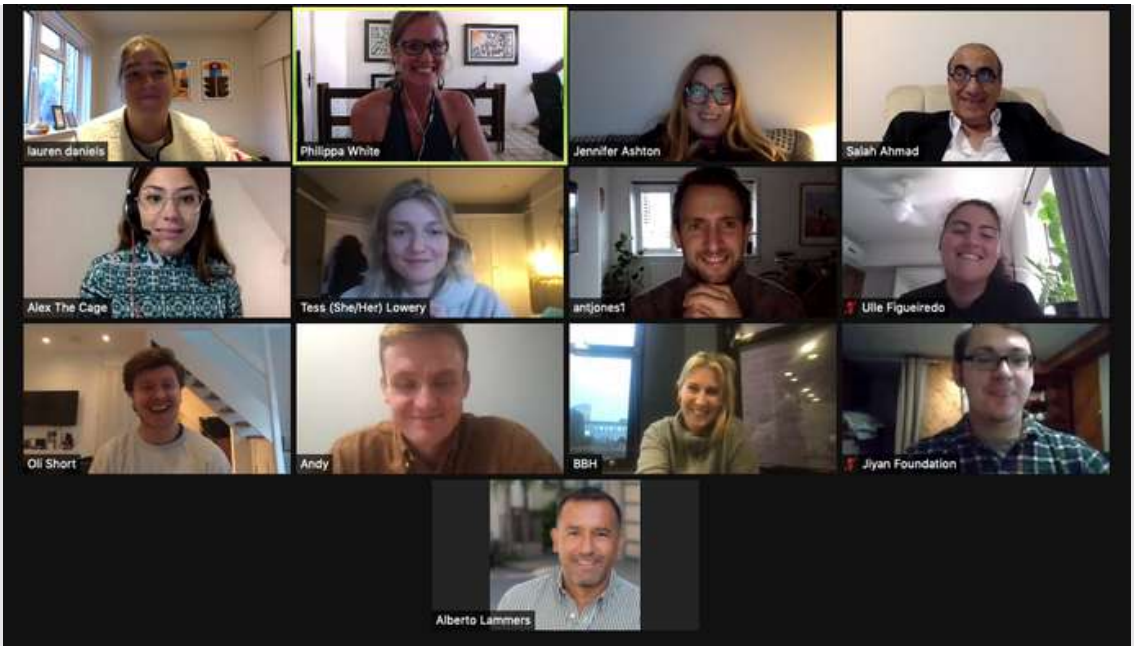
About spreading their wings:

“Pushed my brain.”
“Grew in new ways.”
“A chance to work alongside other professionals from different backgrounds.”
“Tested my knowledge in an entirely new context.”
“I flexed my skills in new ways and found new ways to collaborate, project manage and contribute my expertise.”
“When people with different skill sets come together to support an amazing cause, anything is possible.”
“TIE has opened my eyes to another world and has helped me confirm what I want my purpose in life to be.”
“Got to see the world from a different perspective.”

About confidence:
“By stepping out of my comfort zone, I am a better version of myself.”
“I am more confident with making decisions and trusting my instincts.”
“This has made me a better listener, a more confident decision maker and allowed me to work in ways that I never usually would have.”

About creating change:

“A chance to give back.”
“I got to complete something with tangible results.”
“Make a meaningful impact on the lives of others.”
“Really solved problems that make people’s lives better.”
“I got to be a part of something bigger than myself.”
“The program allows you to use your leadership skills to help solve some major problems facing the world today.”

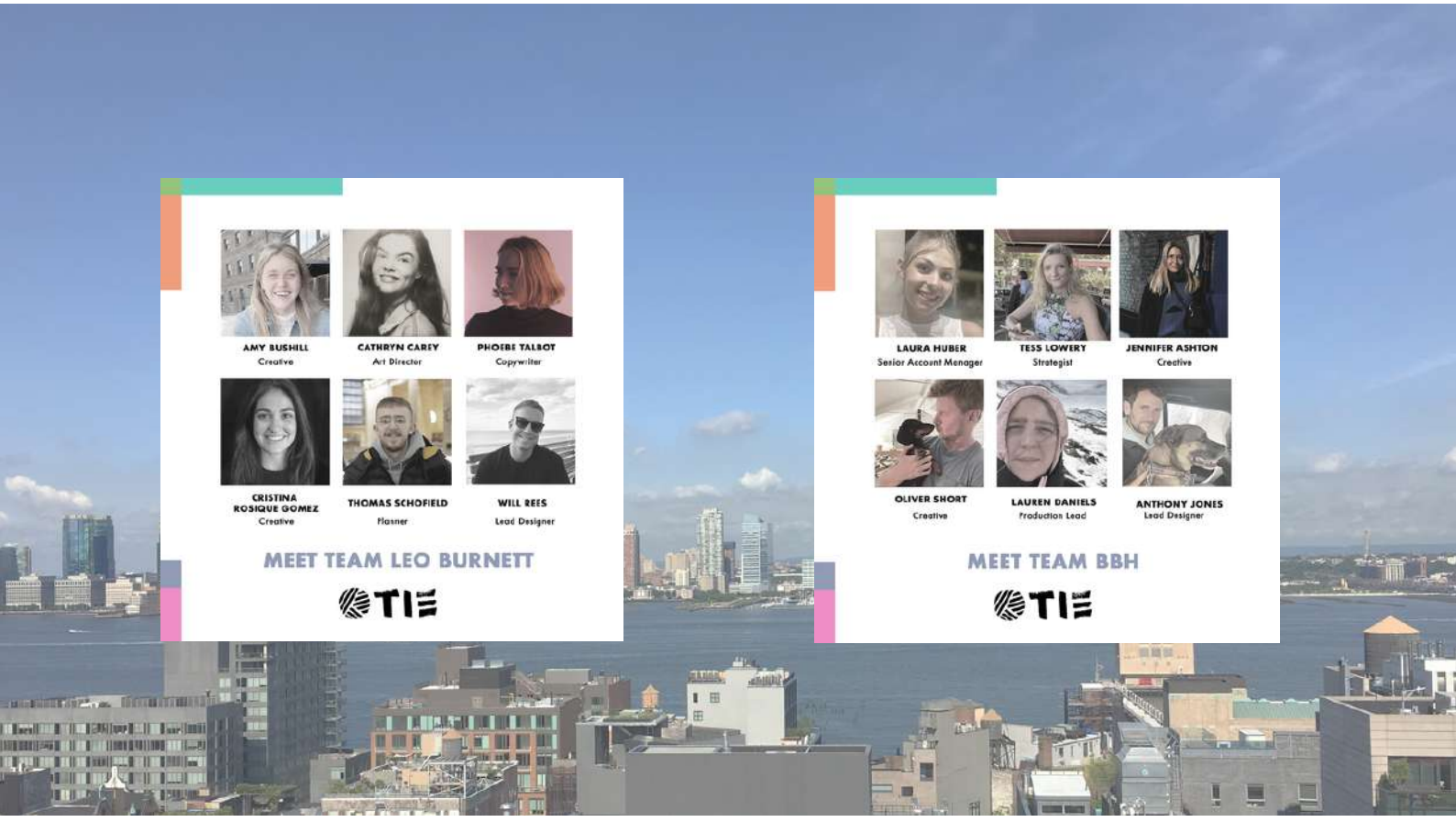


ABOUT CREATING BETTER COMPANIES

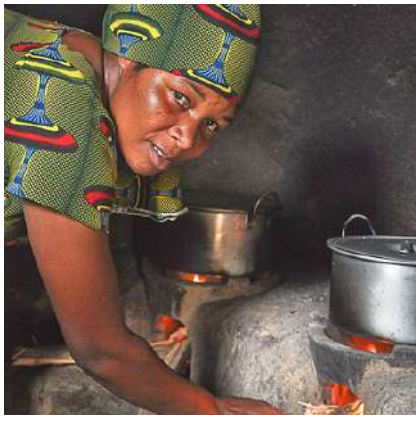
When we asked our corporate clients why they work with us, and how they have benefitted, this is what they said....

“As a leader of a company, talent is all you have got. You only have the quality of your people.”
“You are always looking for ways to inspire and motivate your people.”
“TIE has the ability to stretch people in ways that other training and development initiatives struggle to meet.”
“TIE allows people to step out of the circuit, find their own route, and they don’t have to deal with the hierarchy.”
“Nothing about TIE is theoretical.”
“It’s real. What TIE does has real implication and real value.”
“A unique way to offer our people the chance to flex their strategic, creative and problem-solving muscles in a totally different way.”

Comment: Society and traditional learning are pushing people into specializations. But the world is changing quickly, and human beings reject being painted into a corner. Successful people need to bridge different areas. Network with different people. Respond to different challenges. To be able to see the connections between different products, solutions and think in innovative ways. TIE is a way for people to gain these competencies, knowledge, experiences, and the confidence to work in a new way. It creates more agile, flexible, and empathetic individuals – the world needs them now. And of course, better people, means better companies.



ABOUT CREATING A BETTER WORLD



Cleaner Cooking Coalition

Making cooking cleaner for all to improve quality of life in a more climate-friendly way.

The CCC needed help giving a voice to the 2.8 billion people in the world who still don't have access to cleaner cooking opportunities at the UN High-Level Dialogue on Energy in September 2021.

A team of professionals from Switzerland, England, and Australia came together and helped the government of Malawi prepare for the high-profile energy meeting. The result was a beautifully positioned message and film that the President of Malawi delivered. The team also created a cleaner cooking pledge which was later signed by the First Minister of Scotland, Nicola Sturgeon, and Hon Nancy Tembo, Minister of Forestry and Natural Resources of Malawi, as a commitment to cleaner cooking opportunities and to the people who depend on it. Following this, CCC was able to secure a $50,000 donation to continue their important work.

Jiyan Foundation for Human Rights

Supporting survivors of human rights violations in Iraq and Syria.

Jiyan needed to generate income to be able to continue their work supporting survivors of trauma and terror in Kurdistan-Iraq by connecting people and items inspired by the patient's artwork.

A team of professionals from Canada, the US and the UK came together and created an online shop, using artwork that had been produced by the beneficiaries and donated to the organisation by local artists. The strategy was to offer items through a get a gift/give a gift campaign, where all purchases were equivalent to services offered by the organisation. Eg: A mug = 1 hour of psychotherapy for someone in Iraq. The income generated from the site helps sustain their work in the region, as well as raising awareness of what they do and what their beneficiaries go through.

Iracambi

Working to protect the Brazilian Atlantic Forest and improve the lives of people who work there.

Iracambi needed help connecting with corporate partners to generate organic revenue to ensure continuity of their preservation efforts in the endangered Brazilian Atlantic Forest.

A team of professionals from Australia, England, Sweden and the Philippines developed a prospectus for Iracambi that helped them be more proactive when approaching corporate partners, as well as helping them guide the conversation through a narrative that conveyed the full effect of their support and the benefits of collaborating . As a result of this experience, they have since secured a $100,000 partnership with Service Now, as well as partnering with the Oxford Development Consultancy and the Getúlio Vargas Foundation. They are now closer to their short term goal of 55000 trees by 2022, and 1,000,000 trees by the end of the decade.

Barefeet Theatre

Offers theatre workshops to children who live on the streets of Zambia.

Barefeet needed help creating a new business strategy, one that considers the impact of Covid-19, and that helped them reach new audiences in a format that is more accessible.

A team of professionals from Ireland, Canada, Denmark and England came up with a fantastic solution for Barefeet that addresses these challenges. They created a way to provide a global virtual platform for Barefeet to not only present their drumming and theatre but to also generate revenue. They have since booked online presentations to international clients, and as a result of the TIE project, developing a partnership with AirBnB Online Experiences. This new way forward will help the organization continue to deliver results-oriented projects when working with some of Zambia's most underprivileged children, giving them better opportunities for succeeding.

AWARDS AND PUBLICATIONS

- **Finalists for the UK Learning Awards:** The Learning Give Back Award
- **Created the TIE Unearthed Podcast:** Published over 40 episodes

Interviews and articles:

Philippa White | Being Amazing Despite...Covid crushing your enterprise - The DO Lectures Podcast

Leo Burnett rebrands children's charity in social initiative tie-up - Campaign

How to boost your career with entrepreneurship - We Are The City

Inspirational Woman: Philippa White | Founder and CEO, The International Exchange - We Are The City

5 key skills vital for the next generation of leaders - International Releases

A Model for Building True Win-Win Partnerships in the International Development Sector with Philippa White - What The Fundraising Podcast

What's the point of diversity? Podcast Interview - HR in Review

The International Exchange Founder Philippa White On a Different Model for Sustainable Change - Climate Talk with Gaby and Shaila

#FAOCEO mobile billboard campaign hopes to attract world's top CEOs - Mediashotz

THANK YOU!

We want to acknowledge all our friends and supporters who have believed in TIE and TIE's mission during these difficult times. The organisations, who took a chance on a new model, our long-trusted advisors, the clients who have been with us for so long, and everyone who got involved with TIE Accelerator, Team TIE and TIE Advistor to date. You have all believed in us and trusted our process, and without your faith in what we do, we wouldn't be where we are today. A huge shout out as well to everyone else who provided vital support in their unique ways to not only help us get through this time, but grow in the face of adversity. We are eternally grateful.

Adia PR • Anthony Jones • Andrew Connolly • Barefeet Theatre • BBH • Bea Prairies • Berna Vieira • Cameron Milne • Carla V. Yaptinchay • Carly Avener • Cathryn Carey • Chance for Change • Charlie Dawson • Charlie Rudd • Ciarán Norris • Cleaner Cooking Coalition • Cristina Rosique Gomez • Cyril Awere • David Joshua • Emily Murren • Fernando López del Prado • Gabriela Herculano • Gav Thompson • Golden Baobab • Gulshanoy Tolipova-Gourdin • Gustavo Peixoto • Guy Parry • Harry MacAuslan • Hugo Lima • Ines Vogeler • Iracambi • Iris Glaser • Janice McNamara • Jason Oke • Jaya Beange • Jennifer Ashton • Jeremy Bullmore • Jim Carroll • Jo Higgins • Karolina Rodriguez • Keops Ferraz • Laura Huber • Lauren Daniels • Leo Burnett • Lindsey Moore from Agnes Marketing • Liz Wreford • Luca A. Zerbini • Mallory Erickson • Melhor Comunicação • Melissa Parsey and B-Reel • Michael Durrant • Monica Bouqvar • Monique Barns • Namita Joshi • Amy Bushill • Nick Hastings • Oliver Short • Pamela Bishop • Paul Steggall • Pedro Andrade • Phill Tyreman • Phoebe Talbot • Public City • Rebekah Borg • Rob Campbell • Sakshi Misra • Santander • Sebastian Gutierrez • Shaishav • Shameem Sangha • Simon Anholt. • Sir John Hegarty • Tess Lowery • Tess Willcox • The Jiyan Foundation for Human Rights • Thomas Schofield • Ulle Figueiredo • Ulrike Richter • Vianney Wilson and his Dfy Coach Scale Team • Will Rees

GET INVOLVED AND STAY IN TOUCH

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OUR TIE NEWSLETTER
bit.ly/TIENewsletter

OUR TIE UNEARTHED PODCAST
https://anchor.fm/philippa-white-tie/

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