



bounce
forward

CEO Job Pack

Bounce Forward

*Thrive in life,
Start with resilience.*

Registered Charity Number 1170591





Could this be you?
Chief Executive Officer,
Bounce Forward

Bounce Forward is UK charity promoting psychological fitness (mental resilience and emotional wellbeing) in children and teenagers. We are at an exciting stage of our growth and are recruiting a CEO who can take us to the next level.



*We are addressing a really **important problem***

'Growing up' has never been easy. But fall-out from the pandemic, the cost-of-living crisis, seemingly intractable issues like global warming, terrifying regional conflicts and the intrusive nature of increasingly sophisticated technologies... the list goes on and on...now more than ever our children are struggling to navigate uncertainty and remain positive.

The statistics are chilling

10 - 20%

of children are dealing with clinical-level mental ill-health issues such as depression and anxiety

50%

of adult mental health problems start by the age of 14

60 - 70%

of child mental ill health is due to environmental factors
(The world adults have created for our children)

The biggest problem is not children whose anxiety is clear to see. It's not hard to spot disruptive or absent children. There are state and charitable resources available to help children with obvious problems.

The real challenge is the 'silent sufferer'. This is the child who, for a variety of reasons, starts having negative thoughts at an early age. Maybe they blame themselves for troubles at home, maybe they just don't feel they fit into this world or maybe they feel confused because of the way they feel and behave around their peers. These are high functioning kids - they do their homework; they speak when spoken to and they have friends. Most likely they don't ask for help and their parents, friends and teachers are unaware of the pain they are suffering.



Parents, grandparents, and carers are of course a key element. We understand that parents are only 'as happy as their unhappiest child'. Having a kid that isn't coping in the world around them is enormously draining. It takes its toll at home and impacts on productivity at work, a growing concern across industries.

We estimate that around 10% of school aged children are 'silent sufferers'. That's about 250,000 kids in the UK, who are hiding and therefore don't access the already stretched resources that might be available to help them. This is a huge number of young people who may never reach their potential and could drag themselves and their families into a lifetime of suffering and underachievement. These are the children that Bounce Forward are dedicated to helping.

The good news

It's not all doom and gloom. There is a great deal of empathy and understanding for this problem. In our experience it's a story people want to listen to and to help. Indeed, many people we speak to confide that they too experienced low self-worth at an early age and wish that there had been a solution 'back then'. Most parents are extremely keen to learn how to manage their child's anxiety. You will find this a deeply engaging topic.

'Silent sufferers' are hard to spot because they are high functioning, and under the radar, getting on quietly while holding their pain. Children like this do not want a fuss and are afraid to reach out in fear of the repercussions. Our view is that the best way to help is not by individually targeting them with 'reactive' solutions but to help them in a whole class, inclusive, empowering, practical and forward-thinking way. Our students really enjoy understanding how the teenage brain works, it's fascinating to them, and then using the learning to rehearse how to open a tricky conversation with a parent or friend, understand love, recognise why sleep is important, take control of their relationship with technology and how to manage their anxiety. Teachers love to teach these topics, engaging their students to develop self-awareness, compassion and become proactive agents of change. We think of our solutions as an optimistic, useful, and preventative set of life skills





About **Bounce Forward**

Established in 2009, Bounce Forward is a national charity delivering inspiring and practical 'train the teacher' programmes to develop the next generations of mentally resilient children who will become psychologically fit adults.

Bounce Forward's teaching concept was initially developed in the University of Pennsylvania. It is evidence-based and assessed by leading authorities including at the London School of Economics. Today our training programmes are operating in 283 UK schools and since inception, we have reached 1 million children. We enable skilled teachers to teach practical skills so that young people are better placed to face the complexities of tomorrow and make the most of their future.



Our products

We are a
Bounce Forward
member school

■ Healthy Minds

Our centre piece is 'Healthy Minds' – a five-year curriculum that delivers one hour a week of relevant, grounded information and discussion in secondary schools. We help children to spot, and nip in the bud, toxic thinking that may fester into dark and damaging thoughts.

■ Raise Resilience

At the centre, for parents is 'Raise Resilience', which we offer, through schools or as part of corporate wellbeing programmes. This provides practical tools for parents, grandparents, or carers to nurture resilience in their children, open up lines of communication and help them spot the early warning signs that their children might be suffering.

Bounce Forward currently serves approximately 15,000 of the quarter of a million 'silent sufferers' with our school-based programmes. Our leverage 'train the teacher' model enables us to provide a beautifully scalable solution. Students enjoy our lessons; teachers feel fulfilled teaching our material and for parents we are a lifeline.

Bounce Forward is a registered charity with a small, work from home staff and volunteers. Our trustee board is highly engaged and committed to the success of the organisation.



The role

2023 has been an exciting year for the charity. England football captain, Harry Kane and his wife Kate threw their weight behind our campaign and came on board as active sponsors. Both Britvic and Accenture joined us as sponsors and partners.

We have built impeccable, strong foundations and are at a pivotal moment in our history. Our vision is to develop a strong network of corporate sponsors over the next few years. Our key 'products'; Healthy Minds and Raise Resilience have proven to be valuable to organisations with a high degree of parents in their workforces. Our new CEO needs to speak the language of business and inspire potential sponsors to join our cause.

After 14 years at the helm our CEO and Founder, [Lucy Bailey](#), would like to step away from day-to-day leadership to focus on championing the policy and environmental changes needed to promote our cause. We hope to appoint a new CEO in the spring of 2024. We believe this to be an exciting opportunity to drive real growth and create profound and life-affirming benefits for generations to come.

Our goal is that every school age child should be taught the skills of mental resilience and emotional wellbeing by a professional teacher. We are currently a hidden gem of an organisation. We have proven our model and now need to scale it.



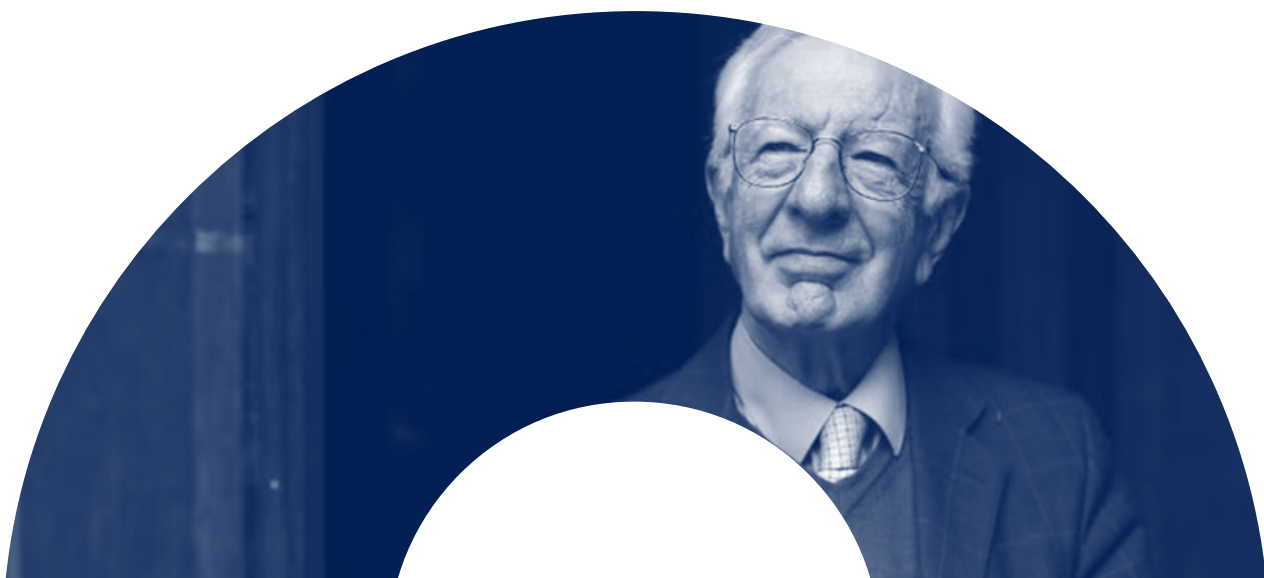
Our expectations

We would expect the incoming CEO to:

- Formulate a long-term plan with clear milestones, deliverables, and accountabilities.
- Lead the operations of the business to hit our targets, drive growth and provide a safe and compliant working environment.
- Solidify and further develop current partnerships. These might be commercial sponsors like Britvic or charitable grant givers like The Harry Kane Foundation.
- Develop and deliver a funding strategy that secures our future and funds our long-term plan. In the short-term this will mean securing sponsorship from a handful of corporate sponsors.
- Drive forward Bounce Forward's reputation, worthy of our ambition.

We anticipate this role will involve:

- Spending time in the front line of our operation (in classrooms, with teachers, with parents) to understand how Bounce Forward works in practice.
- Working closely with the team and trustees. You will find a supportive, experienced, and optimistic group. We are always on call and meet regularly in person in central London.
- Autonomy. Bounce Forward is ready to have you put your stamp on its future direction and growth.
- Diving into the details of the numbers as well as seeing the big picture. From a class of 13-year-olds to CEOs of large multinationals.
- A high degree of flexibility and autonomy in this full-time role.
- Working from home and managing a small remote staff.
- Being UK based.



About you

You are a seasoned professional with a track record of success in a commercial organisation. Or you may be in a senior role in the voluntary sector with a track record securing funding from sponsors. You don't have to be a parent, but you will have high levels of empathy towards the problem we are trying to solve. Above all you are at a stage in your career where you are ready and willing to leverage your skills and 'give something back' to the world.

We can get you up to speed with the ins and outs of our topic area - child psychology, models of education, teaching techniques. We have all the compliance processes in house that you might expect with a charity because we train adults to teach children our processes are less onerous than in other 'direct to child' organisations.

Specifically, we are looking for a leader with the gravitas and charisma needed to make our case successfully with senior executives in large corporations and funding organisations.

You might be a senior executive in a successful commercial organisation, an experienced lawyer used to managing clients and marshalling your arguments, a seasoned consultant with a powerful network or a successful 'fundraiser in chief' in the voluntary sector.

We are deliberately looking to for people with commercial skills and a network to fulfill this role. If you are at a stage in your life where making an impact and running your own show rather than financial reward is your top priority then this might just be the role for you.

To be clear, this role will not work for someone who needs a lot of structure and an expense account to match. However, if you are ready to make the shift from a big, safe company role to make the biggest possible difference in a spirited, entrepreneurial organisation, you'd fit right in. The level of drive, ambition and self-reliance required is huge – and this would need to feel like the genuinely exciting adventure it undoubtedly is.

Bounce Forward is indeed a **hidden gem**. We have enormous potential. We need a leader who believes as much as we do. We need a leader who can take us to the next level.





Recruitment **process**



Please contact our chairman Martin Bellamy at chair@bounceforward.com.

All communication will be treated in the strictest of confidence. As you would expect the appropriate due diligence and safeguarding checks will, at some stage, be part of this process.

If you decide this role is not for you but it may be right for someone else, then please do not hesitate to forward it. Or let us know your recommendation at the email address above and we will make contact with them. Remember that the right candidate has the potential to change lives in a deep and profound way. Please help us find that person.

Further Information

Please use the **links below** to discover more about Bounce Forward and the work we are doing to champion psychological fitness in children and teenagers.

Our website

- bounceforward.com

Bounce Forward curriculum

- bounceforward.com/healthy-minds

What adults don't understand

- [YouTube](#)

Our Board of trustees

- bounceforward.com/our-board

Our impact & effectiveness

- [Education Endowment Foundation](#)
- [LSE Summary](#)

Our 'silent sufferers' podcast

- [Spotify - E6 Silent Sufferers.](#)

Businesses on parenting

- [LinkedIn - Trustee authored blog](#)

BBC Breakfast

- [YouTube - Healthy Minds](#)

Thought leadership

- [Journal of the Royal Society of Medicine](#)

National interface

- Bounce Forward work was showcased at the [All Party Parliamentary Group for Children's Wellbeing](#) in December 2021 and Public Health England included it in their national guidance in the '[curriculum section](#)'





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www.bounceforward.com