

Authentic

Empowering

Courageous

Exceptional

Ambitious



#GENC



KRCA TEAM CULTURE

2025

Be Seen



Be Known



Be Brilliant

KRCA

BUILDING THE NEXT
GENERATION OF
CREATIVES

TEAM KRCA

VISION. MISSION. VALUES.

Every team member, including volunteers, are expected to uphold our vision, mission and values

OUR VISION AND MISSION

At KRCA, we exist to help children and young people become the highest version of themselves through creativity, emotional intelligence, and community. Our mission is to build emotionally safe, creatively rich, and radically empowering environments where every child is seen, known, and brilliant.

OUR TEAM VALUES

Mutual Respect:

We honour each other's contributions, opinions, and boundaries. Every voice matters, and everyone deserves to feel valued and safe in our space.

Kindness:

We lead with compassion. We uplift, encourage, and support each other—especially in moments of stress or challenge.

Ambition:

We dream big—for our children, our programmes, and ourselves. We are committed to learning, growing, and reaching higher together.

Excellence:

We take pride in our work and bring energy, preparation, and high standards to everything we do. We don't settle—we rise.

Sustainability:

We believe in long-term wellbeing—for ourselves, our team, and our planet. We look after our health, time, energy, and each other.

Creativity:

We stay playful, flexible, and open-minded. If something isn't working, we try something new. Innovation is part of who we are.



HOW WE WORK TOGETHER

We also value challenge. At KRCA, it's important that every team member feels safe to give and receive feedback or raise concerns when something doesn't feel right. Constructive challenge is part of how we grow. We aim to raise concerns with professionalism, kindness, and a focus on collective learning and improvement. Feedback should be constructive and, where possible, de-personalised. We don't shy away from honest conversations—we lean into them with care.

At KRCA, we commit to:

- Communicating openly and respectfully.
- Arriving prepared, energised, and present.
- Offering and receiving feedback with kindness and curiosity.
- Looking after ourselves and each other—mentally, emotionally, and physically.
- Being flexible and solution-focused when challenges arise.
- Celebrating small wins and sharing joy with the team.

OUR CULTURE PROMISE

We are building something special at KRCA. That means we hold ourselves and each other to high standards—not out of pressure, but because we believe in the power of this work. We promise to lead with heart, hold space for one another, and keep showing up with fire, care, and creativity.



BUILDING THE NEXT GENERATION OF CREATIVES THE KRCA WAY



"We have to recognise that human flourishing is not a mechanical process; it's an organic process...All you can do...is create the conditions under which they will begin to flourish"

Sir Ken Robinson



SEEN
SAFETY



KNOWN
VOICE

BRILLIANT
OWNERSHIP

HOW TO WORK WITH CHILDREN (THE KRCA WAY)

BE SEEN. BE KNOWN. BE BRILLIANT.

A 3-part framework for creative practice that is child-informed, emotionally intelligent and self-mastery driven.

BE SEEN

Every child is met with belief, respect, and real presence.

In Practise:

- Speak to children like equals—no condescension
- Frame correction through positive identity: “Let’s work on this” vs. “That’s not good enough”
- Honour their individuality and personhood
- Respond to energy, not just schedule—be flexible, intuitive, human
- Make the space feel safe: tone, posture, invitation—not authority. If they aren’t listening or being disruptive, find out what’s going on - are they bored, tired, upset with a friend? Ask them if they’d like to take time out - make sure it’s their choice: ‘I can see you aren’t focusing, would you prefer to take some time out or are you ready to re-engage?’

Mindset:

We notice how the child is feeling, not how they are behaving

BE KNOWN

Children are collaborators and participants, not passengers and recipients.

In Practise:

- Ask, don’t tell: ‘Can we bring the focus?’ rather than ‘Be quiet’
- Use ‘we’ and ‘us’ instead of ‘you’. It’s not my company, it’s ours.
- Invite constant feedback and reflections: ‘Would you like to practise that one more time or take a break?’
- Involve them in shaping the session: ‘Which section would you find most helpful to clarify?’
- Model honesty—if something isn’t working, say so
- Let them see you adapt, laugh, and get it wrong
- Keep movement high and time still low, mix up the sessions such as spontaneously going outside

Mindset:

We do not instruct children, we are working collaboratively towards a common goal

BE BRILLIANT

We set high expectations and enable the children to rise to meet them.

In Practise:

- Set high expectations—because you believe they can rise
- Rehearsals are joyful, ambitious and focused
- Ownership and agency are relentlessly reinforced: ‘It’s your performance, you can choose how much practise you put in and how confident you feel.’
- Keep learning in short bursts. Focus on reinforcing what is already learned and keep learning new material to a minimum
- Encourage bold mistakes, public learning and making offers - encourage children to try different ways of doing things and to not wait to be told exactly what to do
- Praise and celebrate what they are in control of; effort, courage, contribution not raw talent or ability
- Support self-regulation and emotional leadership

Mindset:

Our goal is to support children on their journey to self-awareness and self-mastery. Brilliant performances are a by-product.