

Potential Plus UK Strategic Objectives 2023-2026¹

1. **Empower** parents to advocate effectively for improved support, provision, and well-being for young people with high learning potential.
We will equip the parents of our young people with the knowledge, skills and tools needed to improve the opportunities, achievement and well-being of their children.
2. **Empower** young people with high learning potential to develop the self-understanding, well-being and skills necessary to lead change.
We will empower young people to fulfil their potential and to lead change for themselves and the wider community.
3. **Advocate** for the needs and rights of young people with high learning potential, and for improvements to policy and practice in education and society.

In collaboration with other user-led organisations which are aligned with our vision, we will drive change in education and society.
4. **Community** – Create and encourage mutual support within our community of families.
We will foster safe, supportive communities where families can share their successes, experiences and challenges throughout the journey to adulthood.

Underpinning priority

Sustain: strengthen the sustainability and effectiveness of the organisation to empower Potential Plus UK to carry out its important work.

We will secure long-term sustainability through income generation and fundraising, seeking to refine effectiveness in all areas of our charity.

¹Reviewed and agreed by the Board of Trustees on 28.04.2023

Organisational Structure to enable delivery of the Strategic Objectives²

Co-Management of Empowering Parents		Management of Advocating	Management of Community	Management of Empowering Young People
ASSESSMENT SERVICE MANAGER	ADVICE SERVICE MANAGER	CEO (<i>working directly on service management</i>)	DEPUTY CEO	DEPUTY CEO

²To be finalised dependent on the experience and skills of the successful candidate appointed to the role of Deputy Chief Executive Officer.