



**OUTWARD BOUND**  
INTERNATIONAL

# OUTWARD BOUND INTERNATIONAL STRATEGIC VISION 2019 - 2021



“ A stronger worldwide network of more effective and resilient Outward Bound® Schools ”

## OUR MISSION

We enable our member Schools to be more effective and more resilient and we promote and protect the Outward Bound name and trademark.

## OUR VISION

A stronger worldwide network of more effective and resilient Outward Bound Schools.

Outward Bound Schools that increasingly make a real difference to the lives of participants through adventure and learning in the natural environment.

## OUR BELIEF

“ We are all better than we know. If only we can be brought to realise this, we may never again be prepared to settle for anything else. ”

Kurt Hahn, co-founder of Outward Bound





## OUR VALUES

### Adventurous Learning

A belief in the power and intensity of learning through adventure in the outdoors - as a means of bringing out the best in our participants.

### Transformational Change

A deep appreciation of the balance between risk, reward and responsibility. We facilitate authentic learning through purposeful and intense experiences with real consequences and powerful, positive and memorable outcomes.

### Respect and Compassion

Our Schools aim to stretch people both physically and mentally. In doing so they act with care, concern and generosity towards people and the natural environment.

# WHAT ARE OUR PRIORITIES?

Over the three years of this strategy, we will build a stronger worldwide network of more effective and resilient Outward Bound Schools by focussing on the following key priorities:

## PRIORITY 1

We will **promote and protect** the brand name of Outward Bound around the world and in doing so, we will ensure that Outward Bound is recognised as the world leader in high quality adventurous, outdoor learning.



WORLD LEADERS  
IN OUTDOOR  
ADVENTUROUS  
LEARNING

## PRIORITY 2

We will increase OBI's **capacity** so that we can provide more direct support to our members. We will do this through investment in our fundraising capability.



INVESTMENT IN  
FUNDRAISING  
CAPABILITY

## PRIORITY 3

We will facilitate **collaboration** between member Schools so that they can more effectively serve their target populations.



SCHOOL  
COLLABORATION

## PRIORITY 4

We will work with our members to collect evidence that **proves** the effectiveness of Outward Bound programs. We will use research and impact studies to help Schools demonstrate the effectiveness of their programs to clients, funders and stakeholders.



COLLECT EVIDENCE  
TO PROVE  
EFFECTIVENESS OF  
OUTWARD BOUND

## PRIORITY 5

We will improve our **licensing** model to ensure that we can continue to develop our network. We will support new Schools through to full licence status so that they deliver top quality Outward Bound programs to more people in more areas of the world.



REVISION OF OUR  
LICENSING SYSTEM  
TO ENCOURAGE  
NEW SCHOOLS

# WHAT IS IT THAT DEFINES OUTWARD BOUND?

Outward Bound is a unique blend of experiential, adventurous outdoor learning that aims to foster the personal growth and social skills of participants by using challenging and authentic adventure in the outdoors. With almost eighty years of experience, our proven model of outdoor learning has become established around the world.

Our expert instructors, using our proven learning model, operating in the adventurous outdoors impact the lives of over 150,000 participants every year.

## OUR PEOPLE

- Expert outdoor practitioners
- A pool of creative talent which enables development of solutions-focused and innovative programs
- Experienced educators who facilitate learning
- Educators who challenge and impel participants to perform
- Highly qualified and experienced outdoor instructors



## OUR PROCESS

- Experiential learning and development using the outdoors
- Practical application of theoretical models with continuous reviewing and reflection
- Instillation of new behaviours and skills that transfer to the participant's home, school and work environments and that improve performance
- Focus on personal journey
- Focus on continuous reviewing and reflection

## OUR PLACES

- Inspiring and challenging outdoor environments that work as catalysts for changing behaviours
- Adventures tailored to the needs and ability of each participant or group, using mountains, the sea, lakes, rivers, deserts, jungles and forests close to our Schools
- Dedicated venues in areas of wilderness, natural beauty and rugged outdoor environments
- Inspiring locations provide limitless opportunities with a unique and challenging scale of experience

# WHAT WILL SUCCESS LOOK LIKE IN 2021?

## PRIORITY 1

We will **promote and protect** the brand name of Outward Bound© around the world and in doing so we will ensure that Outward Bound is recognised as the world leader in high quality adventurous, outdoor learning.

- Outward Bound will be recognised as the world leader in high quality adventurous, outdoor learning
- With our support, Schools will deliver core Outward Bound programs that meet our brand promise
- We will not tolerate trademark infringements and will work tirelessly to protect the good name of Outward Bound

## PRIORITY 2

We will increase OBI's **capacity** so that we can provide more direct support to our members. We will do this through investment in our fundraising capability.

- We will generate additional resources to support the work of our Schools
- We will provide support and training to our members
- We will make our members more resilient through the provision of guidance and support in fundraising, business management, safety and program quality

### PRIORITY 3

We will facilitate **collaboration** between member Schools so that they can more effectively serve their target population.

- The Community will formally meet every two years
- Our strategic leaders will meet every year
- Schools will routinely work together to develop and run programs
- We will facilitate web based opportunities for sharing and collaboration between Schools

### PRIORITY 4

We will work with our members to collect evidence that **proves** the effectiveness of Outward Bound programs. We will use research and impact studies to help Schools demonstrate the effectiveness of their programs to clients, funders and stakeholders.

- We will undertake a review of research and studies undertaken by members
- Our collective research will prove the effectiveness of our programs
- We will work with our members to help them communicate the effectiveness and benefits of their programs
- Through a process of analysis we will identify any existing research gaps and work with partners to address these
- We will have our collected research externally validated

### PRIORITY 5

We will improve our **licensing** model to ensure that we can continue to develop our network. We will support new Schools through to full licence status so that they deliver top quality Outward Bound programs to more people in more areas of the world.

- We will refresh our approach to licensing so that we encourage more applications from candidate Schools that have the potential to deliver high quality programs
- We will develop support systems that will ensure that all successful applicants proceed to full license with maximum efficiency
- We will grow the network of OB Schools to enable more communities to access Outward Bound



# WHAT IS THE ROLE OF OBI?

Outward Bound International oversees the network of licensed member Outward Bound Schools that make up the worldwide Outward Bound community:

## TRADEMARK PROTECTION

Protection, by Trademark Registration, of the Outward Bound name and Logo around the world.

## LICENSING OF OUTWARD BOUND SCHOOLS

A three step licensing process helps new countries establish Outward Bound organisations that meet our agreed safety and quality standards.

When new countries start up, we make every effort to mobilise appropriate resources from the worldwide Outward Bound community to assist.

OBI also works with, and provides support to, established Schools to ensure licensing conditions continue to be met.

## WHOLE SCHOOL REVIEWS

OBI undertakes Resilience, Safety and Quality Reviews at all of the member Schools.

This is a major task, involving coordination among 36 countries to assemble appropriately qualified teams that practically evaluate Outward Bound programs and systems of risk management and the resilience of the School.

Experienced and trained review leaders are critical to this effort and OBI both selects outstanding individuals as leaders and conducts training programs for senior staff worldwide to be review leaders.



## COMMUNICATION BETWEEN OUTWARD BOUND SCHOOLS

Promoting communication among the global network of members is a critical function of OBI and is addressed with multiple strategies.

- The website [www.outwardbound.net](http://www.outwardbound.net) is a key first contact point for potential customers of Schools around the network
- The Global Portal is a modern and up to date platform for sharing ideas, resources, research and learning between members
- World Conferences are organised by OBI every 2 years around the world
- Training programs are offered periodically
- An annual Journal is produced



# THE OUTWARD BOUND COMMUNITY

- |           |                |                |                |                 |                  |
|-----------|----------------|----------------|----------------|-----------------|------------------|
| Australia | Costa Rica     | Hong Kong      | Malaysia–Lumut | Singapore       | Vietnam          |
| Belgium   | Croatia        | India–Bharat   | Malaysia–Sabah | Slovak Republic | USA              |
| Bermuda   | Czech Republic | India–Himalaya | Mexico         | South Africa    | Zimbabwe         |
| Brazil    | Finland        | Indonesia      | New Zealand    | Sri Lanka       | OB Peacebuilding |
| Brunei    | Germany        | Japan          | Oman           | Taiwan          |                  |
| Canada    | Germany–Pro    | Korea          | Romania        | UK              |                  |





**OUTWARD BOUND**  
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