











Vision, Purpose, Values and Tone of Voice

<p>Our Vision</p> <p>ONE Etc. – Fuelling ambition and driving success in a resurgent Teesside and beyond.</p>			
<p>Our Purpose</p> <p>The Education Training Collective inspires and equips our people, communities and businesses with the skills, experience, and ambition to grasp opportunities, locally and nationally, boosting prosperity and transforming lives.</p>			
<p>Our Values</p>			
 <p>High performing, with heart.</p>	 <p>Confident, with absolute focus on success.</p>	 <p>Raising aspiration and ambition, improving opportunities and life chances.</p>	 <p>Proud to serve our students, communities, and businesses.</p>
<p>Our Tone of Voice</p> <p>Our Tone of Voice is directly influenced by our Values</p>			
<p>We are not brash, showy or arrogant, we are present and can be relied upon when needed. We don't make claims that we can't uphold, we do celebrate the successes of students, staff and our communities. We are quietly confident – we talk in a friendly voice, one that wants to help, and has a casual, polite manner. No big claims, no jargon, but a smart, self-assured tone of voice that connects with people and offers support.</p>			

Strategic Objectives

	Strategic Objective 1 – Harness the power of our Group: To transform opportunities for our learners, communities, and businesses by harnessing the power of our Group, delivering as ‘One Etc.’
	Strategic Objective 2 – Skills for economic growth and inclusion: To lead the way in delivering on future skills and economic growth priorities, including the transition to net zero, digitalisation, and economic inclusion, based on the Etc.’s reputation as a trusted education provider.
	Strategic Objective 3 – Long-term strategic partnerships: To create long-term strategic partnerships, providing new opportunities for all our learners, communities and businesses.
	Strategic Objective 4 – Employer and learner-led curriculum: To develop and enhance our exceptional education and training offer, designed with our employers, learners, and stakeholders.
	Strategic Objective 5 – Real world learning environments: To meet the skills needs of key industries and local people by creating engaging learning environments reflecting the real world of work.
	Strategic Objective 6 – Attract and develop the best staff talent: To lead ground-breaking approaches to developing our people, ensuring we attract and develop the best staff talent at the heart of the Etc. offer.