

THE UNIQUE VALUE BLUEPRINT

Use these six questions, along with their sub-prompts, as a **reflective exercise** within your organisation – and even with the young people you support, if appropriate – to **identify the unique selling points that you bring to any potential partnership**. By identifying your distinctive value, you can: advocate confidently for young people, be aligned to suitable roles in the partnership, help partners see the full offer, shape the culture of the partnership, and ensure your strengths are deployed well.

The outputs of this exercise can be a short value statement to help position yourself in a potential partnership, or a more extensive elevator pitch to support partnership searches or early conversations.

1. What do we uniquely enable that others cannot?

- Where do young people feel safe, seen, or able to be themselves with us in ways they might not elsewhere?
- What kinds of conversations or moments of trust tend to happen only in our spaces?
- Which groups of young people do we reach that partners often struggle to engage?

2. What value do we create most naturally and effortlessly?

- What aspects of relational youth work (e.g., building rapport, sustaining engagement, spotting early signs of struggle) come instinctively to our team?
- What do young people consistently tell us we are good at?
- Which activities or approaches reliably generate positive energy, participation, or breakthroughs?

3. Where do we have credibility, trust, or influence that others do not?

- Which communities, neighbourhoods, or identity groups engage with us most?
- Where do we have long-standing relationships that give us insight into the lived realities of young people?
- In what situations do young people ask *us* to advocate for them because they trust our voice?

4. What change can we accelerate or unlock for the partnership?

- What outcomes for young people do we naturally support, such as confidence, belonging, safety, voice, education, skills, engagement, inspiration?
- What barriers do we help young people overcome that partners often cannot reach?
- How does our presence help the partnership understand young people's needs sooner, more accurately or more appropriately?

5. What motivates us to be in this partnership in the first place?

- Which youth-work values (voluntary participation, empowerment, equality, rights-based practice) shape our contribution?
- What aspects of the partnership align with our mission for young people and where can we most influence keeping it youth-centred?
- What do we hope young people will gain that we can help safeguard or champion?

6. What are our non-negotiables?

- Where would we draw the line, in terms of what we can offer the partnership?

Now consider asking the tech partner to undertake the same exercise, using the same top-level questions – just without the sector specific sub-prompts.