

# INNOVATE, ADVOCATE, MOTIVATE

Creating an education ecosystem of intrinsically motivated learners

**STiR Strategy 2025**

**STiR**  
education

November 2021



**OUR REASON:** Education systems today must prepare every child, everywhere, to thrive in an increasingly complex world.

Covid-19 has caused significant disruption to our education systems—but it's only part of a broader trend towards an increasingly uncertain future, including the climate crisis, increased societal inequities and rapid technological changes.

We can help to address these challenges by focusing on improving intrinsic motivation across education systems to support children to realise sustained improvements in learning, and ensuring this is recognised and prioritised by governments.



**OUR VISION:** A world where teachers love teaching and children love learning.

Our vision will be reached when:

- Every child is motivated by learning and improvement.
- Every teacher loves teaching and intentionally improves their classroom practice.
- Every local and ministry official role-models behaviours that build trusting relationships with teachers.
- Every education system intentionally prepares children, teachers and officials to be intrinsically motivated lifelong learners.

By 2025, we aspire to reach **25 million children** across six countries (India, Uganda, Indonesia, Ethiopia, Brazil and Egypt).



**OUR MISSION:** We support education systems to reignite intrinsic motivation so that every child, teacher and official is motivated to learn and improve.

Our role is to transform the education ecosystem through sustainable behaviour change. It has three key elements:

- Initiate and build accountable learning partnerships with governments with clear time-bound milestones of progress, to build strong ownership.
- Innovate replicable and adaptable approaches across different contexts, using external evidence to enrich our understanding and maximise our impact.
- Influence change with our distinctive offer for an unmet need in our sector—the intrinsic motivation of teachers and officials.



## CORE PROGRAMME PRINCIPLES

- Peer networks
- Action and feedback
- Reflection



## PRINCIPLES OF INTRINSIC MOTIVATION

- Autonomy
- Mastery
- Purpose



## GOVERNMENT LEARNING PARTNERSHIPS

- Owned by government
- Full coverage
- Evidence/data-based
- Coherent contribution



**OUR CORE OFFER:** A system-wide approach to professional development, centred around intrinsic motivation and promoting a love of learning, working through role-modelling and relationships at all levels of an education system.

Based on external evidence and literature, and our own experience since 2012, our offer to governments includes:

- Global programme principles which we adapt to local contexts and the needs or challenges of specific education systems.
- Rigorous system diagnostics that allow us to adapt our core programme principles to local contexts and needs.
- System learning partnerships to reignite intrinsic motivation and create sustainable behaviour change in teachers/officials, over a defined period of time and in support of mutually agreed outcomes and deliverables.



### OUR 2025 PRIORITIES:

- 1. Realising sustainable systemic behaviour change:** We prioritise sustainability, then behaviour change, then scale. By 2025, we want to see meaningful and sustained behaviour change which continues to deepen across systems over time.
- 2. Driving equity in a post Covid-19 world:** We intend to more deliberately understand inequities in partner systems, explicitly address these in our programme design, and share our learning with governments and the wider sector.
- 3. Advocating for change within the education sector:** We have a hugely significant role to play in advocating for a different way to look at strengthening education systems by investing in intrinsic motivation and lifelong learning.
- 4. Strengthening autonomy, mastery and purpose at all levels of STiR:** We need to better support our internal team to realise our 2025 vision. Our leadership team will challenge and support, role-model learning and improvement, and ensure overall strategic clarity; and we will upskill and motivate our team to ensure our success.



### OUR VALUES

#### HUMILITY:

We don't have all the answers upfront.

#### OWNERSHIP:

We empower each other with high expectations and support.

#### OPENNESS:

We will listen, learn and improve, and lead through obstacles.

#### PURPOSE:

We're united by a shared vision we'll build and achieve together.