Speakeasy Club

Survey Report

2023

Speakeasy Club.

www.speakeasyclub.co.uk

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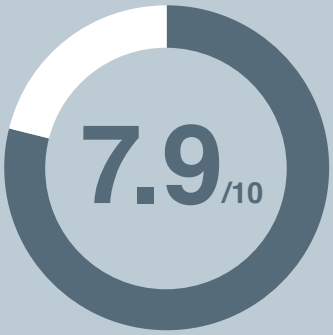
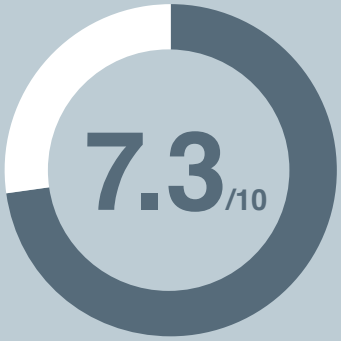
Introduction

Checking in with our Speakeasy Club members has helped us get an insight into what they really care about! We've now got a clearer picture of how we can better support our community - from offering more learning opportunities, developing their interests and helping them stay well. We used these findings to craft actions that will make sure we're helping them reach new heights. It's all part of the mission to help everyone learn, connect and grow as individuals.

Summary



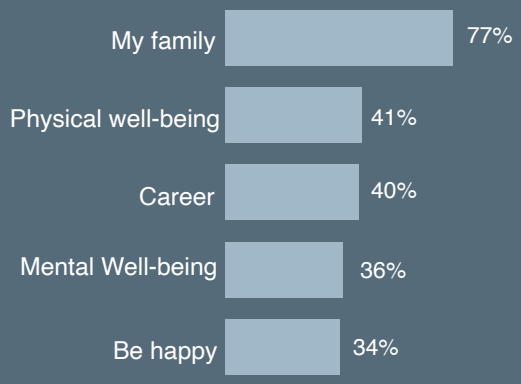
IMPORTANCE OF **PERSONAL DEVELOPMENT**



IMPORTANCE OF **PROFESSIONAL DEVELOPMENT**

72%
LACK OF TIME
Top barrier to pursing interests and passions

TOP 5 PRIORITIES



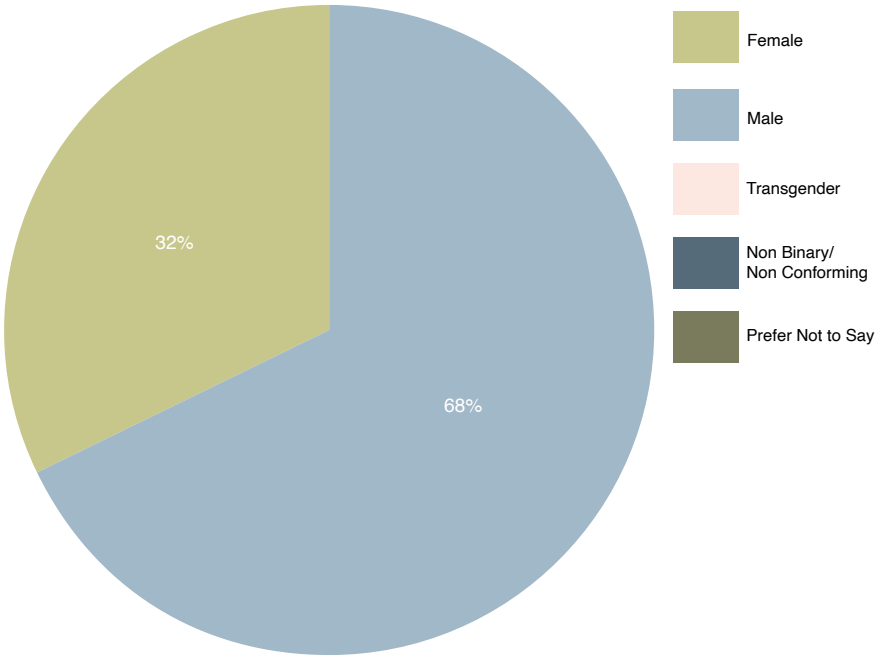
43%
REGULAR MEET-UPS
Top area of well-being for more desired support

KEY ACTIONS

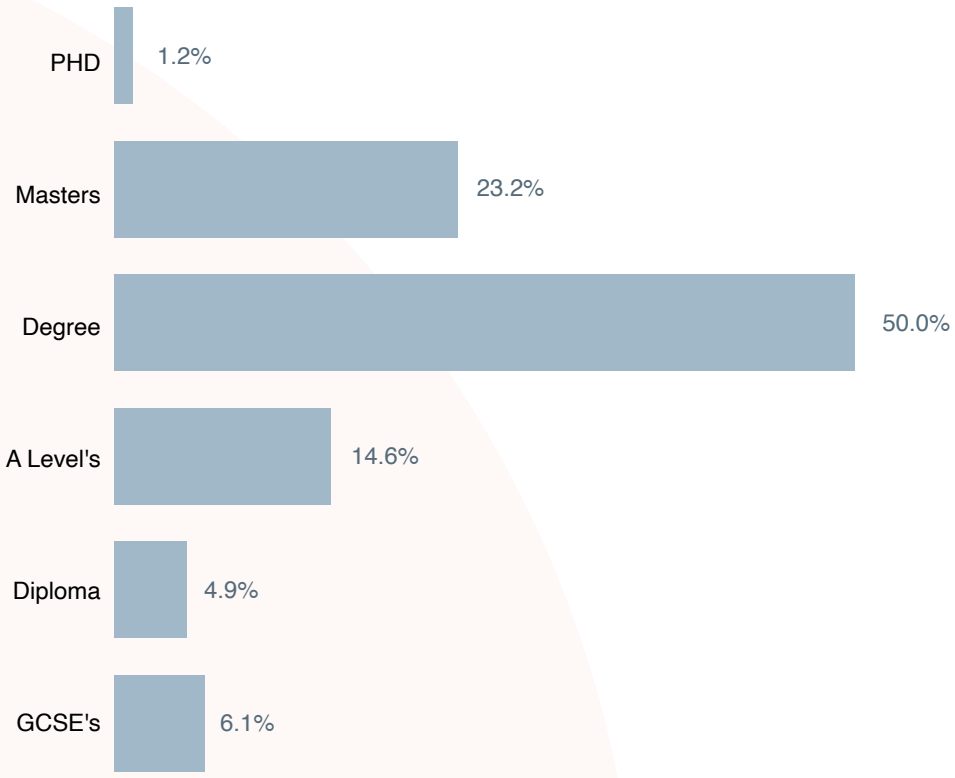
- Create an online & in-person community.
- Make information relatable, relevant, and as easily accessible as possible.
- Questions we need to ask ourselves constantly:
  - Do we have the person at the heart of this decision?
  - Will this make people's lives easier? Happier? More enjoyable?
  - Will this help people challenge their thinkingand support their curiosity?
  - Is it fun and authentic?

People

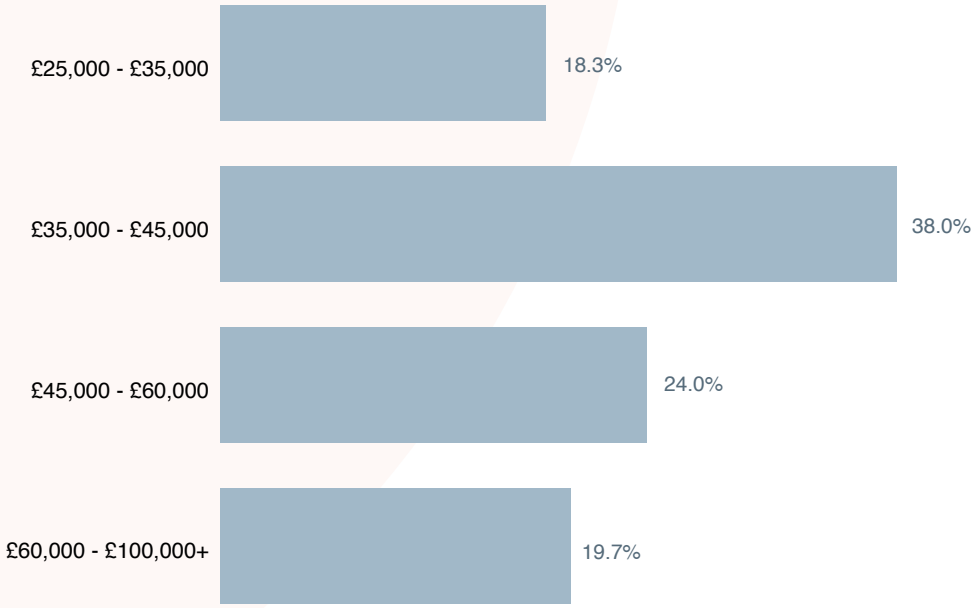
GENDER



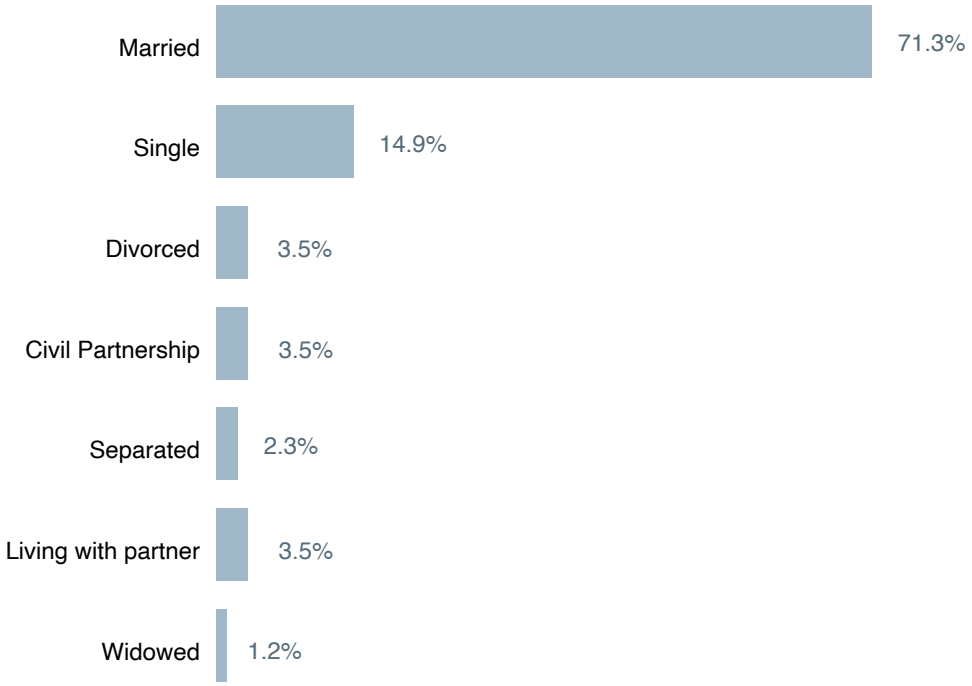
EDUCATION LEVEL



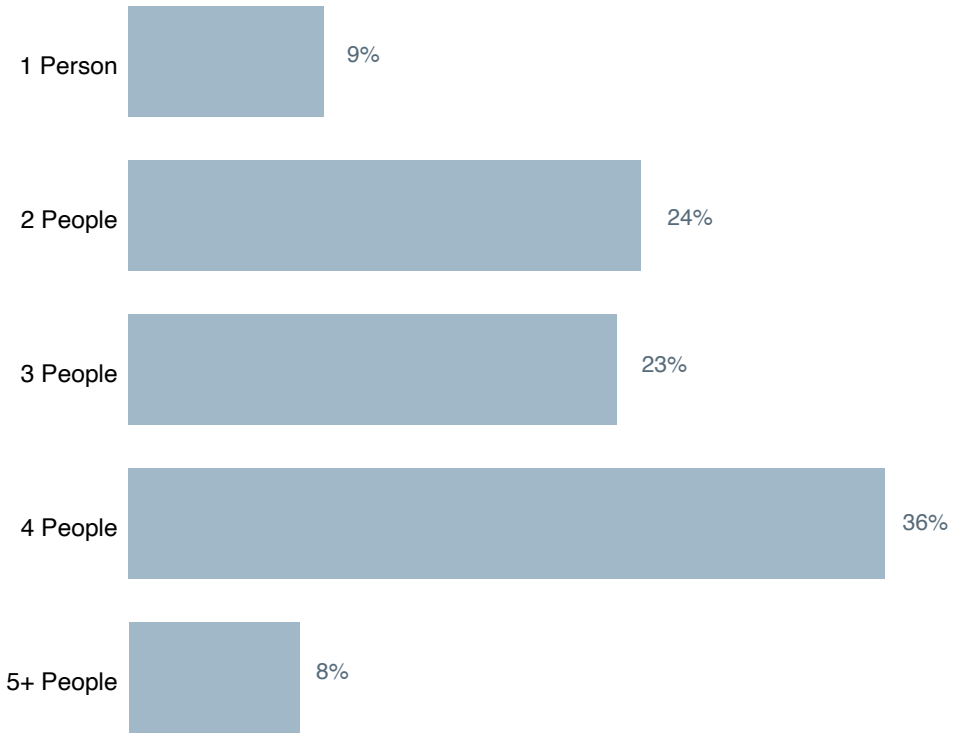
ANNUAL INCOME



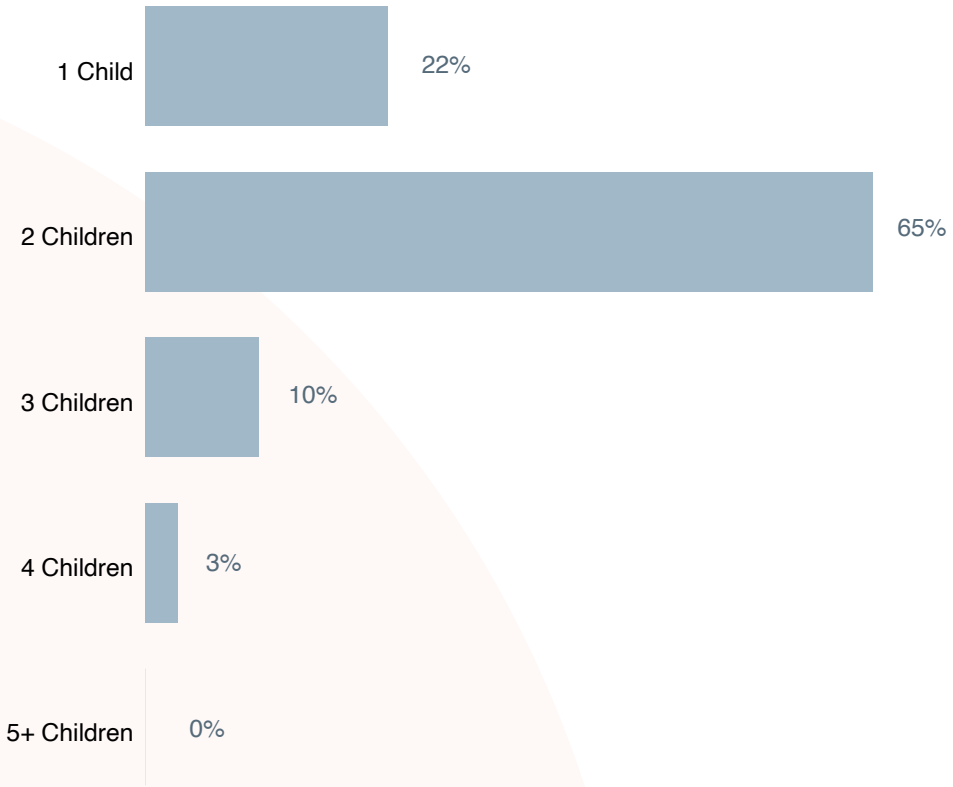
MARITUAL STATUS



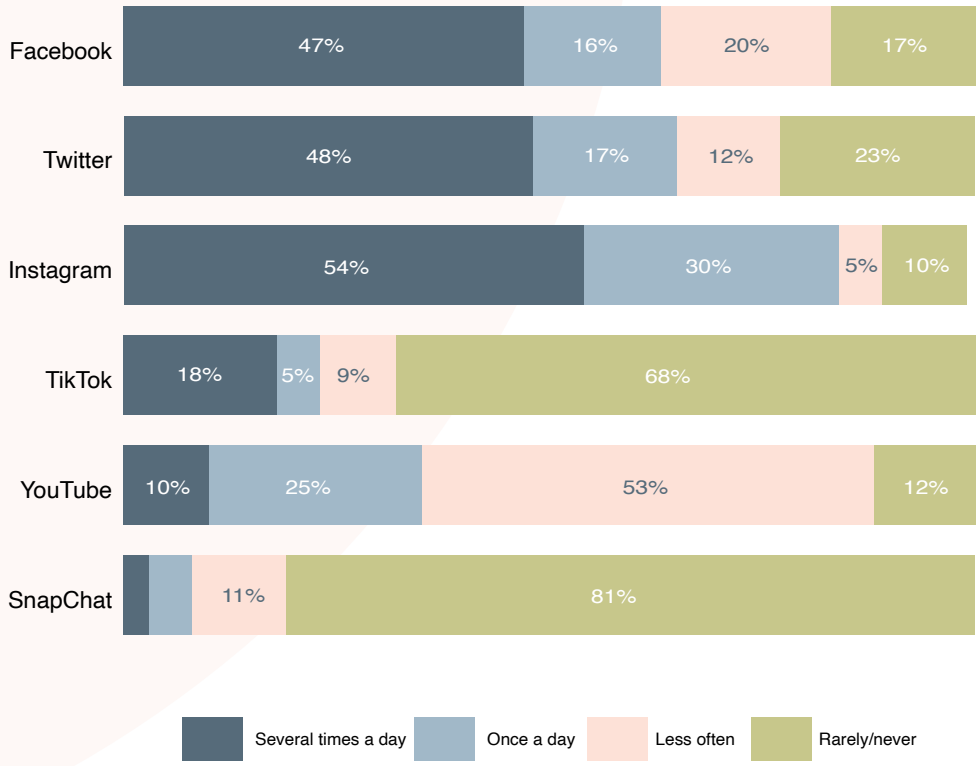
PEOPLE IN HOUSEHOLD



NUMBER OF CHILDREN



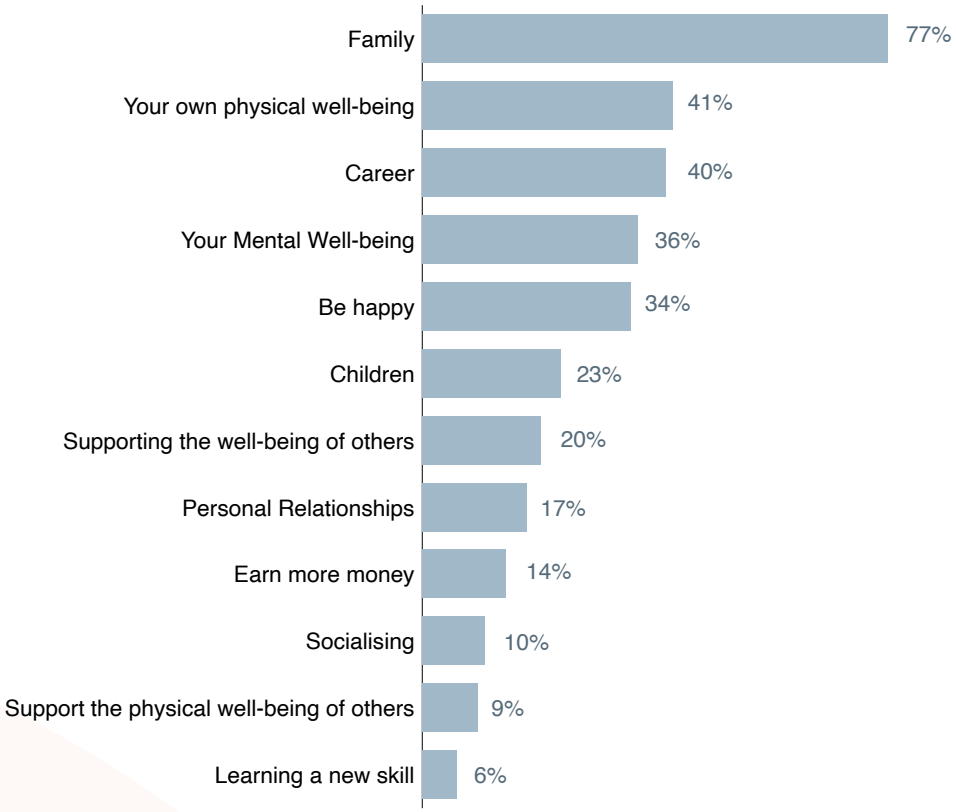
SOCIAL MEDIA USE



Passions & Interests

Goals & Priorities

What are your goals & priorities over the next 3-5 years?



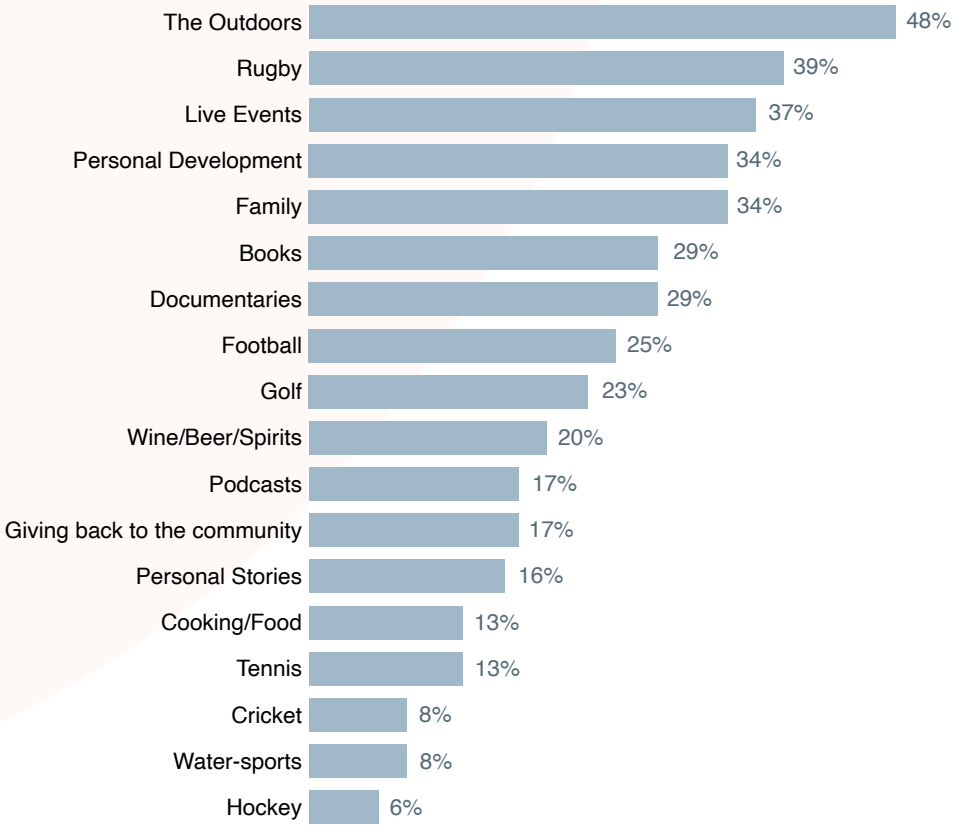
Family is the stand-out priority for people.

ACTIONS

- Each activity or resource we develop must bear in mind the impact or involvement of a person's family.
- Inclusive opportunities are important. We can create specific opportunities that include

Passions & Interests

What do you absolutely love and are passionate about?



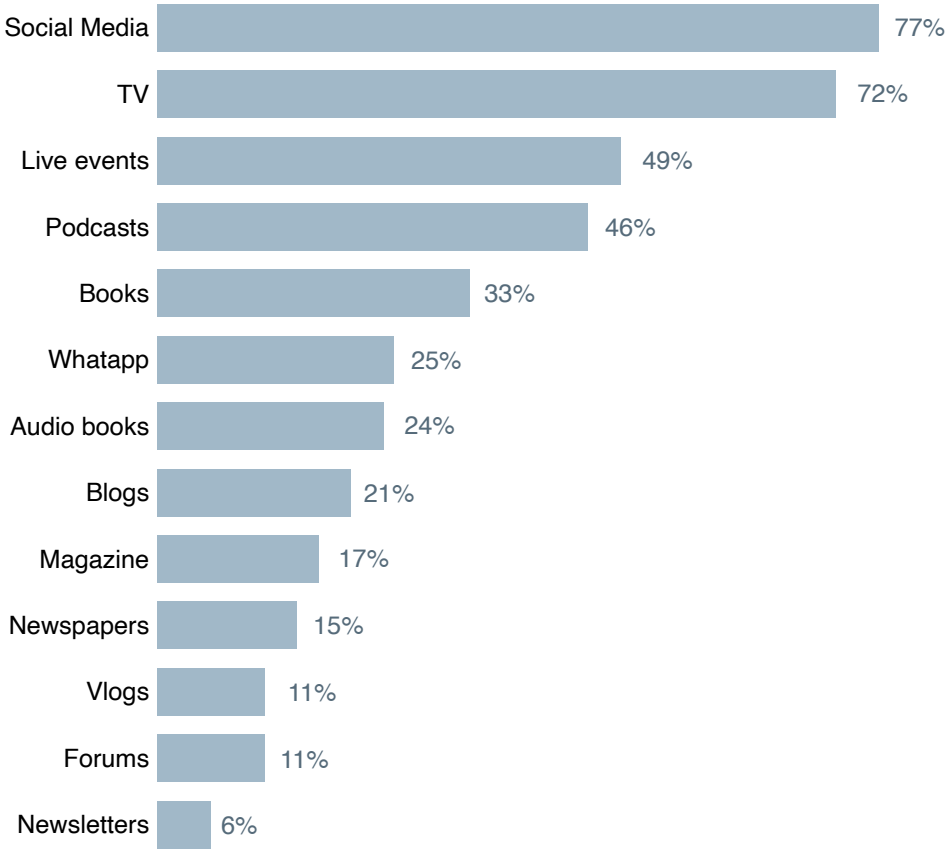
Being outdoors, the fresh air and being active are big interests to people. Coupled with live events with like-minded people, personal development, books and family.

ACTIONS

- We'll create a schedule of opportunities for people to join and be part of, aligned to the most popular topics.
- Scalability and reach are important, so we'll be creating these opportunities, conversations and engagement virtually and in person.

Digest Information

How do you typically digest information regarding your passions?



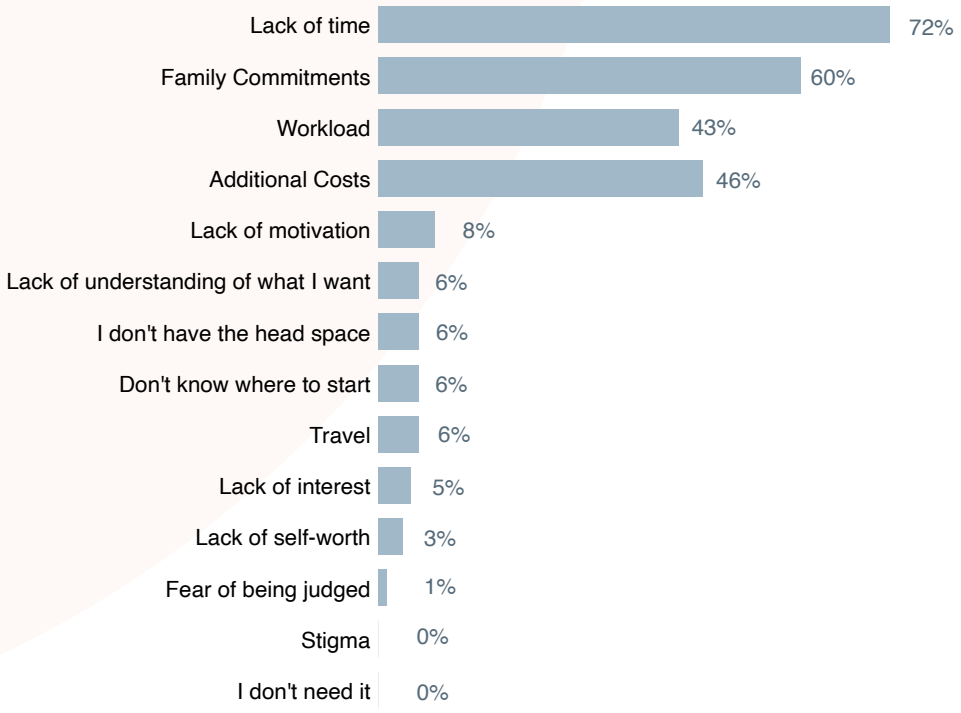
Social Media & TV are the most popular. We will prioritise Social media initially, signposting people to TV where relevant.

ACTIONS

- The focus will initially be on social media and live events.
- As many of the conversations as possible will be in audio format as well to ensure increased accessibility

Barriers

Please select the top challenges that could hinder you in pursuing your passions & interests.



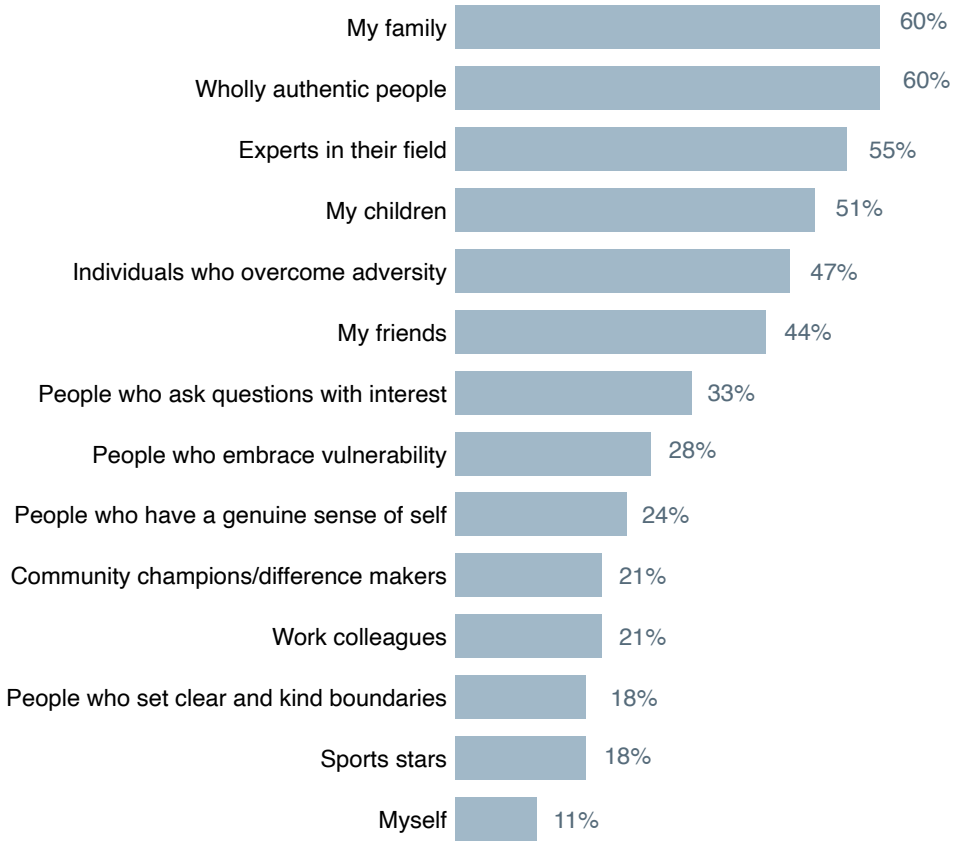
Lack of time & family commitments is the most popular reasons. All our decision-making must take into account these factors, addressing them directly.

ACTIONS

- We'll make our content accessible in format and duration
- We develop content that compliments the challenges people face, I.e. Content that families can enjoy and engage with together, so both needs are met

Inspiration

Who inspires you?



Family and authentic people are the most popular groups that people are inspired by. Experts in their field are a close second. Interestingly, 'Myself' was the lowest by some distance.

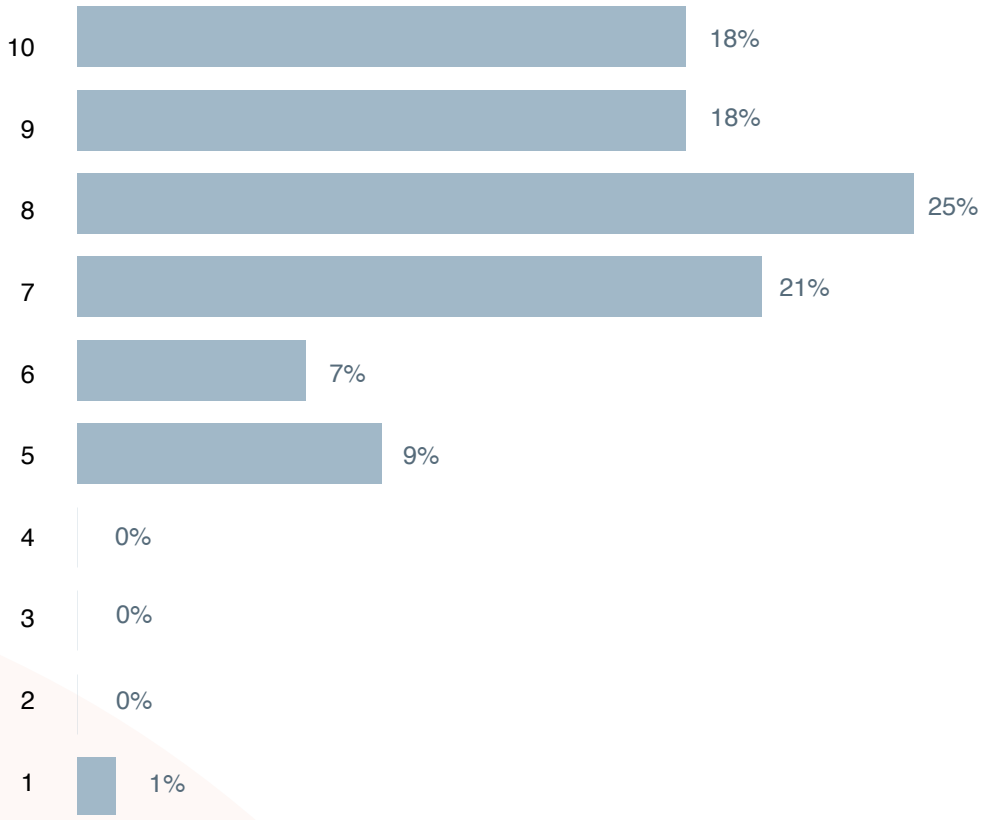
ACTIONS

- We will engage with and encourage more people to be wholly authentic.
- We will focus on sharing and educating what ''authenticity'' means, how we go about it and how we can keep it.
- There's an exciting opportunity to develop resources and education around how we see ourselves and the value we place on ourselves.

Personal Development

Interest

What are the top personal development areas you would like to improve?



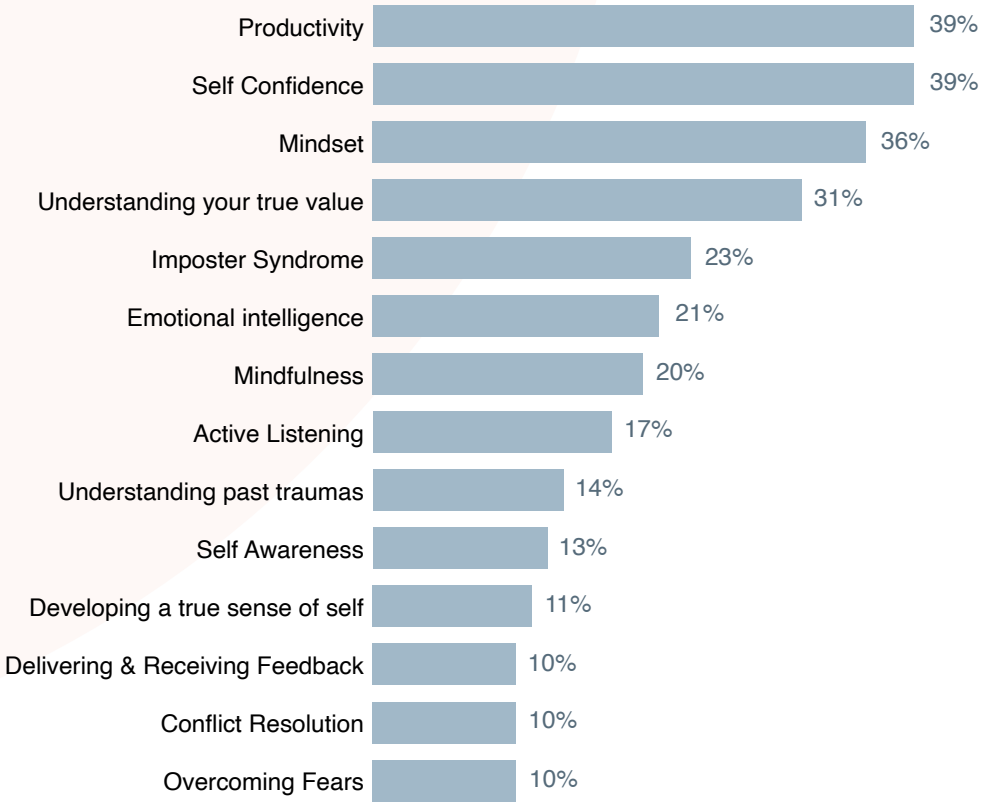
8/10 – top 25% importance for everyone, thus needs to be referenced.

ACTIONS

- Develop accessible and regular resources & education, where people can learn more about themselves, their weak areas, understand what vulnerability looks and feels like as well as integrate the areas/topics that inspire people.

Personal Development Areas

What are the top personal development areas you would like to improve?



Productivity and self-confidence are the most popular. It's interesting to see that self-confidence is so high, whereas ''myself'' is so low within the inspiration question.

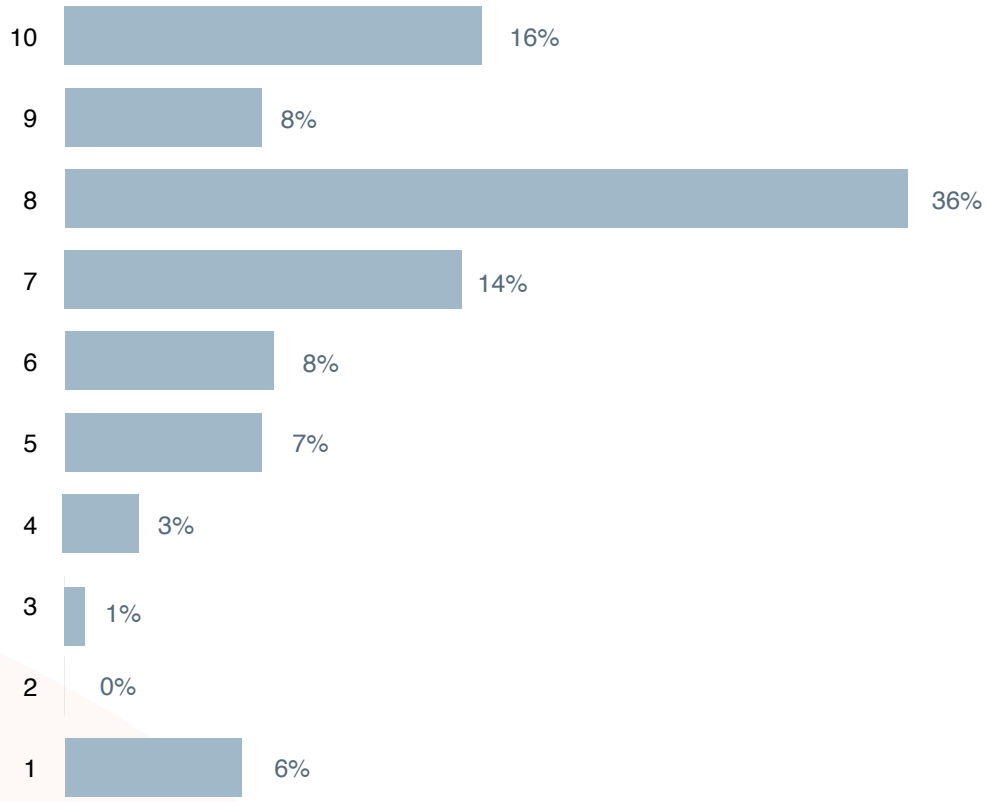
ACTIONS

- Engage with experts in their field.
- Talk about relevant and relatable everyday challenges.
- Hear from and engage with 'Real' people.
- Ensuring all information is easily accessible

Professional Development

Interest

What are the top professional development areas you would like to improve?



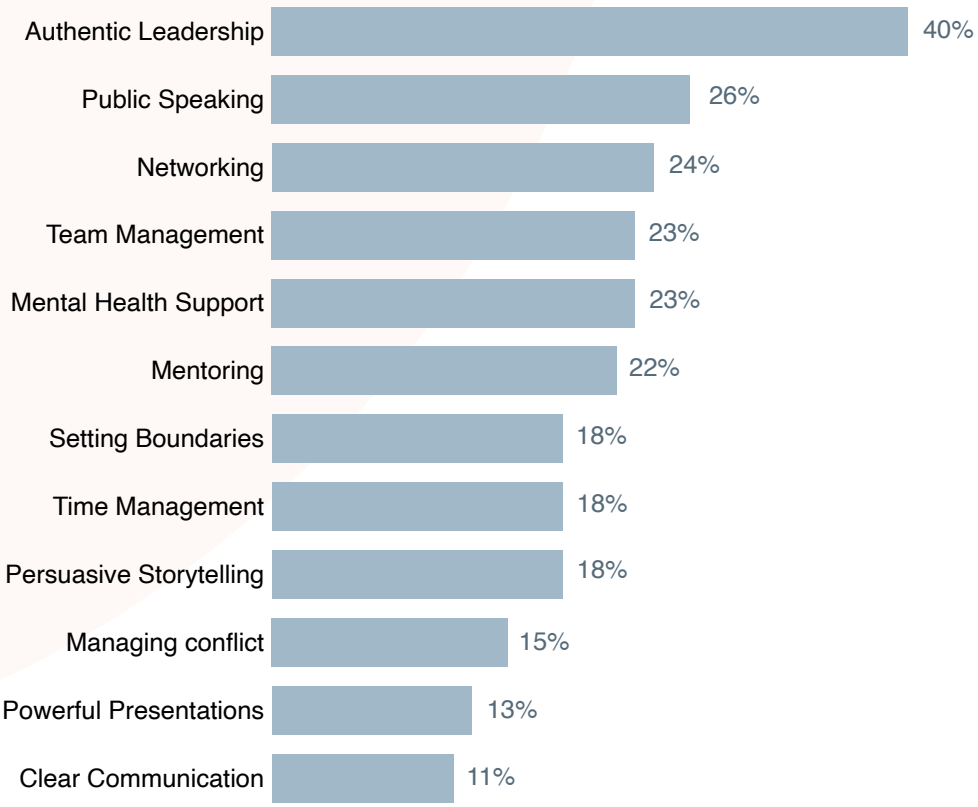
Over 55% of people want to prioritise their professional development. The focus should be on the key topics, authenticity and authentic leadership and tie it in with the areas people would like to improve.

ACTIONS

- Engage with experts in their field.
- Make the content engaging, relevant and accessible.

Personal Development Areas

What are the top professional development areas you would like to improve?



Being wholly authentic and sharing that with people is a drive for people. What does that look and feel like, and whom can we learn from.

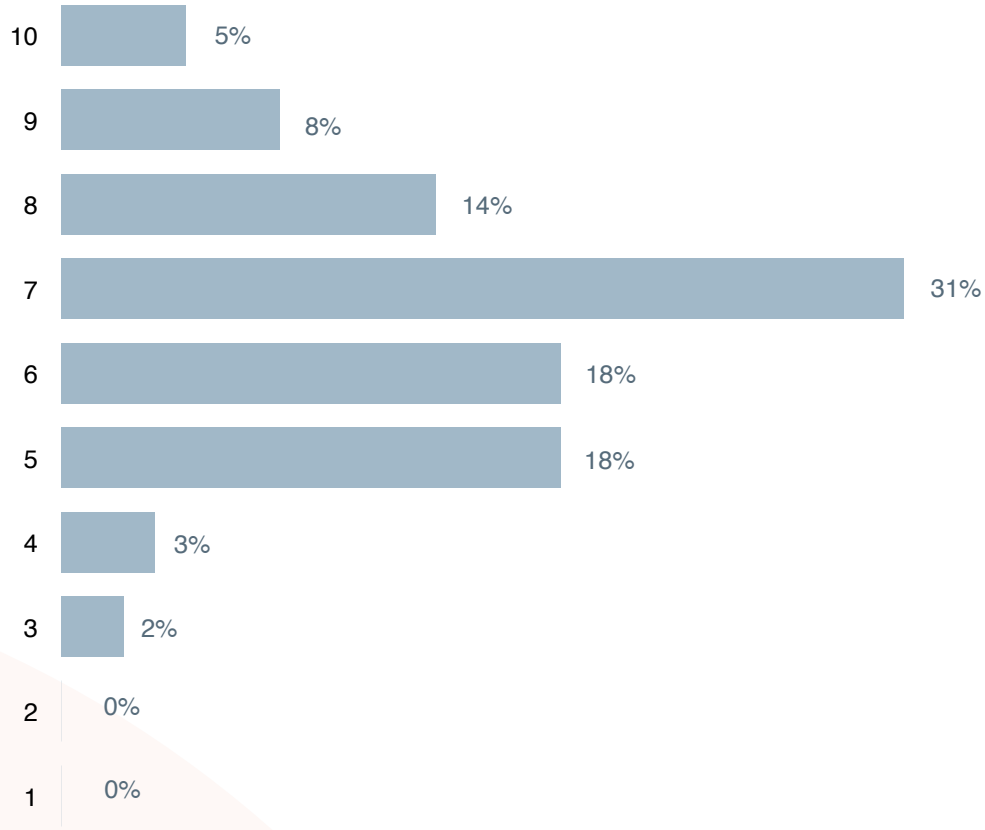
ACTIONS

- There are many resources we can develop and education opportunities, workshops, courses, and live environments to be curious.
- Create engagement and networking opportunities that fit people's commitments and lifestyles.

Well-Being

Current Well-Being Score

How happy are you with your current well-being at the moment?



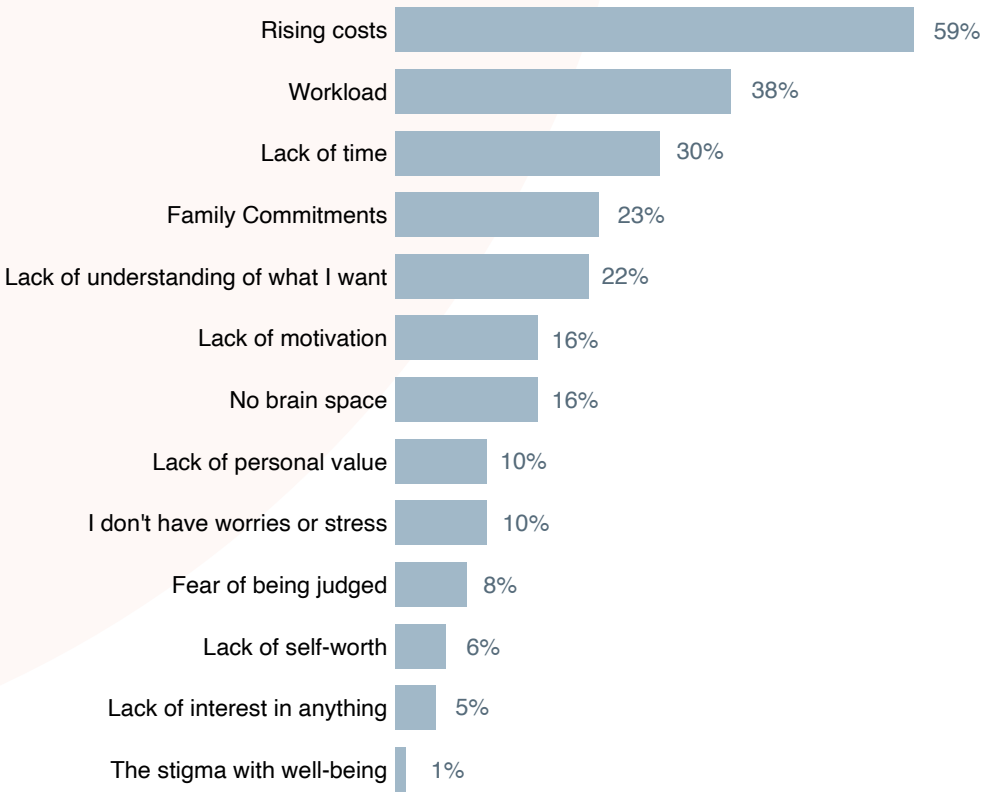
Seven is the overwhelming feeling. Do we/people understand what seven looks and feels like?

ACTIONS

- The aim is to develop and ‘speakeasy scale’ with tangible markers and descriptions for what each level looks and feels like.

Anxiety & Stress

What are the top Causes of anxiety/worry/stress for you now?



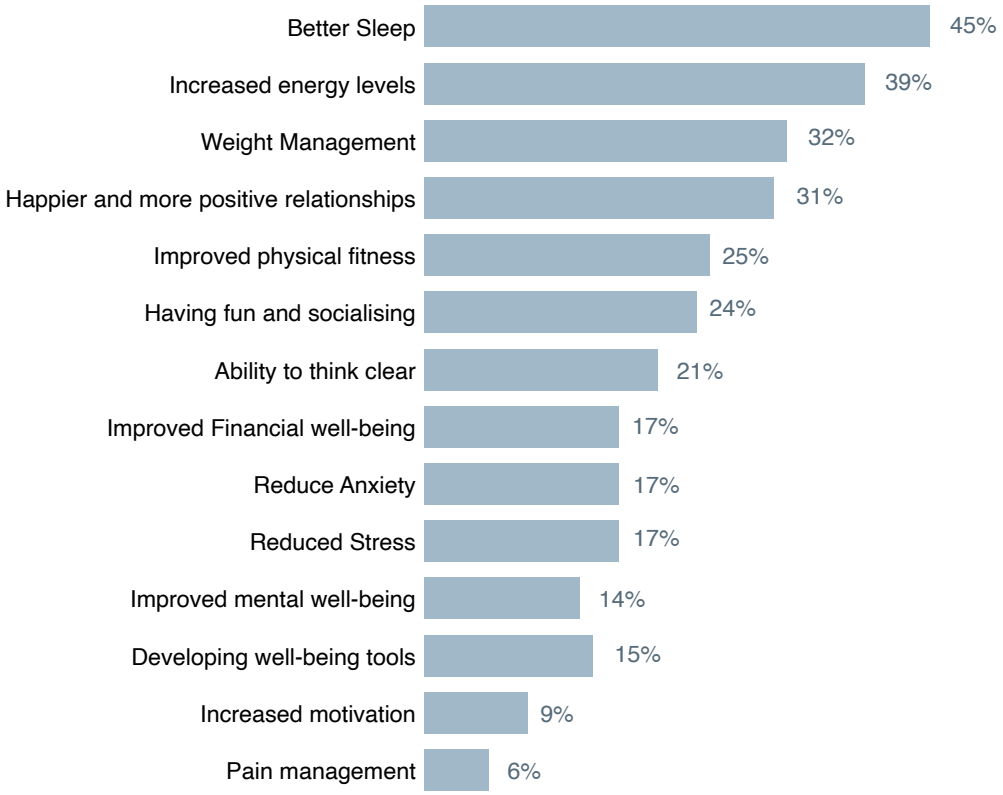
Rising costs are a massive issue for people.

ACTIONS

- Our content needs to be of real value.
- It needs to be affordable but, at the same time, have elements of exclusivity.

Well-Being Benefits

Select the top positive well-being benefits that are most important to you.



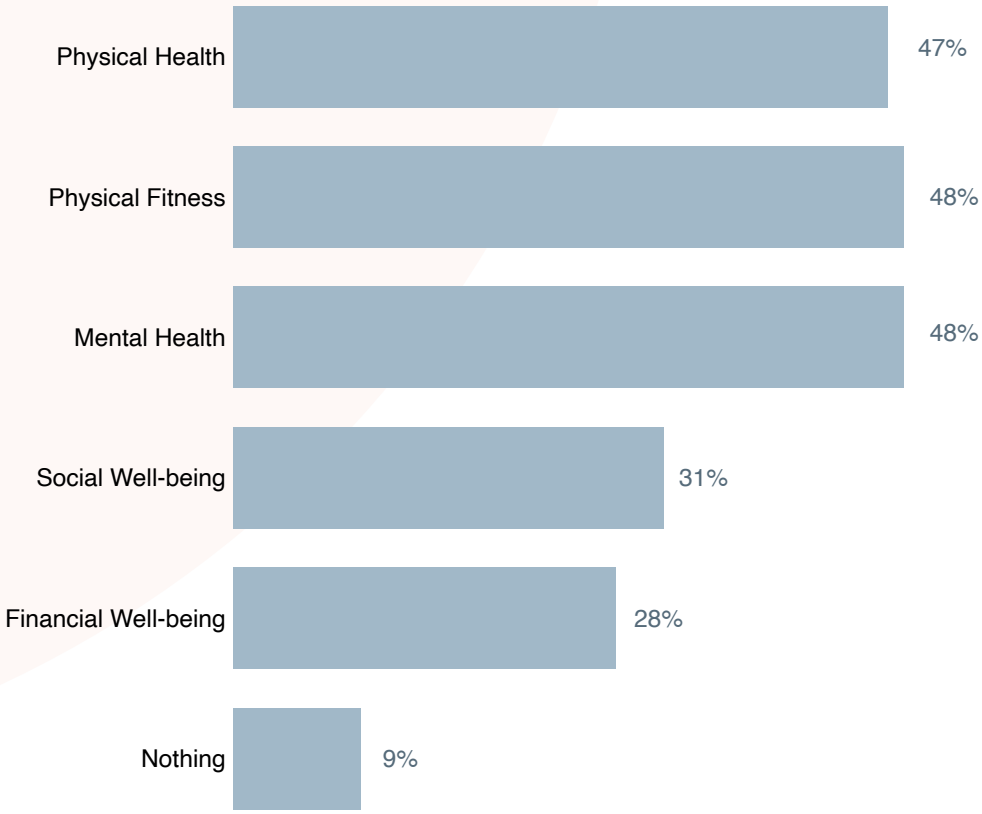
Sleep and increased energy are the top things that people want to prioritise. It's interesting to look at the connectivity between these areas and how they complement each other.

ACTIONS

- Tailored and targeted content.
- Engaging with experts in their field on these topics.
- Connecting topics, educating on the 'why' and ensuring all content is accessible and engaging.

Well-Being Support

Select the areas of well-being in which you would like more accessible support.



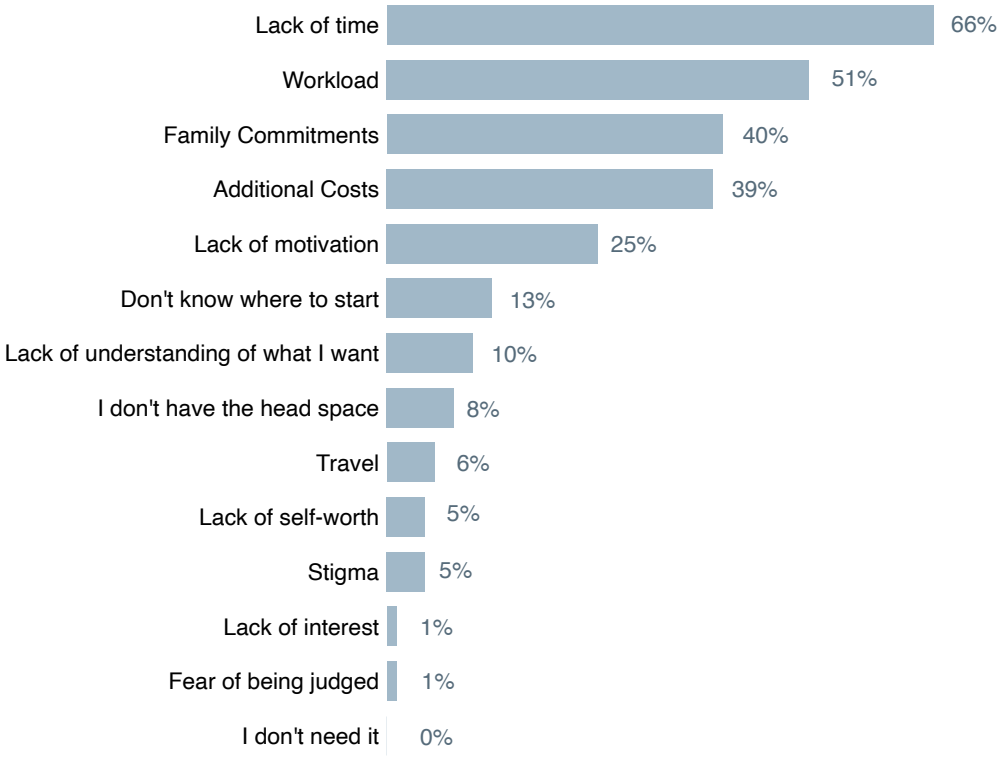
Physical and mental health is paramount for people.

ACTIONS

- Everything we do must be conscious of and reflect our communities' mental and physical desires.

Barriers

Please select the top challenges that may hinder you from prioritising your well-being.



Again, lack of time due to workload and family commitments come out as the main barriers to individuals priorising their well-being.

ACTIONS

- Craft initiatives, offerings and services that can easily accessed and undertaken in the user's own time, fitting in and around their budy schedules.

Speakeasy
Club.