our perspective

The development of the next generation of leadership is one of the most important aspects of a Leaders role - it is probably the single greatest responsibility leaders carry. Yet few leaders invest the necessary time needed, often choosing to delegate responsibility to their Human Resources Team or in many cases hoping that development will just happen on the job. The most talented leaders not only see this as an opportunity for the individuals, but also an opportunity to practice and improve their own personal leadership. Most importantly they see it as an opportunity to enhance the competitiveness of their organisation in the most sustainable way and generate a strong talent pool for the future. This work is at the heart of Devote. We invest time in all the work we do, striving to create opportunities for individuals to exceed their own leadership expectations.

"I start with the premise that the function of leadership is to produce more leaders, not more followers." Ralph Nader

teams leaders direction culture

sense for deafblind people

In December 2009 Sense invited Devote to be keynote speaker at their annual conference for the fund raising division of the charity. Sense is a UK charity whose purpose is to work in partnership with others - deafblind people, their families, carers and professionals - to ensure everyone challenged by deafblindness or sensory impairment, has access to advice, opportunity and support.

1 understand

The current economic climate makes fundraising even harder for UK charities. The Director of Fundraising for Sense saw this climate as an opportunity for medium sized charities like Sense to standout from the crowd. The fundraising division's conference was used to inspire the team to double the amount raised over 5 years.

The theme of the conference was 'In the Driving Seat' and Devote worked closely with the Director of Fundraising to not only deeply understand the strategy but also the audience in order to create a bespoke intervention.

2 inspire

Devote created a 30-minute closing session to draw together the themes of the 2-day conference and inspire the delegates to have the confidence in themselves to achieve their targets.

Drawing on both professional and personal experience, the session entitled 'It always seems impossible until it is done' touched on fear, focus and what prevents us being at our best more of the time.

the results

The Conference generated a huge amount of positive feedback including:

"Chris from Devote was an inspirational speaker for our event who brought together the themes of the conference in a very motivating and relevant way - the feedback we received was terrific!" Fundraising Director, Sense