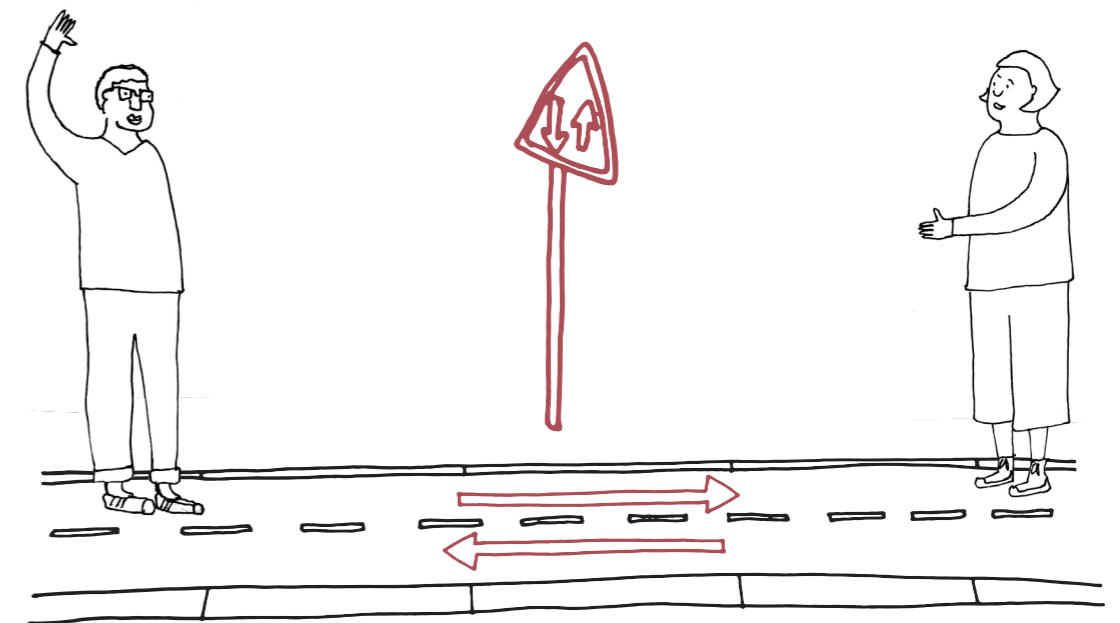# Corporate Parenting
Service Design Principles

Service Design Principles are a set of considerations that help people make decisions while they are designing services and evaluate what they've designed.

These seven Corporate Parenting Service Design principles have been created after synthesising the Co-Design Crews research findings.

1. DESIGN FOR RECIPROCITY

Relationships are a two-way street. Does our service design invite and enable people to connect as humans and care for one another?

2. DESIGN FOR PARENTAL APPROACHES AND ROLES

We don't need to 'go the extra mile', care leavers are one of our own. Does our service design enable corporate parents to be educated about and explore their parental approaches? Does it support and celebrate corporate parents who claim care leavers and are consistently supportive?
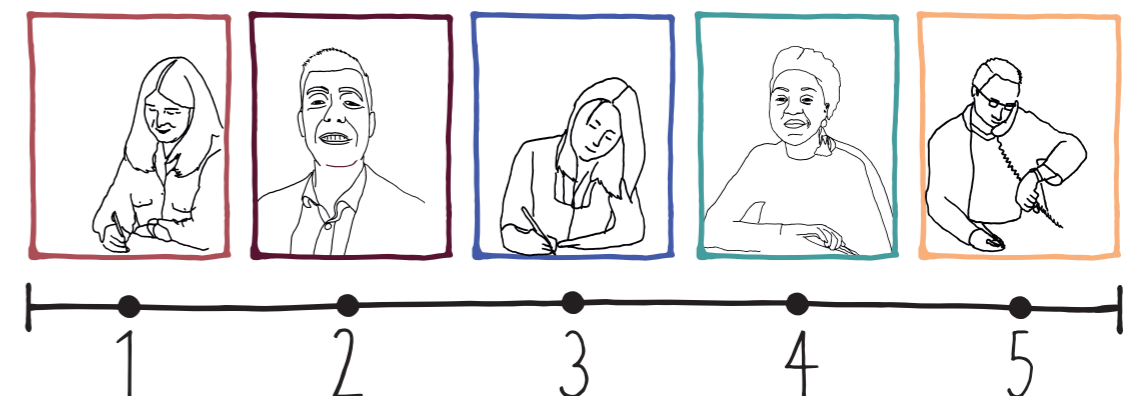
3. DESIGN FOR LOVE

Love is a set of behaviours which are felt. Does our service design enable corporate parents and care leavers to understand what love looks like in their relationship and support this in practice?

4. DESIGN WITH SENSITIVITY TO TIME AND TIMING

Quality and meaning trumps quantity without feeling. Does our service design recognise that life doesn't happen between 9-5 and enable people to connect in a way that is meaningful to them?
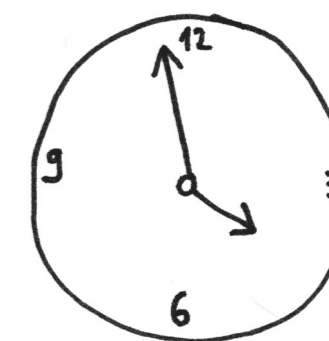
5. DESIGN FOR WHERE PEOPLE ARE AT AND ARE GOING

We are always learning in relationships. Is our service design sensitive to the different starting points people are at and who they are becoming, not where we presume or expect them to be because of their age, gender or role?

6. DESIGN FOR SAFETY AND TRUST

Safety is an illusion never to trust. Does our service design offer opportunities for people to challenge perceptions of organisational rules and unhelpful thinking patterns? To develop trust and negotiate the natural ebb and flow between people's boundaries in a relationship?
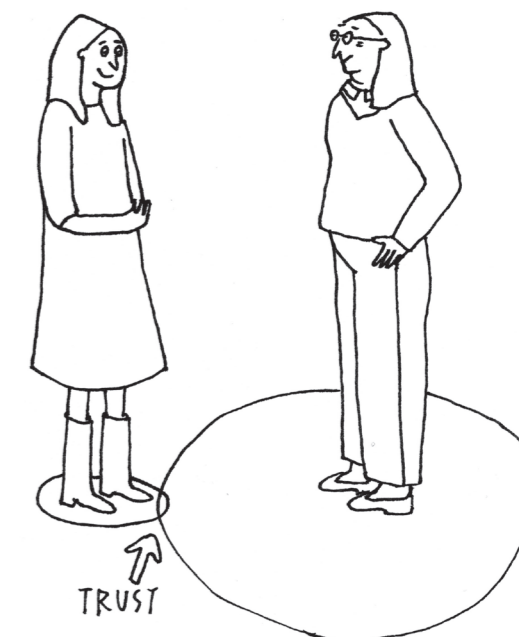
7. DESIGN TO ENABLE VULNERABILITY AND CONNECTION

Vulnerability is having the courage to show up and be seen when you have no control over the outcome. Vulnerability is a risk we have to take if we want to experience connection. Does our service design enable people to be themselves and enjoy connecting?

Relationships First

TRUST