

Social Objectives Statement

MaST is a purpose driven company. We believe that learning is a central part to a well lived life and that it is also a lifelong process. The roots of the company lie firmly in the benefit to society of gaining insight and understanding of your own and others' behaviour and of its impacts. Those impacts can be felt through a purely fiscal outcome, or through how swiftly a business objective can be achieved, but the impact is also felt by those around us. MaST believes that we can and should also provide benefit of a wider nature to the society of which we are a part and that people and how they behave are the most significant contributors to any societal change.

Much of our provision centers around changing behaviours and cultures, we work with awareness and alignment of an organisation's people behind its values and mission. We help to decode purpose, to provide a deeply felt understanding of what that purpose means in the practical setting of each company or organisation. This in turn delivers true visceral commitment to that purpose and a knowledge of how to make the purpose a central driver of all productivity.

However, we are acutely aware of the power of shifting behaviour and values, and this renders an ethical approach to strategic decision making in terms of who we work with and how. In the same way as a Director or Producer can select productions based on sheer potential financial return or can be more concerned with the message that the script delivers, we are clear in our choices of project that we will wield the potential influence of our methodology only in the interests of deliveries that work toward a benefit that fits with our values system.

We have around us a team of highly skilled providers; BAFTA winning writers, OSCAR winning computer graphics design experts, long-standing stalwarts in technical provision in film and television around the world, in-house Psychologists and widely respected subject matter expert Consultants in their L&D fields all supported by a company of professional actor-facilitators who specialise in role-play delivery of learning. All have had highly successful careers in their chosen area, but all have joined MaST in order to put their skills to use in ways that go beyond a red carpet or a good peer review. We are all here to use what we have to offer in order to provide what we consider a remarkable increase in understanding and learning - and the social impact of that provision matters to us.

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