

Maximising Impact through Digital Comms



Do more. Engage better. Make a bigger difference.

JEFF MITCHELL

MANAGING DIRECTOR

CLEAN SLATE TRAINING & EMPLOYMENT CIC

£quids in!
Money Guidance delivered by **CleanSlate**

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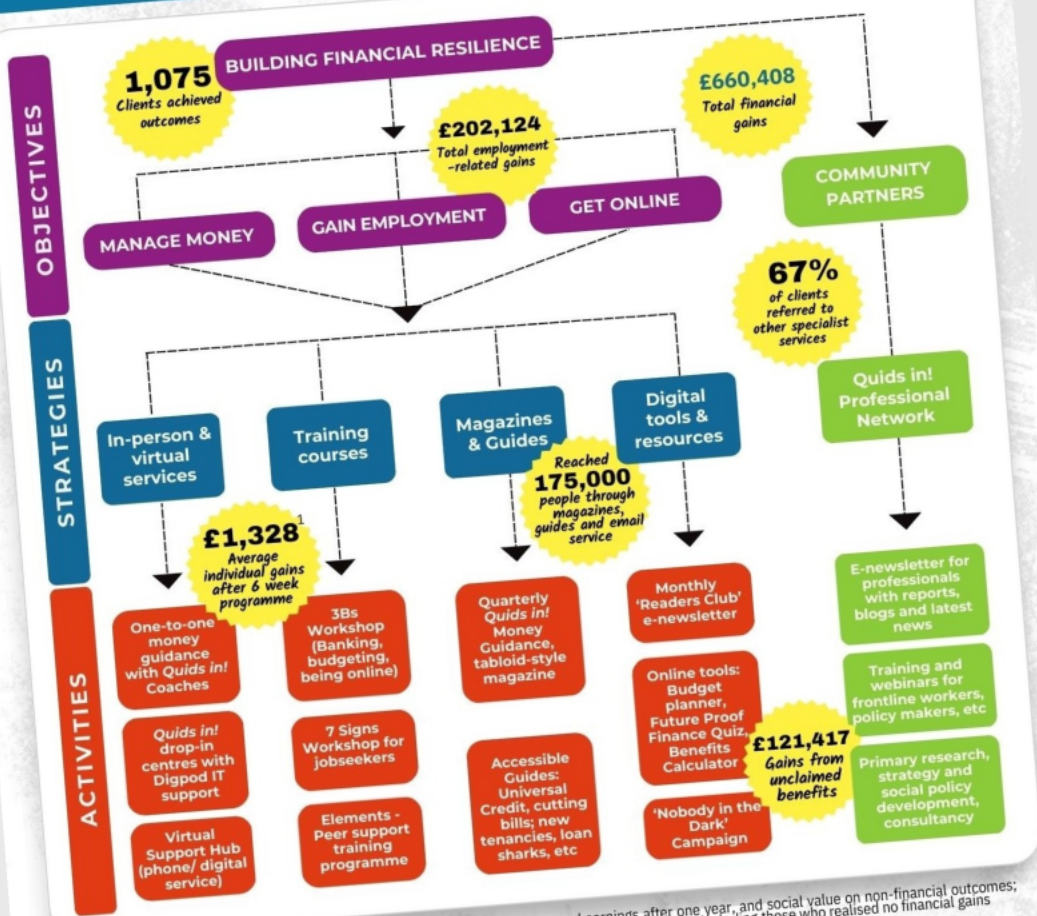


- CLEAN SLATE & QUIDS IN!
- TECH AT OUR FINGERTIPS
- ENGAGEMENT & IMPACT
-

Quids in!

Money Guidance delivered by CleanSlate

Quids in! Money Guidance services, promoting financial wellbeing and resilience, delivered by Clean Slate Training & Employment CIC



¹ Excludes debts cleared, increased earnings after one year, and social value on non-financial outcomes; Data from all completers of our 6-week programmes, including those who realised no financial gains



Clean Slate Training & Employment CIC is a not-for-profit social enterprise helping low income individuals with money guidance services, promoting financial wellbeing and resilience, delivered by Clean Slate Training & Employment CIC

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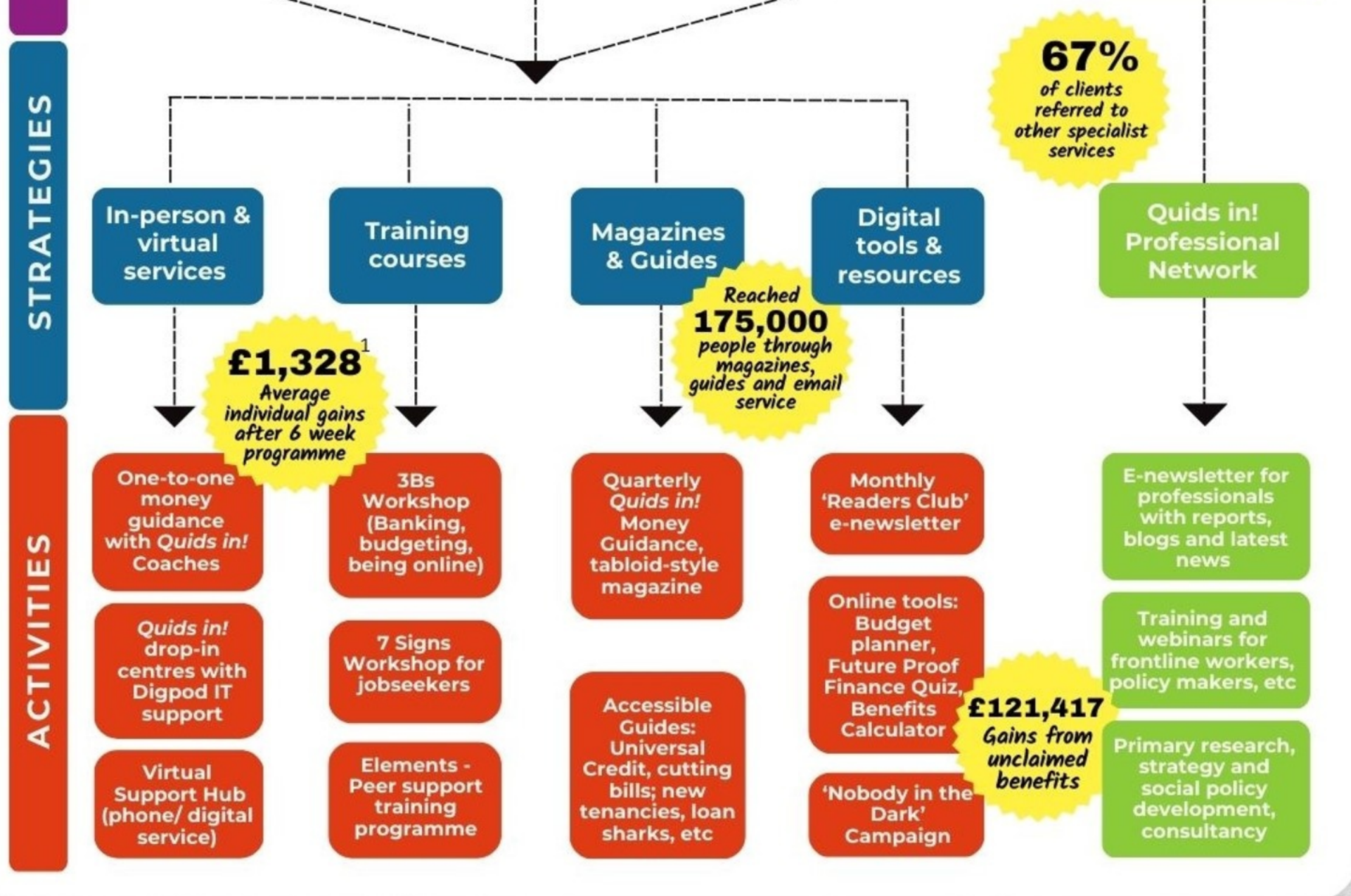
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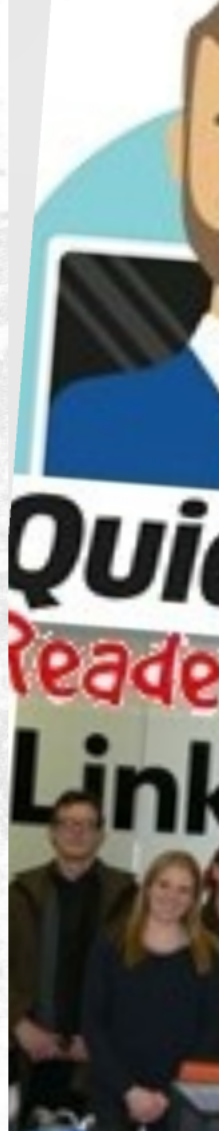


nobo
in the
dark

.co



1. Excludes debts cleared, increased earnings after one year, and social value on non-financial outcomes; Data from all completers of our 6-week programmes, including those who realised no financial gains





OUR PLEDGE

- WE SEE YOU
- WE HEAR YOU
- WE ARE YOU

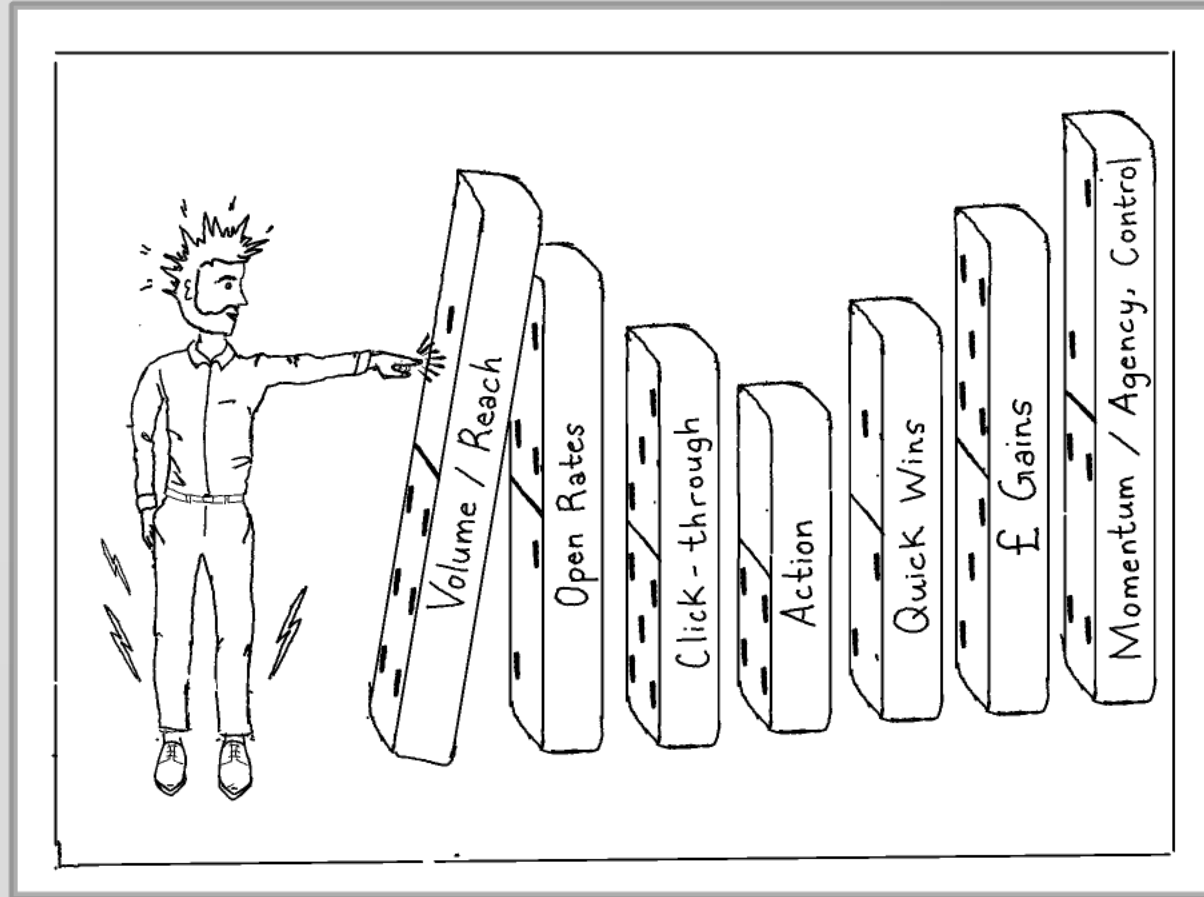




SPEAKING THE RIGHT LANGUAGE

- ENGAGEMENT IS ESSENTIAL, LANGUAGE IS EVERYTHING
- TRANSLATION IS A PROXY FOR ALL ACCESSIBILITY TOOLS
- PRINCIPLES APPLY IRL AND ONLINE

- THE COMMS LEAD PERSPECTIVE
- THE ACADEMIC'S PERSPECTIVE



MADELEINE CARAVAGGIO: COMMS LEAD, QUIDS IN!



HOLDING ON TO HOME

What makes for effective rent related communication between social housing landlords and tenants?

A report from the 'Holding on to Home' study

Laura Kilby and Martin Lamb

July 2024



www.holdingonhome.org

10.7190/h2h.2024.2043732791

LAURA KILBY: PROFESSOR OF DISCURSIVE PSYCHOLOGY, UWS

AI: FRIEND OR FOE?



AI: FRIEND OR FOE?

- IS IT INFALLIBLE? }
- 'WARM' OR EMPATHETIC? }
- ETHICS OF AUTHENTICITY }
- UNCONSCIOUS AND BIASED? }
- BUT...
- INFINITE CAPACITY
- IMAGINE A DAISY CHATBOT OR 10,000 DAISY MONEY COACHES...

TRUST?

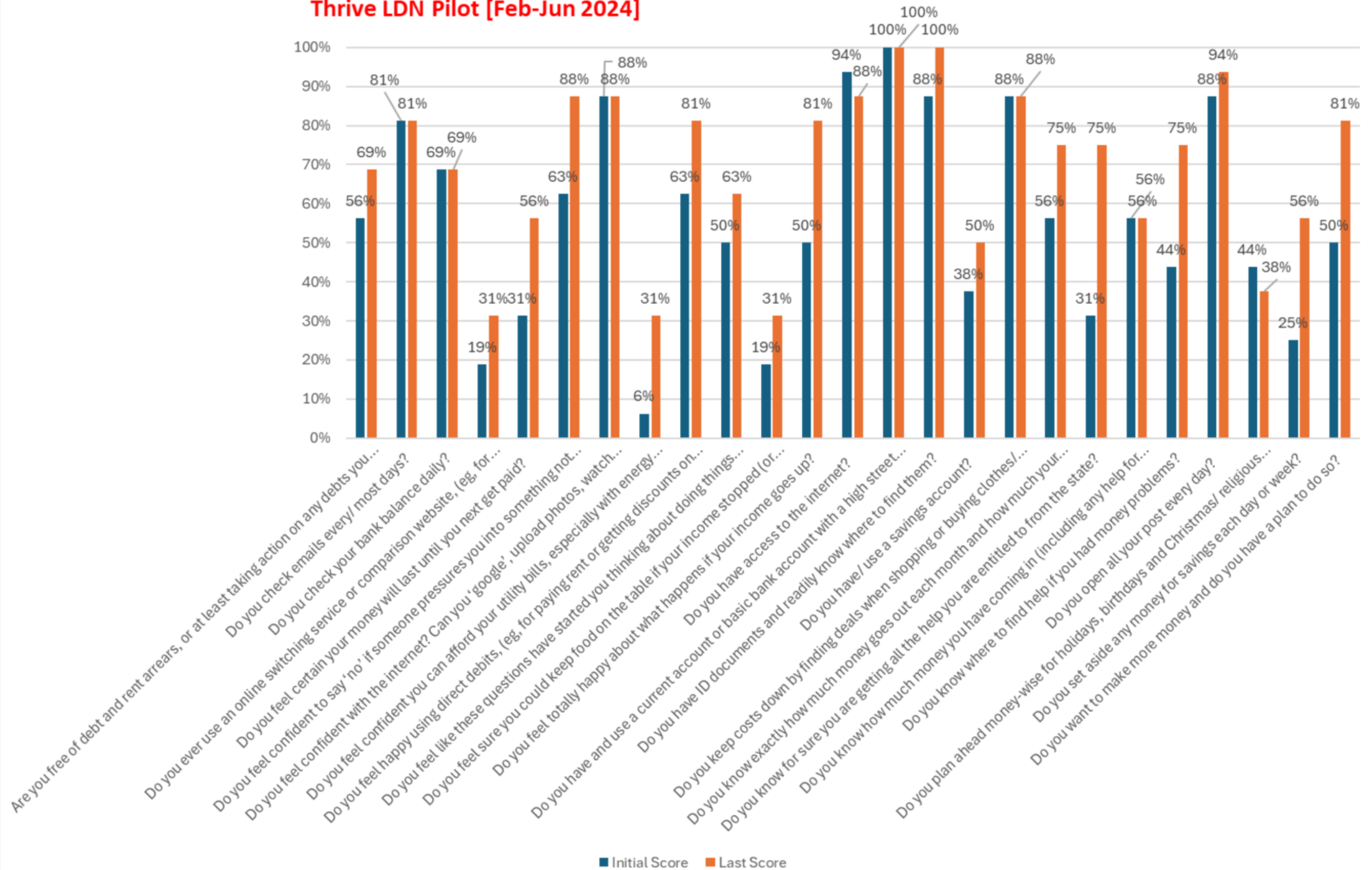


SONY

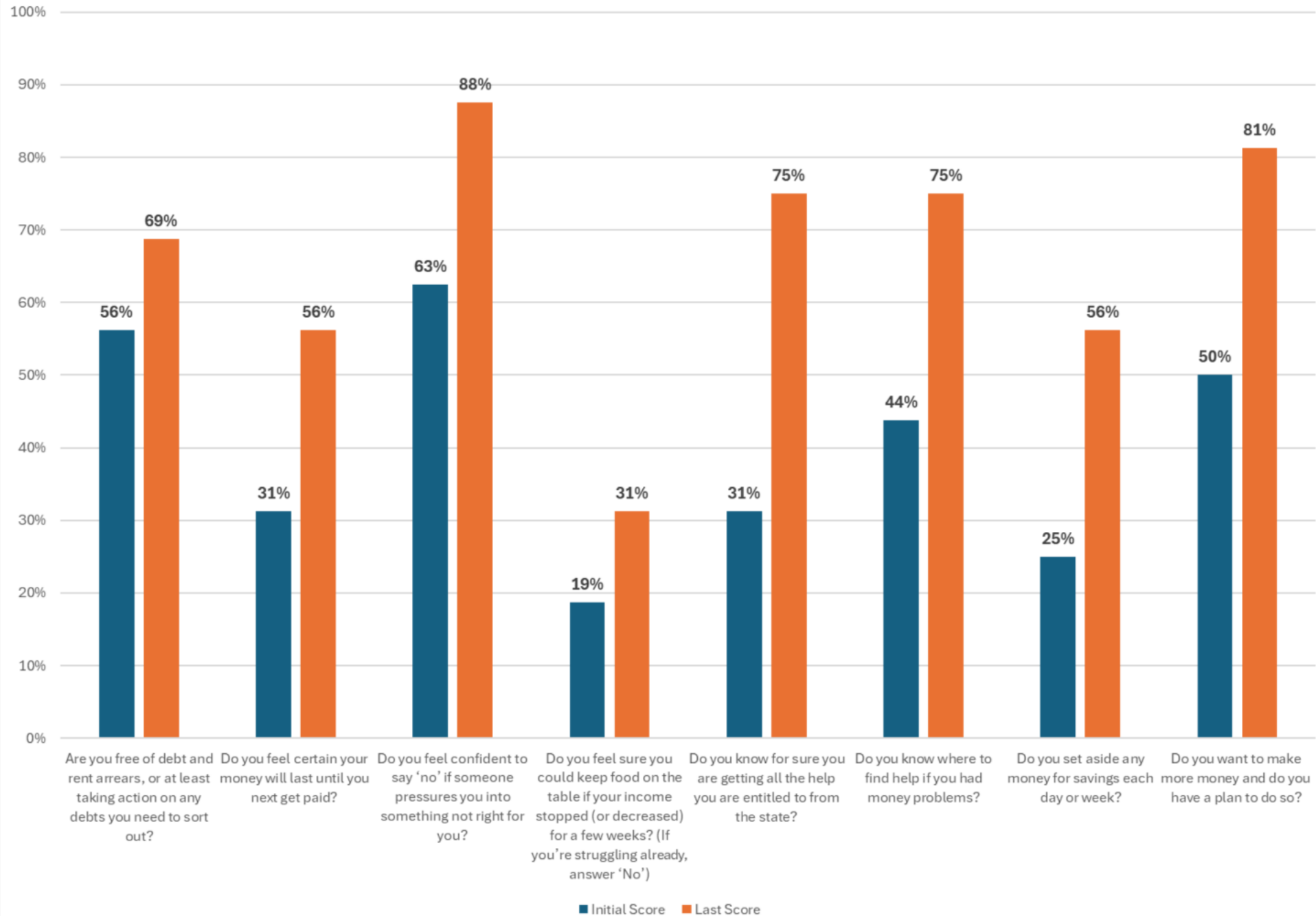
Money Health-Check/ Financial Guidance



Thrive LDN Pilot [Feb-Jun 2024]



Thrive LDN Pilot [Feb-Jun 2024]



Money Health-Check/ Financial Guidance



Contact made:
Referred, self-referred (or self-serve)



25 questions:
Triage of money habits & facilities

Online tool generates 'score', action plan and embedded links

Next steps:
Guided over 2, 6 or 12 weeks

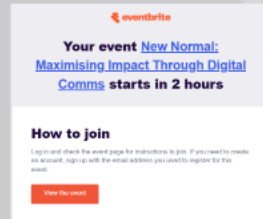
Quiz taken again, and Impact Survey



Contact
made:
Referred, self-
referred (or
self-serve)



Online tool
generates
'score',
action plan and
embedded
links



25 questions:
Triage of
money habits
& facilities



6 friends gave you high fives! 10:36



Top 3 in Diamond League? Let's go!





Duolingo 11:47



 **You dropped out of the top 10!**
Complete more lessons to climb
back to the top 





TIPS 4 days

If you want to teach your children your family language, it's about more than learning vocabulary.

5 TIPS TO TRY



Our question this week:

dear duolingo,

How can you help your child learn your mother language when they are growing up in a place that speaks a different language?

Thank you,
♥ a family tradition



Raising a child in a language that isn't spoken in your community can feel like an uphill battle. Many parents worry that their child won't pick up the language or that they'll resist speaking it. But here's the good news: While the journey won't always be easy, there are concrete things you can do to support your child's learning.

The key to success

With young children, the key isn't just exposure

Next s



P.S:
over

I've got all the time in the world.



Hi, Jeff
Genius Level 3

You have 5 Genius rewards

Enjoy rewards and discounts on select stays and rental cars worldwide.

Level 3



10-20% off stays



10% off rental cars



Free breakfasts



Free room upgrades



Priority support on stays

[Learn more about your rewards](#)



You're at the highest Genius level!

No Credits or vouchers yet **0**

[More details](#)

MAX REACH, MAX IMPACT

- **AUTOMATION:** CAPACITY, LIKELY IMPACT
- **AI:** CAUTION! TRUST STILL REQUIRES HUMANS
- **ACCESSIBILITY:** SPEAK THE RIGHT LANGUAGE
- **IMPACT:**
 - DEVISE METRICS AND MEASURE
 - TEST AND LEARN, GROW WHAT WORKS
 - CONTINUOUSLY IMPROVE





CHIHO SHARP: TEAM LEADER, CLEAN SLATE LONDON

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