

**Together
an Active
Future**



the look

the sound

the feel

Introduction and context

the look

the sound

the feel

TaAF were given the opportunity to create a team and culture that could make a difference. We took time to reflect on our experiences as everyday people, as well as professionals from a range of sectors, to identify things we believe can help people feel connected and things which can be barriers.

As a result we created The Look, The Sound, The Feel document as a guide for our team and partners to use when creating the best experience possible for others.

The Look, The Sound, The Feel may seem like obvious stuff, but it's often not put into practice. This approach has definitely contributed to our success in engaging and involving people and we hope you will find it useful and valuable.

A little change from you can make a big difference to someone else

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the look

What

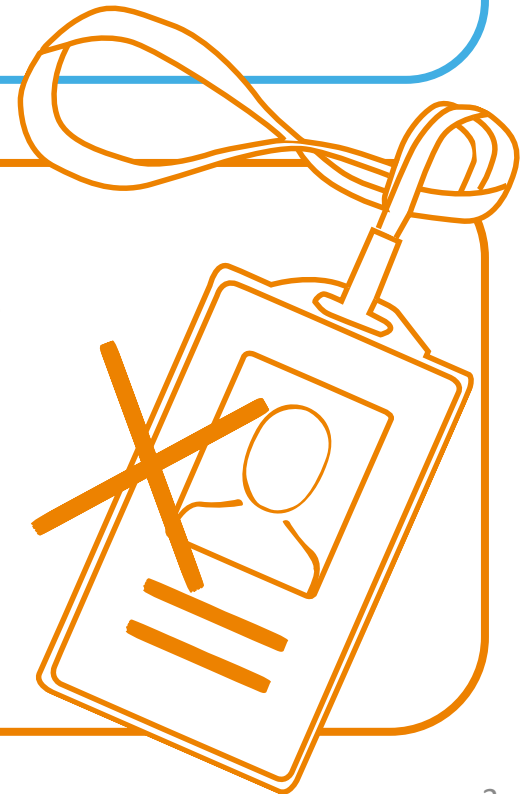
- Informal
- Welcoming
- Approachable

Why

- People contribute better when they feel at ease
- How you look can create/remove a barrier. People are more likely to want to work with people they feel equal to and are relatable to them in their lives
- If people feel welcomed, valued and listened to, they are far more likely to stay connected and involved

Suggestions of how

- Dress informally, especially when the audience is likely to dress informally too
- Remove lanyards and corporate name badges so that you can connect as people rather than as an organisation or sector
- Don't have a laptop open in front of you and/or mobile phone in hand when interacting; focus on the person to show you're interested and care
- Approach interactions with the view that others can help you/teach you something



the look

What

- Visual
- Engaging
- Exciting

Why

- Everyone receives a lot information, you want to stand out by being different
- People often have limited time, you want to capture their attention and for them to want to know more
- If what you share is memorable, it's more likely people will actually engage with it and want to be involved

Suggestions of how

- When creating content, ask yourself 'would this interest, engage and excite me?' Maybe ask someone you don't work with for their opinion
- Use tools like PowerPoint effectively, only showing the information that is absolutely needed in that form and avoiding lots of content on a screen
- Don't cram loads on agendas and updates. Identify one or two things that people can focus their skills and expertise on
- Think of other ways to communicate information (video, audio, images, etc.,) and make it easier to, share, take in and learn from



the sound

What

- Easy to understand
- Positive
- Appreciative

Why

- It's easier to involve people if you use friendly informal language that everyone can connect with
- Energy, positivity and enthusiasm can be great at getting people on board with something
- Showing appreciation for people's time, thoughts and ideas can motivate them to stay involved

Suggestions of how

- Use language that people use in everyday life and avoid/ explain abbreviations
- Create content that can be understood by everyone - if you're unsure, test it with someone outside of work
- Ensure that people you are asking to engage others are themselves engaged and enthused
- Give positive encouragement and backing as that can motivate people to stay involved and give their best
- Go out of your way to recognise the efforts of others

Thank
you

That's a
great idea!

the sound

What

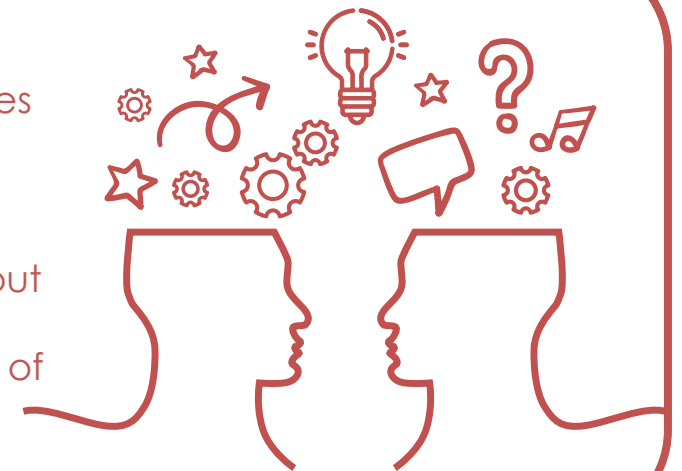
- Supportive
- Open
- Challenging

Why

- People need support and reassurance when doing things differently and taking risks
- Being open to help, ideas and alternative views can broaden our understanding and help us grow
- Constructive challenge can help push ourselves to deliver the best for people

Suggestions of how

- Make sure people know it's OK for them to take risks and sometimes fail, as both success and failure are learning experiences
- Make time for people, listen to how they're doing and what they need
- Recognise that your role is not necessarily to solve the challenge but to help others think about how they can solve it for themselves
- Create an environment that enables and encourages the sharing of ideas, constructive challenge and alternative views



the feel

What

- Creative
- Enthusiastic
- Different

Why

- Creativity and enthusiasm can inspire people to new ideas and ways of working
- A change in attitude and approach can help address a challenge that hasn't been successfully addressed before
- Testing out different things and learning what works creates a base for growth and improvement

Suggestions of how

- When planning a meeting, event or interaction, push yourself to introduce something different and be willing to take a risk
- Learn from others who you feel are great at engaging and energising people
- If a conversation, idea or decision feels like the same old same old, question it
- Create/embrace a culture where things can be tested out, people can share their ideas and everyone can learn together



the feel

What

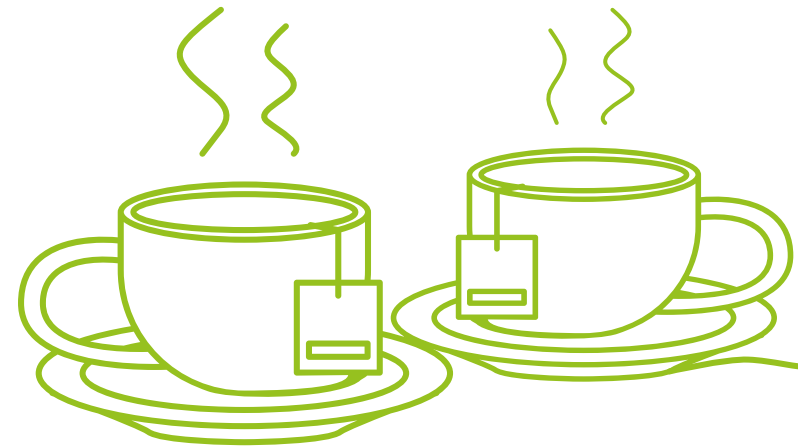
- Warm
- Welcoming
- Genuine

Why

- Everyone has ups and downs in life and at times need warmth, support and encouragement
- Creating an environment where people feel welcome and can give of their best will help everyone to be successful
- If you have genuine belief in what you're doing, it will shine through

Suggestions of how

- Remember we're all people with a lot of the same challenges and this should be reflected in how we speak to each other
- Use your time and energy to create a welcoming and supportive environment, pre-empting any barriers that a person may encounter and removing them before they happen
- Be open, honest and genuine in everything you do



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