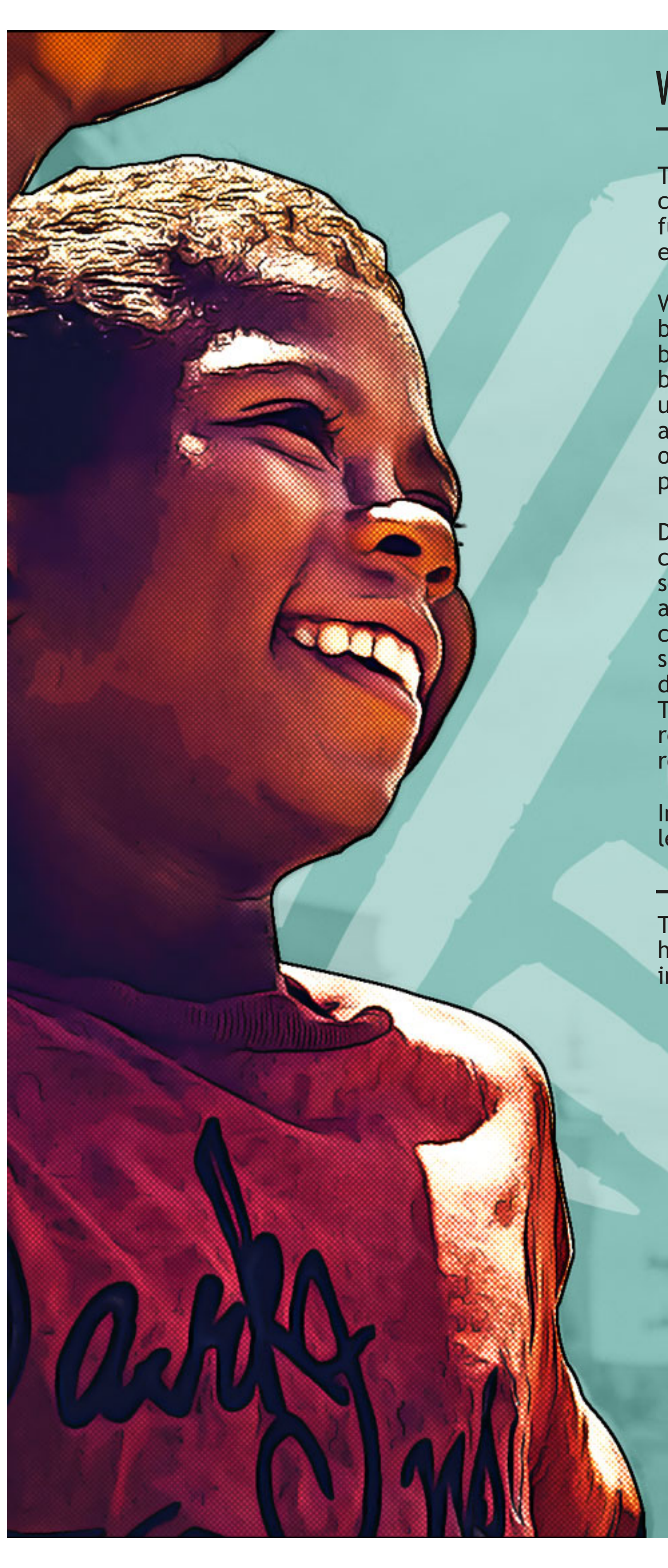


WELCOME TO TIE'S 2019 IMPACT REPORT

TIE connects the private sector with the social sector to create the leaders of tomorrow. Our goal is to unleash the full potential of future leaders through self-discovery and experiential learning.

We place professionals in locations they've never been to before, working with people they've never worked with before, often speaking a language they've never spoken before. They have only a fraction of the budget they usually have to create something. And they don't have access to their usual support team. However, they have an objective - which they must reach by the end of the placement.

During their placement participants rapidly develop cultural intelligence (CQ), self-confidence and self-awareness. They become more comfortable in ambiguous situations, learn to have courage in their convictions, and become less fearful of failure. At the same time, they develop a broader appreciation of diversity and an ability to collaborate in team situations. They learn how their professional expertise can make a real difference and develop a new appreciation and respect for their industry and skills.

In short, TIE is the proving ground for tomorrow's industry leaders.

This past year has been both exciting and impactful. We have seen a significant difference made to all stakeholders involved, and would like to illustrate their results here.

TIE 2019 – THE NUMBERS

8 placements

8 participants

8 social initiatives

5 companies

7 countries on 3 different continents

45,000 people impacted by TIE placements in 2019 around the world

KEY BUSINESS DRIVERS

- To retain and recruit best talent
- To provide experiential leadership development opportunities
- To develop and expand cultural intelligence
- To hone and use skills and the business to make a difference
- To create different and inspiring work

BETTER LEADERS

- Creating confidence
- Inspiring leadership
- Developing Cultural Intelligence
- Enhancing appreciation for company and industry

BETTER COMPANIES

- Applying skills to make a difference
- Retaining and recruiting the best talent
- Providing leadership development opportunities
- Creating different and inspiring work

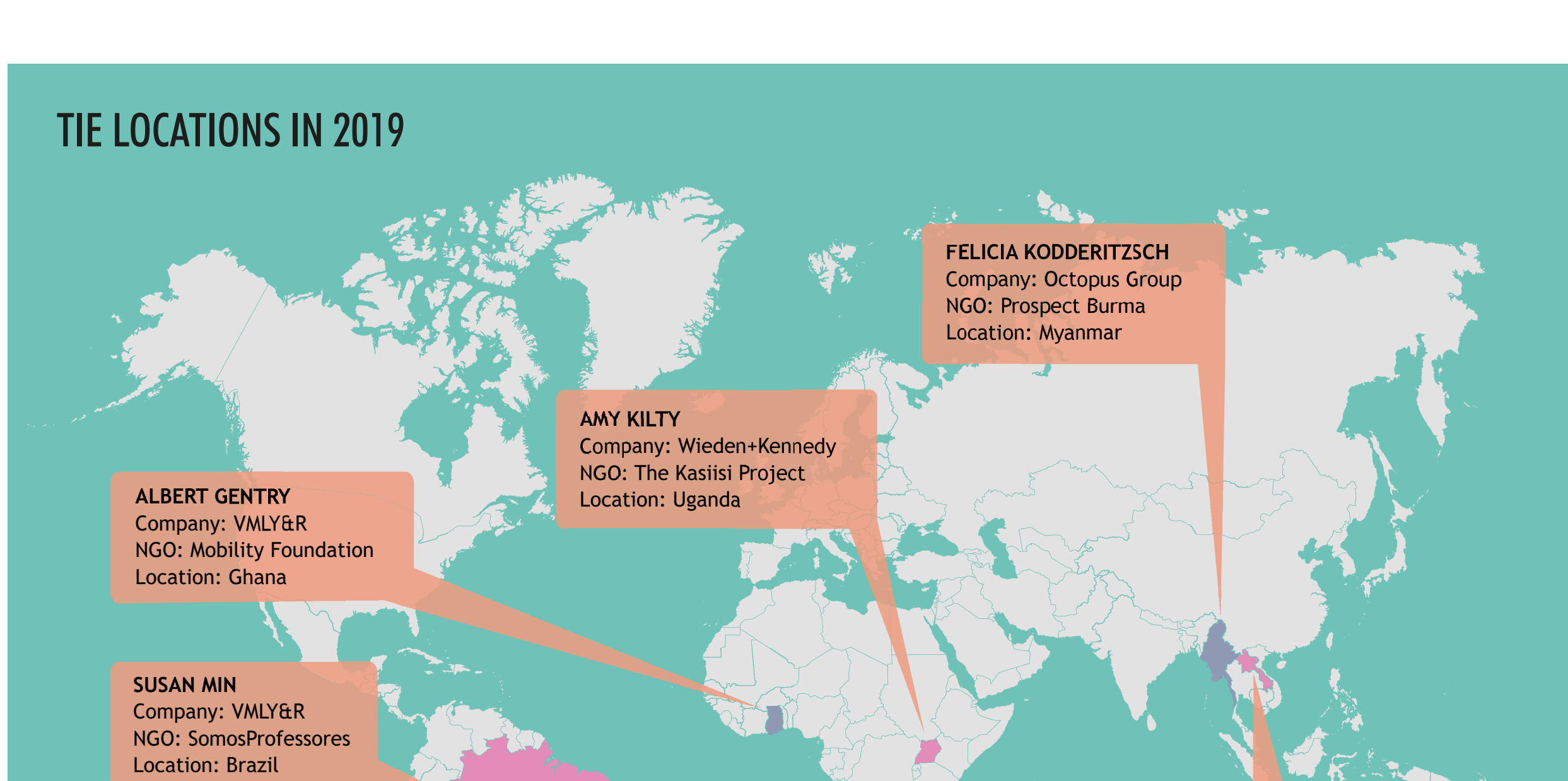
BETTER WORLD

- Creating shared learning and understanding
- Impacting communities that would otherwise miss out
- Helping people to help themselves
- Inspiring the next generation of leaders to think more broadly

IN 2019 OUR WORK BENEFITTED

Education	People with Disabilities	Children's Rights	HIV/AIDS Prevention	Environment Conservation
50%	25%	25%	12%	12%

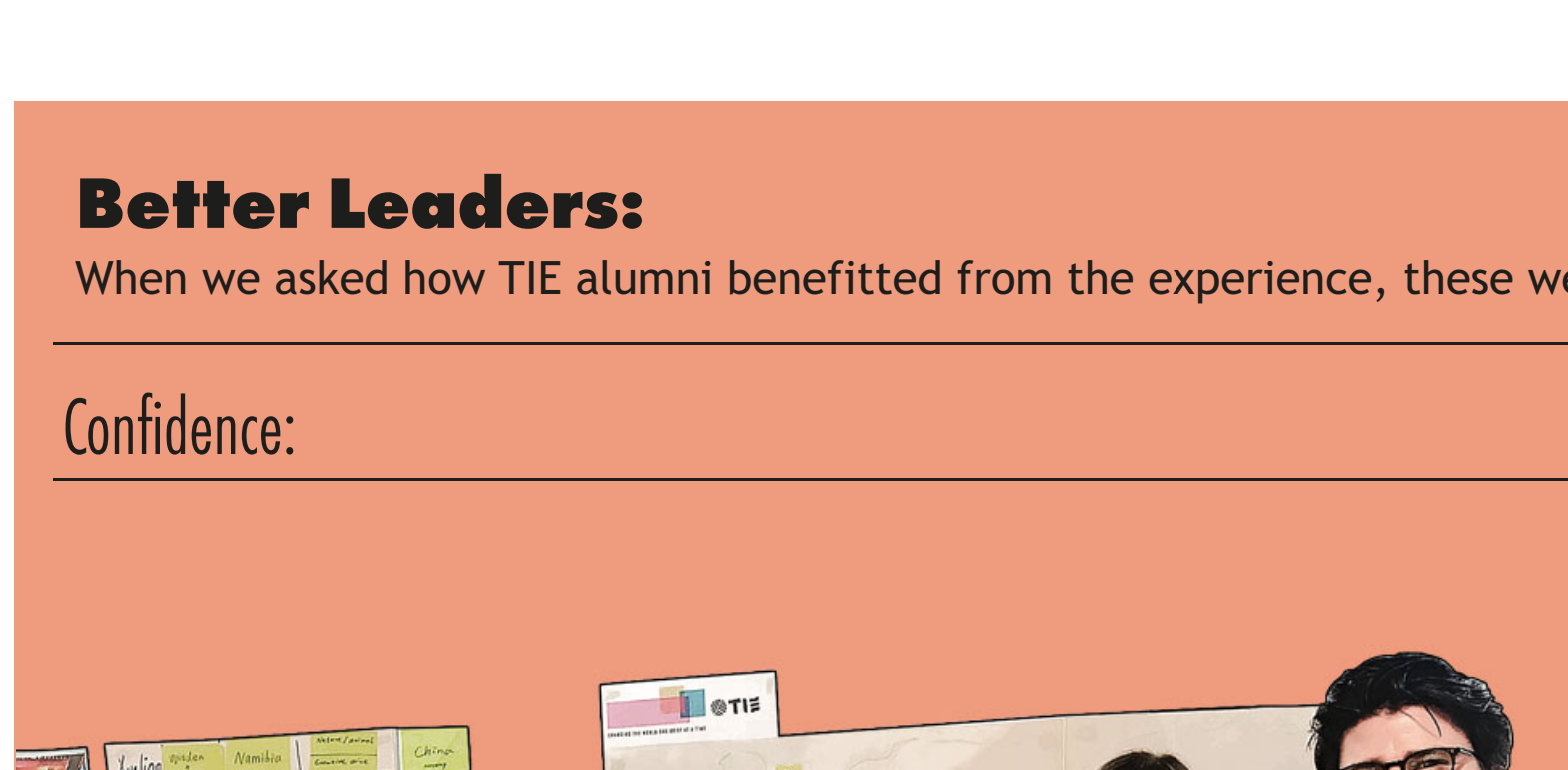
TIE LOCATIONS IN 2019



Better Leaders:

When we asked how TIE alumni benefitted from the experience, these were the top themes from their evaluations:

Confidence:



"Trust in instincts."

"A belief that I know what I am talking about."

"I have a renewed sense of confidence in my own abilities."

"Built my confidence and realised that, yes, I do have the competencies to accomplish the task at hand and to voice my opinion."

"I enjoyed actively focusing on myself; being confident and comfortable being genuinely myself no matter who I am with."

Comment: Confidence is the feeling/skill that appears the most consistently throughout the evaluations. It's usually mentioned with regards to being in a position of leadership in the project and making executive decisions. "Being in the driver's seat". Another aspect that stands out is "making my voice heard"; the courage to propose new ideas etc. A TIE placement helps develop self-confidence, and helps participants recognise that they are capable of much more than they thought possible, particularly without their regular support team. They become more unflappable, calmer, better able to manage adversity, whilst decreasing the dangers of hubris.

Leadership/Self-reliance:

"Learned to be a better listener, talking less and hearing other people's ideas."

"Freedom to manage my own time and make final decisions."

"I realised how it is possible to do so much with fewer resources, and realised there are always alternate solutions to help your clients, beyond what you think may be immediately possible."

"I had to exercise and therefore strengthened my cross-functional skills."

"I've never been in a position where I've had to deliver a project completely solo. TIE forced me to believe in my own abilities and to use my own energy and drive to push things over the line. For the first time in my life I was the leader and I am really proud of myself for stepping up to the plate."

"I am less of a control freak now and know how to be more patient."

Comment: Many participants mention never having had the opportunity to exercise as much leadership back at work. These comments demonstrate how TIE forces people out of their silos, and is a crash course in problem-solving, often in precarious situations and forcing people to cope with an entirely new culture / way of work. Participants also learn that the 80/20 (Pareto Principal) rule really does work.

Respect/Appreciation for company and industry:

"It has made me appreciate the quality of my company's training."

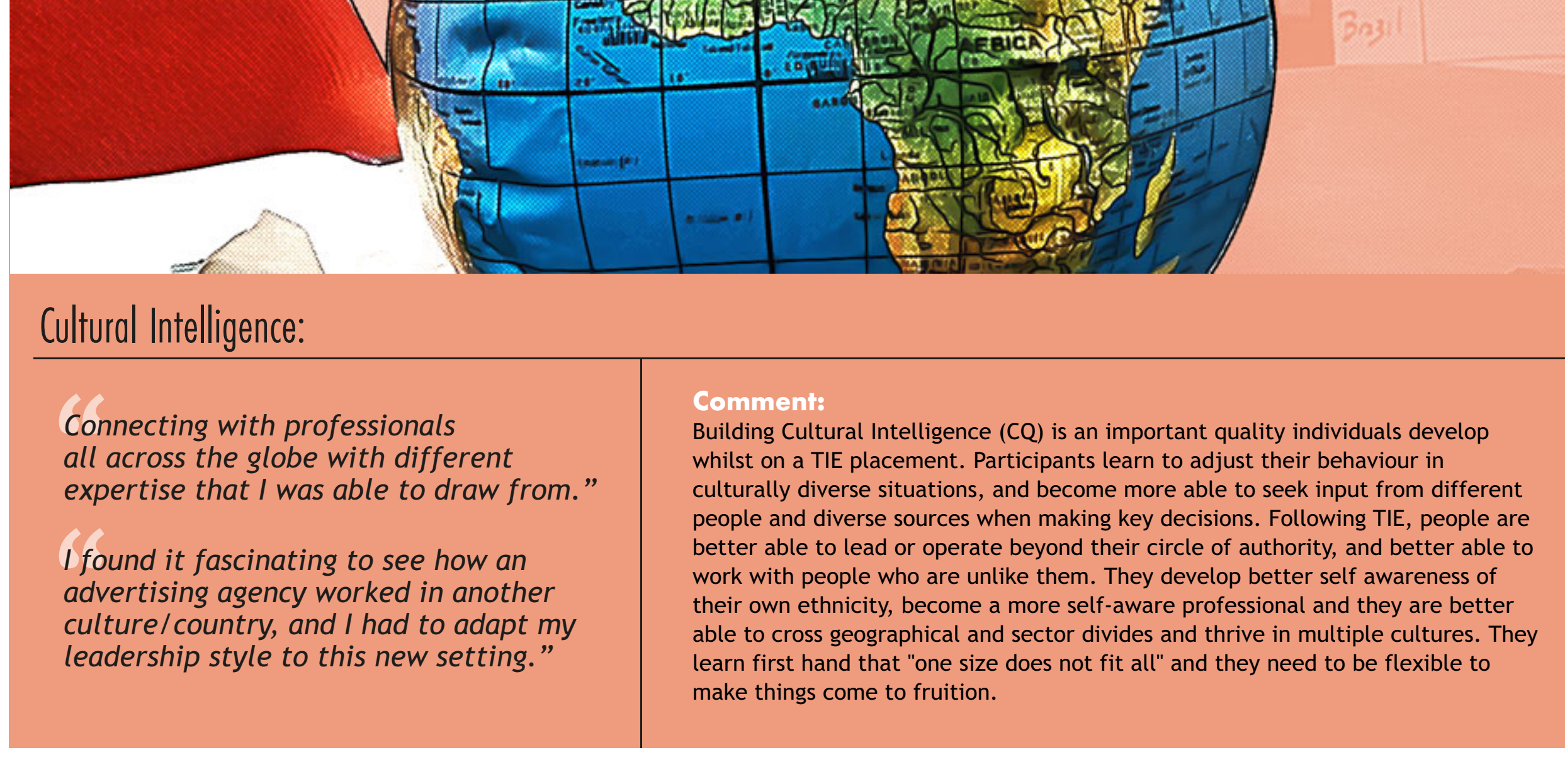
"Appreciate just how lucky we are to work within a Company like ours and proud that our organisation is so heavily involved in charitable activities."

"The experience has actually made me respect my company even more as an organisation."

"Renewed sense of energy and excitement for my industry as a whole."

Comment: This speaks to the "retention" component of TIE's programme. People go back not only feeling inspired, but also appreciative of the fact that their company has invested in them and trusts them to carry out a high-level assignment abroad. This embeds in TIE participants a great sense of responsibility not only towards the project / social initiative that they're helping, but also towards their own company.

Supporting Community Action
Working Together
Deciding Together
Consulting
Informing
solution ✓
building on strength
How
ownership - sustainability
working with
doing to
Expert specialism
Facilitator



Cultural Intelligence:

"Connecting with professionals all across the globe with different expertise that I was able to draw from."

"I found it fascinating to see how an advertising agency worked in another culture/country, and I had to adapt my leadership style to this new setting."

Comment: Building Cultural Intelligence (CQ) is an important quality individuals develop whilst on a TIE placement. Participants learn to adjust their behaviour in culturally diverse situations, and become more able to seek input from different people and diverse sources when making key decisions. Following TIE, people are better able to lead or operate beyond their circle of authority, and better able to work with people who are unlike them. They develop better self awareness of their own ethnicity, become a more self-aware professional and they are better able to cross geographical and sector divides and thrive in multiple cultures. They learn first hand that "one size does not fit all" and they need to be flexible to make things come to fruition.

Better Companies:

When we asked our clients why they work with us, and how they have benefitted from our partnership, this is what they said:

To use skills and the business to make a difference:

"TIE works for us on so many different fronts. Primarily, it comes directly out of our purpose. "The power of difference to make a difference". We understand the value of giving back, and its importance. Talent wants more than just great work at an agency. Giving back has an impact on people's mental health and well-being." (BBH)

"Simon [CEO Octopus Group] sees TIE as a way to engage people in philanthropic behaviours and giving in general"; "TIE helps businesses be better." (Octopus Group)

"Morally and ethically it is something really important to do [to work with TIE]. It is nice to put something back into the world that is more than just a consumer product. You are going to impact the world in a positive way by working with TIE." (Wieden+Kennedy)

Comment: This proves the win-win aspect of TIE and the emphasis on the objective of corporate responsibility.

To retain and recruit the best talent:

"TIE offers people a unique opportunity to receive something that other employers don't offer." (Octopus Group)

"TIE is a retention tool. When you invest in people, it really helps them realise that the company believes in them and sees them as the future - one of our future stars." (Wieden+Kennedy)

"People believe that it is a fantastic opportunity to impact an incredible cause. A sign that they are acknowledged as a future leader of the business."; "When you speak to the people who come back. Without question - every single one of them says that it's an amazing experience. For BBH to be able to give that experience is something we want to continue to do." (BBH)

Comment: We have seen that as a result of TIE, employees have stayed longer at a company in order to gain the necessary experience to apply for the programme in the future. We have seen employees return from TIE, and implement new divisions or projects that would not have happened had they not been on the programme. And have stayed longer as a result of a newfound energy and belief in what they do. We have TIE alumni that are now in global leadership positions at the companies that sent them, attributing their ability to thrive in the position to their TIE experience. And many of our clients talk about TIE in recruitment interviews.

To provide experiential leadership development opportunities:

"We fully invest in learning and development. This is the next level - learning all skills we have taught you. And now you can do it in a real-life environment."; "TIE participants learn more about themselves than they would in any one-day training course." (Wieden+Kennedy)

"From the leadership perspective - the growth and confidence that they receive from the TIE programme, the profile at the agency, puts them on the map."(BBH)

"TIE develops entrepreneurial people, and behaviors to bring back to the business."; "TIE nurtures key talent and develops leaders of the future." (Octopus Group)

Comment: Over the course of TIE's history, it is clear that the TIE experience is moving beyond being only a link to Corporate Responsibility, and now fits firmly as a component of employee development within HR. The competencies and insights gained from a TIE experience are seen as valuable returns on investment, and have proven to help improve the business once the participant has returned.

To create different and inspiring work:

"Our Creativity for Good Programme includes TIE. There is an obvious upside for one candidate that goes, but we love that the whole agency gets behind the individual, and that we have a project team that supports the participant. TIE brings groups of the agency together that wouldn't normally come together." (BBH)

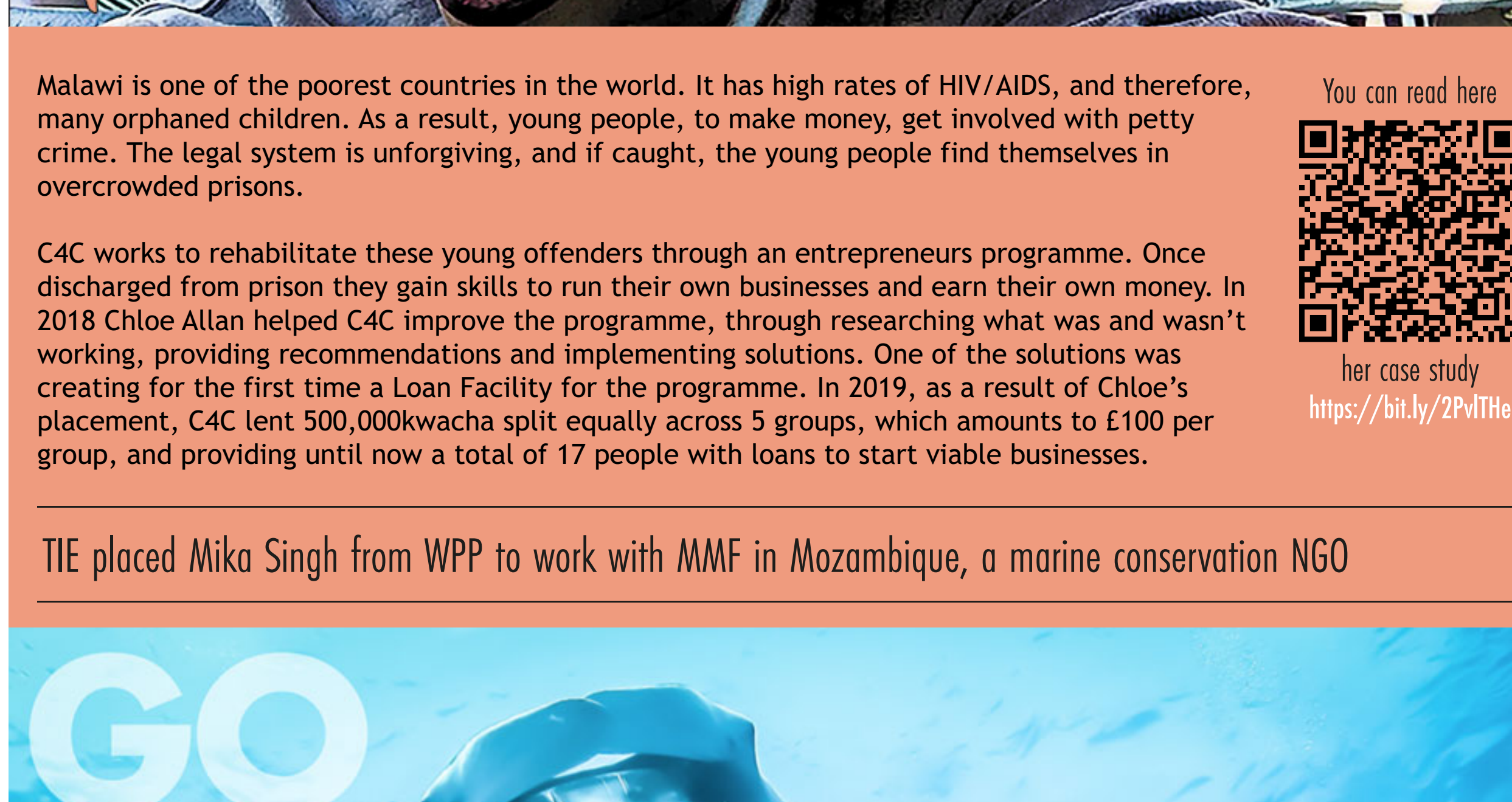
"TIE helps create interesting dynamic content." (Octopus Group)

"The mission at Wieden+Kennedy is for people to do the best work of their life. With TIE they can work on a project in Uganda, for example, and do something completely different, in a different world. On TIE, it becomes not just the work and creative output, but that they can also do it in a different place." (Wieden+Kennedy)

Comment: Many of our clients use the TIE experience as a launch pad to connect people and different divisions within a company. They create a support team back at home, that becomes an important base for the individual abroad. The support team often helps to create the material or strategy for the social initiative, and whilst creating stronger work, unites parts of the company that wouldn't normally have the chance to work together.

Better World:

TIE placed Chloe Allan from Octopus Group to work with Chance for Change (C4C), an NGO in Malawi working with young people's rights



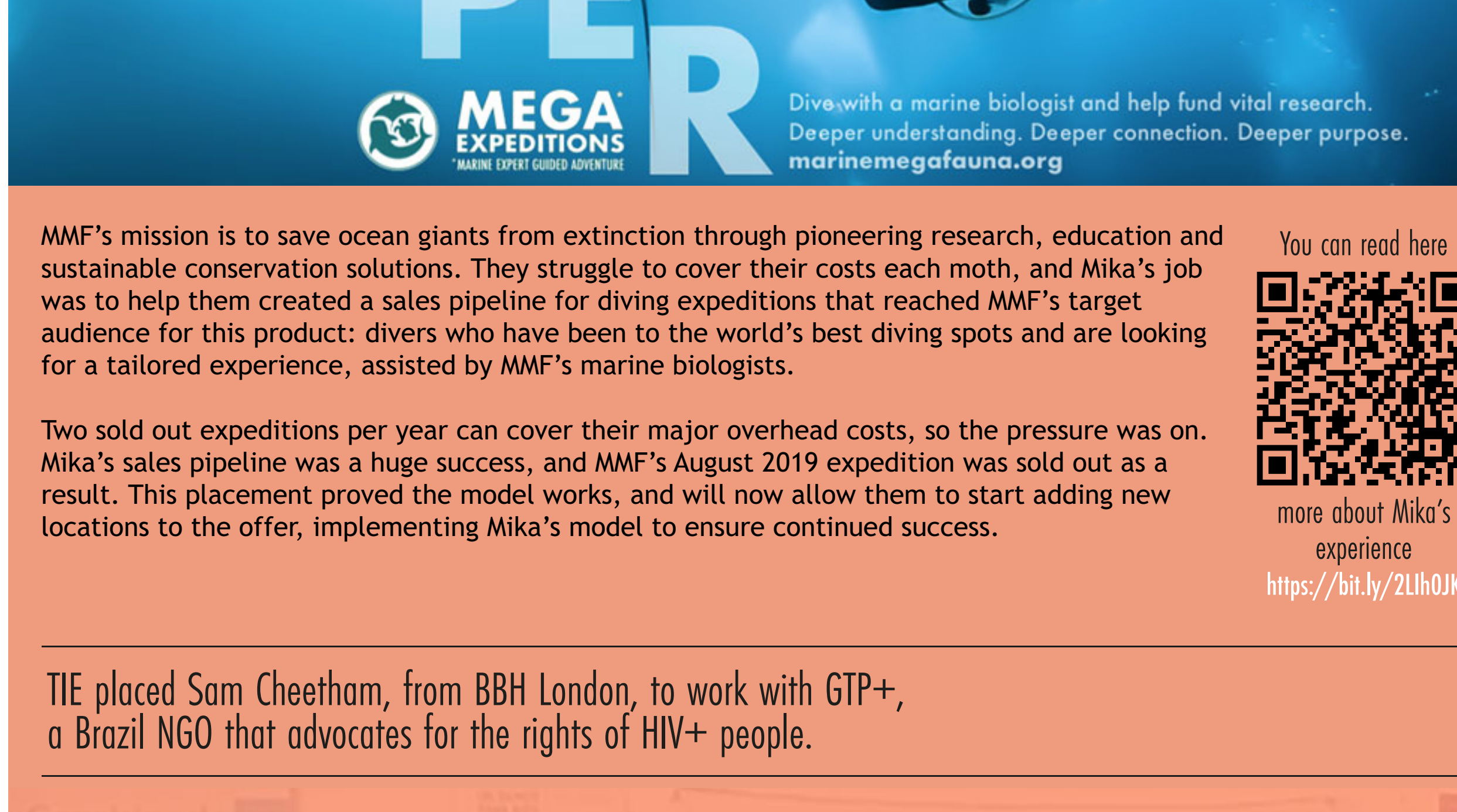
Malawi is one of the poorest countries in the world. It has high rates of HIV/AIDS, and therefore, many orphaned children. As a result, young people, to make money, get involved with petty crime. The legal system is unforgiving, and if caught, the young people find themselves in overcrowded prisons.

C4C works to rehabilitate these young offenders through an entrepreneurs programme. Once discharged from prison they gain skills to run their own businesses and earn their own money. In 2018 Chloe Allan helped C4C improve the programme, through researching what was and wasn't working, providing recommendations and implementing solutions. One of the solutions was creating for the first time a Loan Facility for the programme. In 2019, as a result of Chloe's placement, C4C lent 500,000kwacha split equally across 5 groups, which amounts to £100 per group, and providing until now a total of 17 people with loans to start viable businesses.

You can read here

her case study
https://bit.ly/2PvITHe

TIE placed Mika Singh from WPP to work with MMF in Mozambique, a marine conservation NGO


GO DEEPER
MEGA EXPEDITIONS
MARINE EXPERT GUIDED ADVENTURE
Dive with a marine biologist and help fund vital research.
Deeper understanding. Deeper connection. Deeper purpose.
marinemegafauna.org

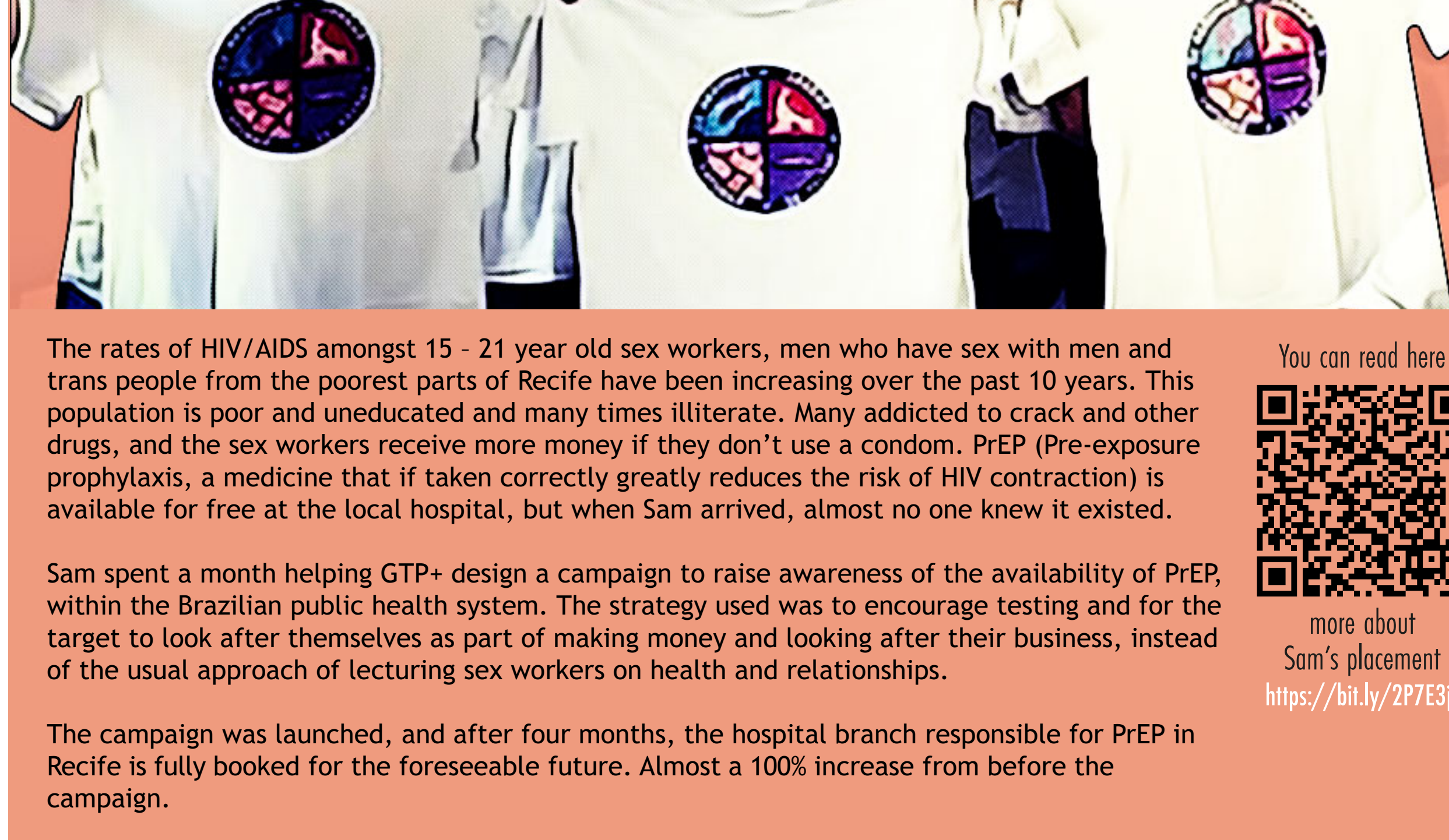
MMF's mission is to save ocean giants from extinction through pioneering research, education and sustainable conservation solutions. They struggle to cover their costs each moth, and Mika's job was to help them created a sales pipeline for diving expeditions that reached MMF's target audience for this product: divers who have been to the world's best diving spots and are looking for a tailored experience, assisted by MMF's marine biologists.

Two sold out expeditions per year can cover their major overhead costs, so the pressure was on. Mika's sales pipeline was a huge success, and MMF's August 2019 expedition was sold out as a result. This placement proved the model works, and will now allow them to start adding new locations to the offer, implementing Mika's model to ensure continued success.

You can read here

more about Mika's experience
https://bit.ly/2LIh0JK

TIE placed Sam Cheetham, from BBH London, to work with GTP+, a Brazil NGO that advocates for the rights of HIV+ people.



The rates of HIV/AIDS amongst 15 – 21 year old sex workers, men who have sex with men and trans people from the poorest parts of Recife have been increasing over the past 10 years. This population is poor and uneducated and many times illiterate. Many addicted to crack and other drugs, and the sex workers receive more money if they don't use a condom. PrEP (Pre-exposure prophylaxis, a medicine that if taken correctly greatly reduces the risk of HIV contraction) is available for free at the local hospital, but when Sam arrived, almost no one knew it existed.

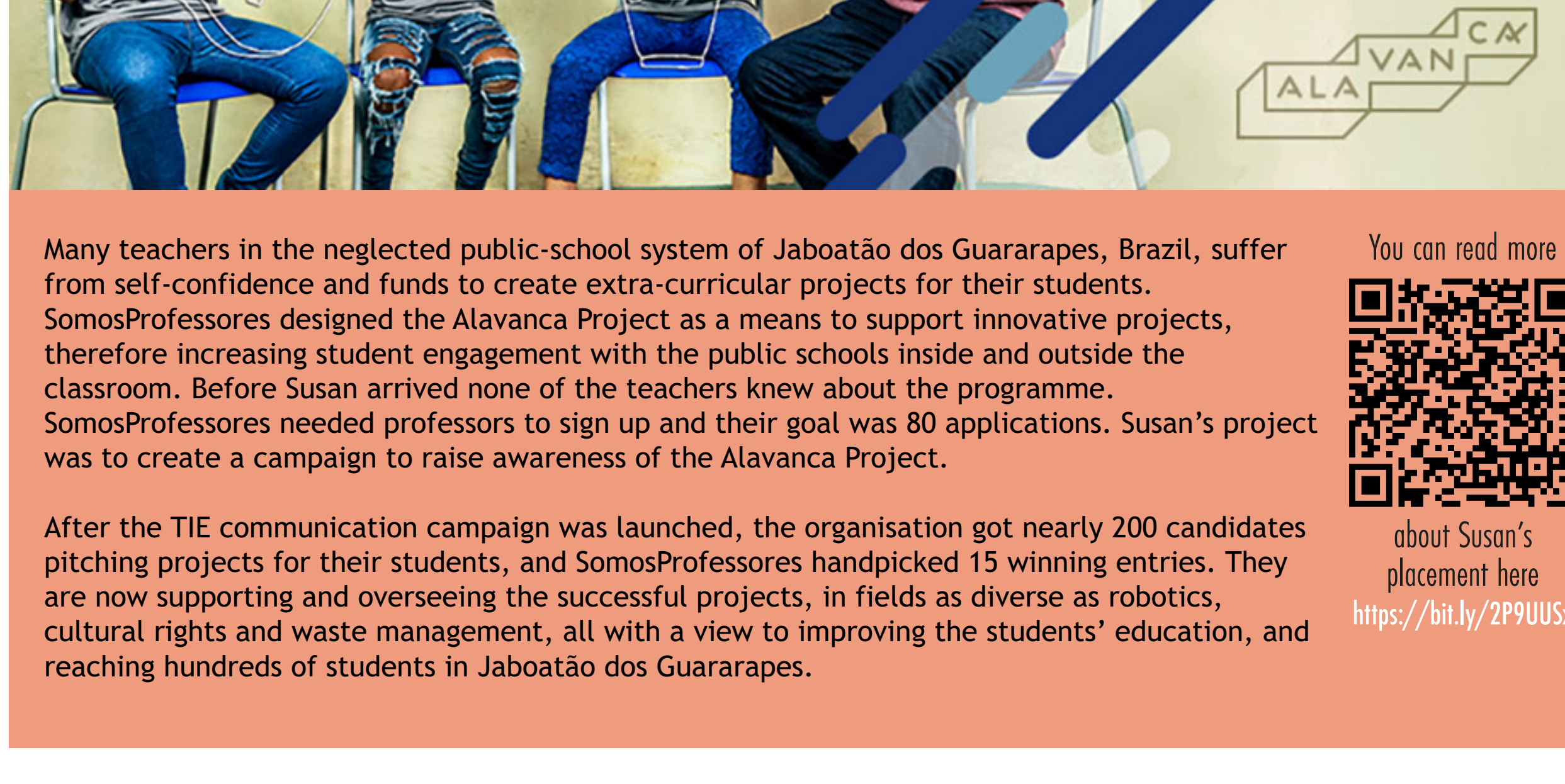
Sam spent a month helping GTP+ design a campaign to raise awareness of the availability of PrEP, within the Brazilian public health system. The strategy used was to encourage testing and for the target to look after themselves as part of making money and looking after their business, instead of the usual approach of lecturing sex workers on health and relationships.

The campaign was launched, and after four months, the hospital branch responsible for PrEP in Recife is fully booked for the foreseeable future. Almost a 100% increase from before the campaign.

You can read here

more about Sam's placement
https://bit.ly/2P7E3js

TIE placed Susan Min from VMLY&R to work with SomosProfessores, a Brazilian education NGO.


SUA IDEIA.
NOSSO APOIO.
ALA VAN CA

Many teachers in the neglected public-school system of Jaboatão dos Guararapes, Brazil, suffer from self-confidence and funds to create extra-curricular projects for their students. SomosProfessores designed the Alavanca Project as a means to support innovative projects, therefore increasing student engagement with the public schools inside and outside the classroom. Before Susan arrived none of the teachers knew about the programme. SomosProfessores needed professors to sign up and their goal was 80 applications. Susan's project was to create a campaign to raise awareness of the Alavanca Project.

After the TIE communication campaign was launched, the organisation got nearly 200 candidates pitching projects for their students, and SomosProfessores handpicked 15 winning entries. They are now supporting and overseeing the successful projects, in fields as diverse as robotics, cultural rights and waste management, all with a view to improving the students' education, and reaching hundreds of students in Jaboatão dos Guararapes.

You can read more

about Susan's placement here
https://bit.ly/2P9UUSx

WPP Wieden+Kennedy BBH VMLY&R octopus investments

TheInternationalExchange.co.uk BETTER LEADERS. BETTER COMPANIES. BETTER WORLD. TIE