

# Clear values create a strong Position

## Client

Children Unite



### Industry

Charity - Working at an international level to protect child domestic workers from abuse and exploitation and to promote their rights.

### Age / History

Established in 2009. Both founders have 15 years experience in the field.

### Size

Management team: 2  
Board of trustees: 6

### Founders

Helen Veitch and Jonathan Blagbrough

### Think Feel Know Engagement

From April 2009 to January 2011

TFK challenged us just enough to make us think differently about how and why we wanted to set up Children Unite. With Charlie's help, Children Unite has evolved from some initial thoughts into a functioning organisation that truly represents our principles and values.

HELEN VEITCH, MAY 2011

## Challenge

Children Unite found it hard to articulate exactly who they were and what they did because they weren't doing it yet. They also found that a lot of people involved in charitable work can easily talk about why they are involved in this sector, but are less articulate when attracting support. For example the benefit (added value) of working with their charity as opposed to any other.

### The coaching solution

TFK coach Charlie Warshawski developed a coaching plan that ensured all aspects of Children Unite's structure and development were covered. The focus was on some of the broader issues such as Children Unite's Positioning, the decision-making structures needed for a small but international charity as well as some more immediate needs such as how to run meetings with potential clients.

### Why TFK

Think Feel Know was engaged because their coaching models were straightforward and easy to apply, and allowed the founders to plan strategically and set up the structures for their organisation. The added benefit of having coaches with voluntary sector experience proved to be extremely helpful as it meant that TFK truly understood the issues and challenges.

## Results

### Commercial

- Clear Positioning enabled specific branding and a representative logo to be developed
- Children Unite has since secured several consultancy contracts and projects worth over £100,000

### Cultural

- The two founders have developed their personal positions into the roles of Director and Advisor
- They now understand how best to take account of the dynamics of the diverse Board of Trustees
- All Trustees have all been briefed on the TFK approach 