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Membership

An introduction to our learning network and the benefits of being part of it.

Overview

Since 2001 we've been building a network of outward-looking organisations and designing ways to share expertise, and build capabilities, among their teams — from the leaders at the top, to their newest hires.

The organisations we partner with come in all shapes and sizes; from big global businesses like adidas and Lush to fast-growing tech stars like WeTransfer and Farfetch, amazing charities like the NSPCC and Scope to specialist consultancies like forpeople and Koto.

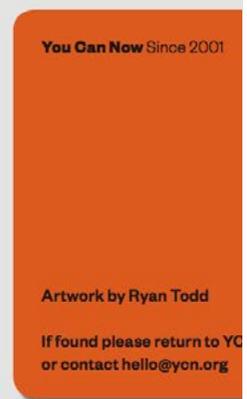
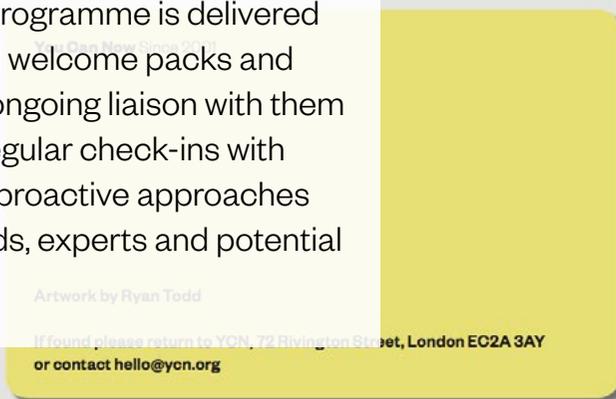
Collectively we believe in **Connected Learning** — open, and continual approaches to developing talent that bring like-minded people together, support live business challenges and meet the high expectations of modern learners.



A personalised learning experience

We are passionate about designing and delivering learning experiences that are deeply rooted in individual goals and that support real-world business challenges — throughout our members' teams.

A big focus in recent months has been how to make the learning experience that membership offers even more personal, so that it impacts all relevant people within a team. This is reflected in how our programme is delivered across the year; from personalised welcome packs and onboarding for the whole team to ongoing liaison with them around their learning goals; from regular check-ins with leaders on strategic challenges to proactive approaches to making connections to like-minds, experts and potential future project partners.



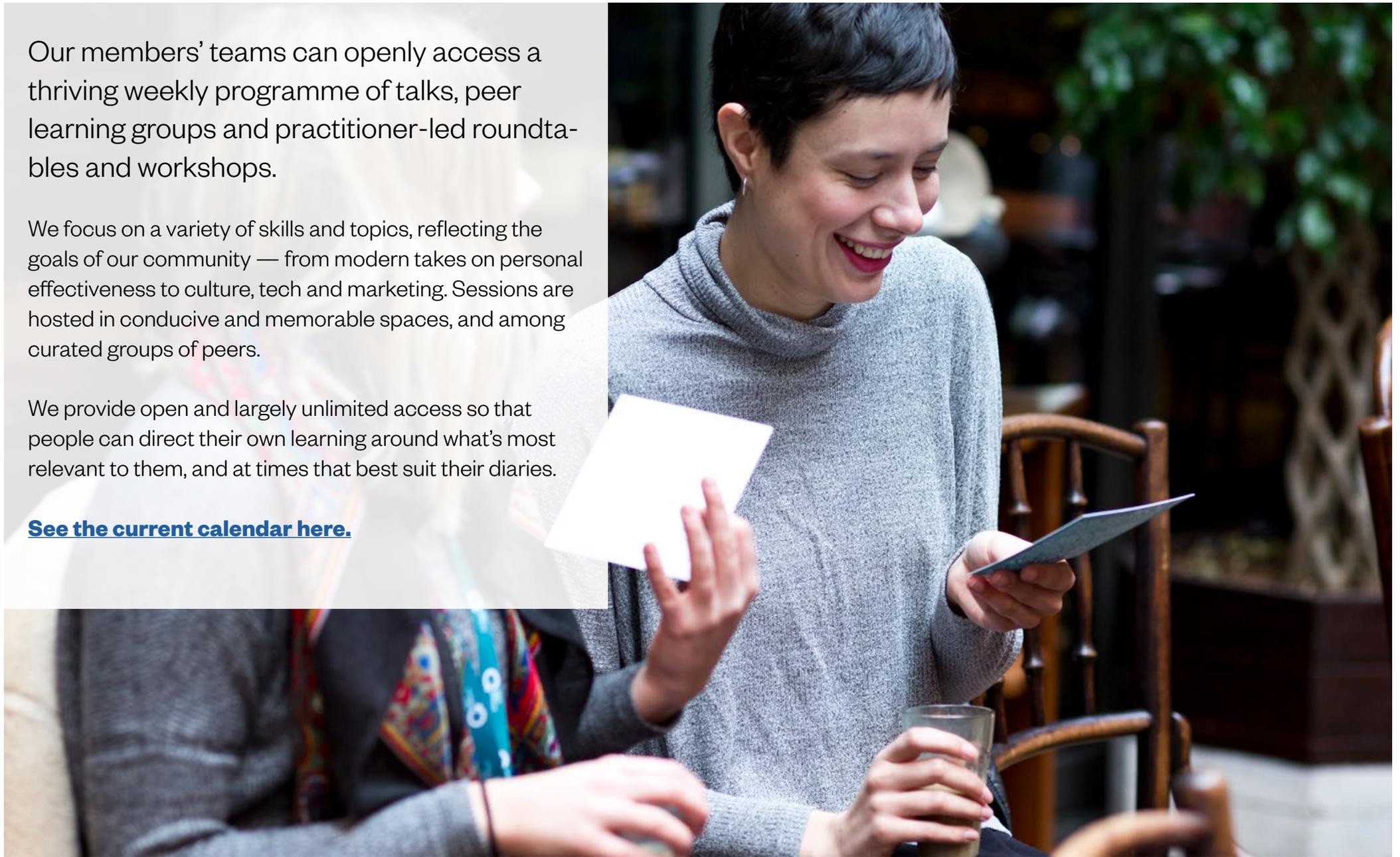
Our in-person programme

Our members' teams can openly access a thriving weekly programme of talks, peer learning groups and practitioner-led roundtables and workshops.

We focus on a variety of skills and topics, reflecting the goals of our community — from modern takes on personal effectiveness to culture, tech and marketing. Sessions are hosted in conducive and memorable spaces, and among curated groups of peers.

We provide open and largely unlimited access so that people can direct their own learning around what's most relevant to them, and at times that best suit their diaries.

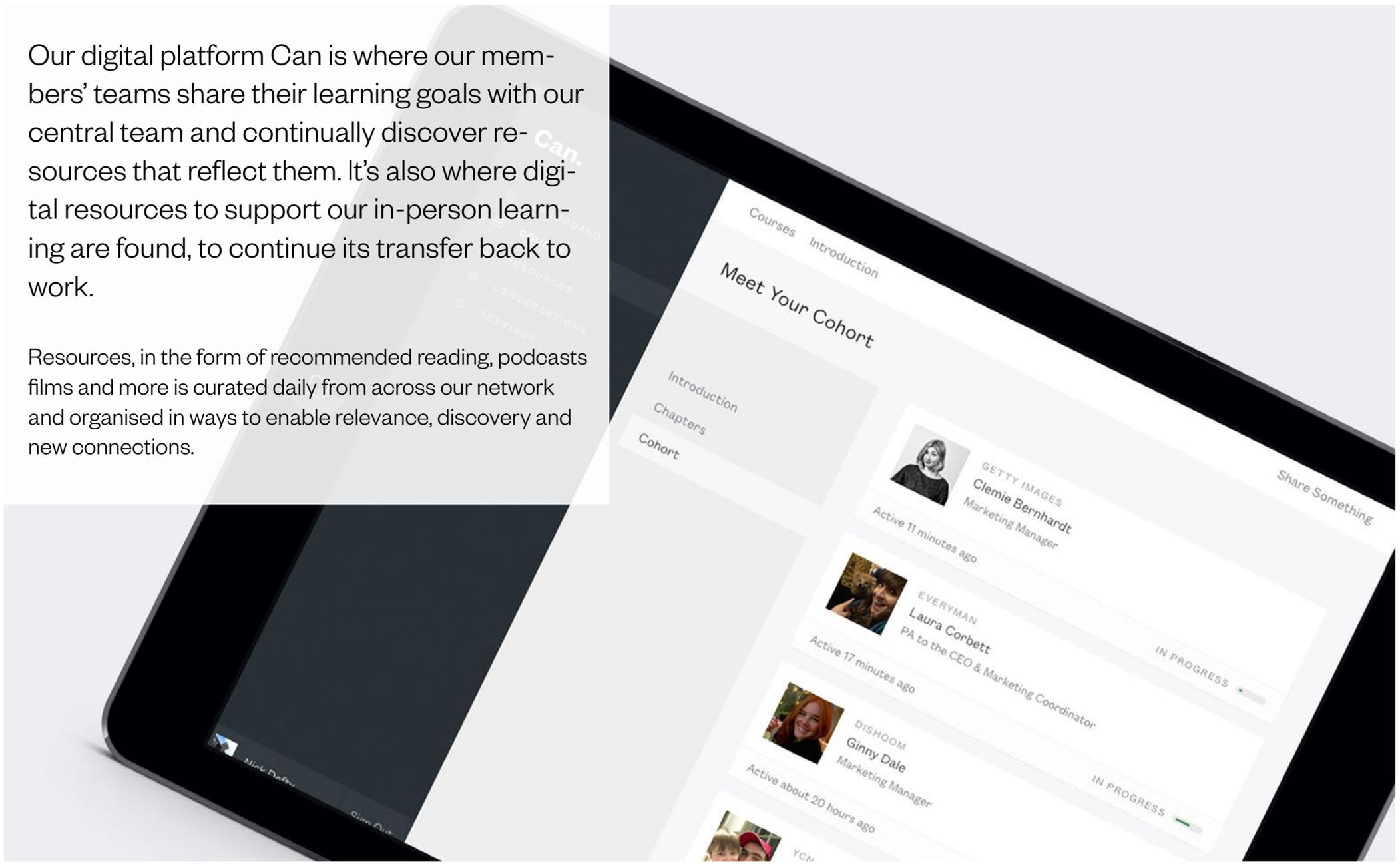
[See the current calendar here.](#)



Our digital learning platform

Our digital platform Can is where our members' teams share their learning goals with our central team and continually discover resources that reflect them. It's also where digital resources to support our in-person learning are found, to continue its transfer back to work.

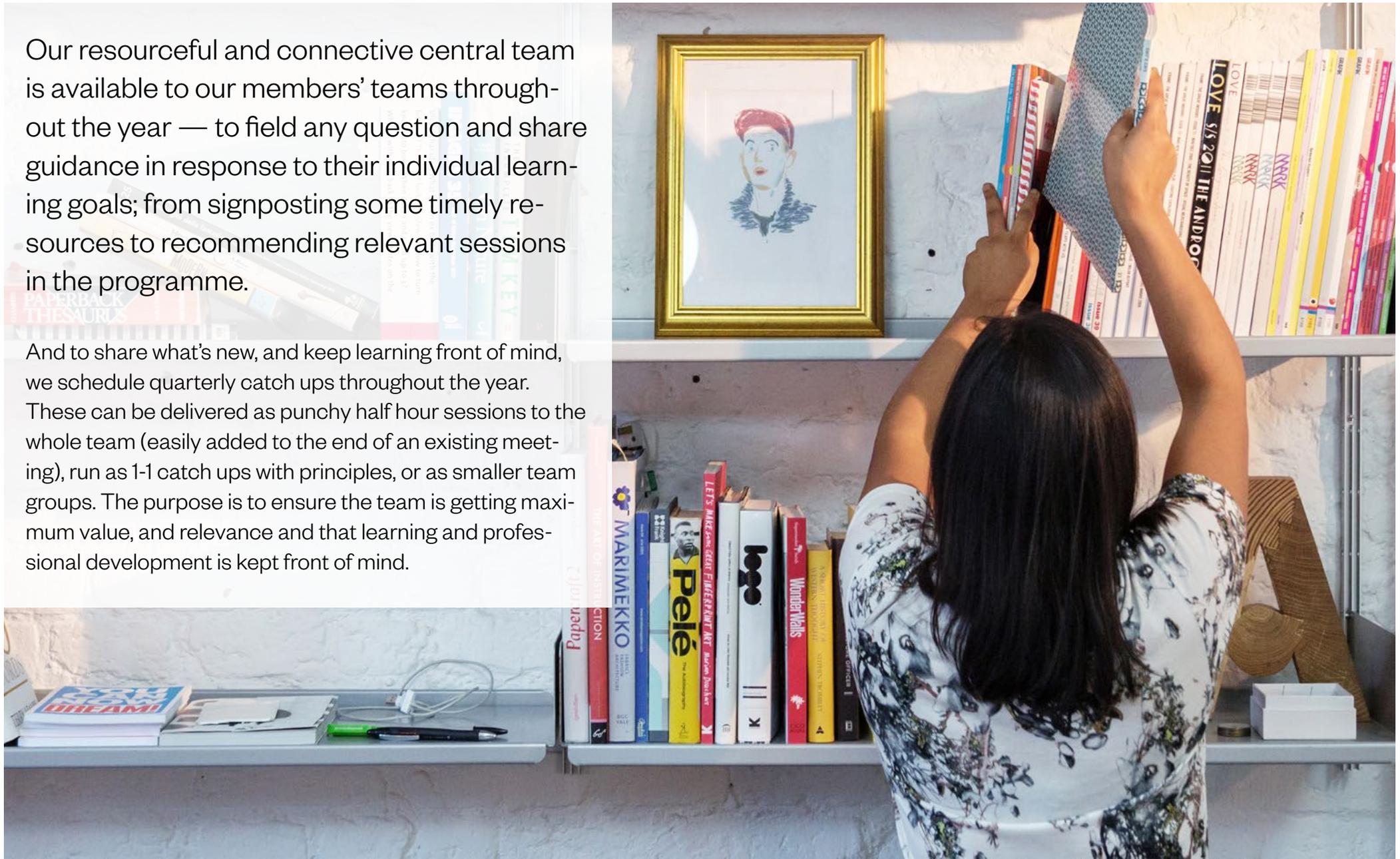
Resources, in the form of recommended reading, podcasts, films and more is curated daily from across our network and organised in ways to enable relevance, discovery and new connections.



Quarterly catch ups and ongoing access to our central team

Our resourceful and connective central team is available to our members' teams throughout the year — to field any question and share guidance in response to their individual learning goals; from signposting some timely resources to recommending relevant sessions in the programme.

And to share what's new, and keep learning front of mind, we schedule quarterly catch ups throughout the year. These can be delivered as punchy half hour sessions to the whole team (easily added to the end of an existing meeting), run as 1-1 catch ups with principles, or as smaller team groups. The purpose is to ensure the team is getting maximum value, and relevance and that learning and professional development is kept front of mind.



Sharing your knowledge and expertise

We design ways to share our members' expertise within the programme — from appearing as part of panel events to hosting roundtable sessions. This provides a great way to drive new connections, partnerships and also to build new skills and capabilities, such as public speaking and presenting, among the team.



Pictured are Monzo's Harry Ashbridge, innocent's Hayley Redman, and Reed Words' Mike Reed at a YCN member event about creating brand defining copy.



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