

Strategy for the future

All too often organisations make the mistake to try and be everything to everybody all of the time. Youth@HEART realised that it should focus on what it is good at, and grow that organically to become the organisation it envisions to be.

When dealing with the youths' crises we realised that prevention is better than cure. Often you end up spending 80% of your time dealing with 20% of the youths' crises. Youth@HEART wants to turn this equation around. It rather wants to focus on the prevention of crises by reaching the 80% before they develop crises.

Youth@HEART is striving to become the preferred trainer of youth counsellors and youth leaders. By training youth counsellors for organisations focussing on the 20% youths in crises, and training youth leaders for the remaining 80% of youths, it thus reach the full 100% of the youths.