

Inspiring employees with a bold new strategic plan

SYC is a not-for-profit organisation centred on employment, training and youth services. With a core purpose to positively affect the lives of people in need, SYC has helped more than 61,000 people in the areas of Home, Wellbeing, Learning and Working during 2016.

WhiteRhino previously developed SYC's Strategic Plan in 2013 - but a lot can change in 5 years and version 2.0 had to communicate a new set of strategic directions, goals and objectives for this forward thinking organisation.

Research showed SYC employees were very proud and passionate people, possessing an overwhelming commitment to helping people.

WhiteRhino was tasked with creating overarching visual messaging to support the binding proposition to show employees where SYC was heading. Imagery and communications were developed that transcended all job descriptions, skills and departments - inspiring all staff to continue to Show Their Colours.

CLIENT SERVICE TO YOUTH COUNCIL LIMITED

INDUSTRY NOT FOR PROFIT / YOUTH SERVICES

BRIEF STRATEGIC PLAN REPORT



C A S
E S T
U D Y



KEY OUTCOME

ENGAGED

STAFF MEMBERS NOW SHARING THE COLLECTIVE
COMPANY VISION