



# Our new era

A guide to our purpose, our missions and the world we want to help build.

# Why we've started again



We believe something special happens when you stop, reflect and rethink - not just what you're doing, but why you're doing it.

As a result of that reflection, we are delighted to tell you that **Rethink Maths** is the start of our next chapter. We're stepping forward with fresh energy, some bold ideas and a renewed sense of purpose.

Across the UK and the rest of the world, we continue to see familiar challenges - gaps in early understanding, low confidence in maths and missed chances to connect learning to real life.

That's why we've decided to shape our future work around five missions. These missions provide direction, clarity and purpose, whether it's a resource, training or a new idea entirely.



## What's inside?

## Our five missions

- 1 rethink foundations
- 2 rethink confidence
- 3 rethink inclusion
- 4 rethink real-world
- 5 rethink teaching

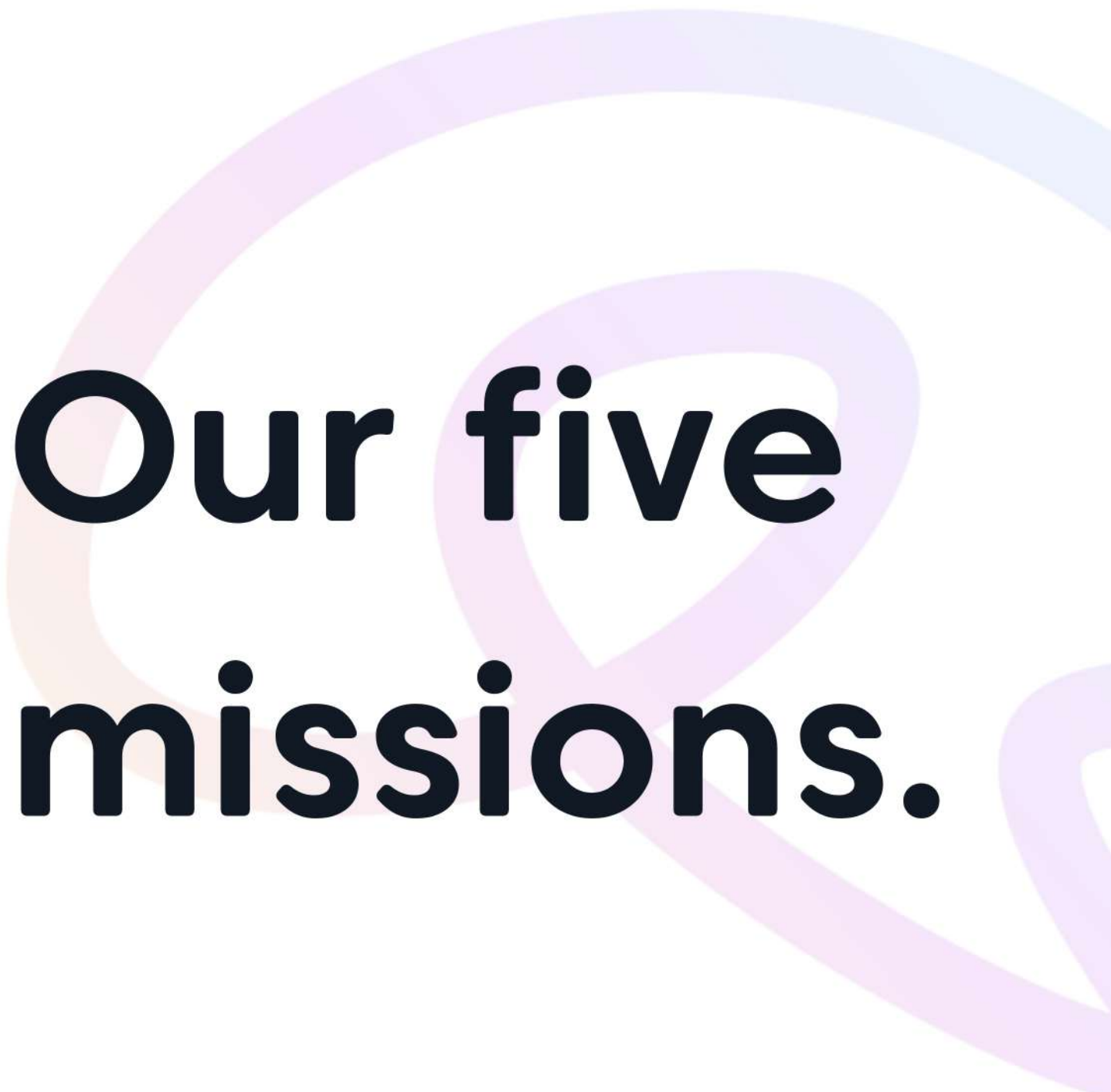
**Our values** guiding every product, every conversation and every decision.

**Our future thinking** - what's coming and how you can be part of it.

We're not claiming to have all the answers.  
But we're listening, learning and building, together.

# Welcome to our new era





# Our five missions.





Because without strong early maths, too many doors remain closed. We want to help open them. We believe in a more equitable world where every child has the right start in maths and the confidence to keep going.







# rethink confidence

# 2

A fear of maths is still far too common. Among young people but also among parents, carers and adults who've carried that anxiety with them for years. We believe it doesn't have to be that way.

We know that confidence grows when learners feel safe to have a go, make mistakes and keep trying, rather than feeling pressured to get everything right. We want to help create a maths culture that values effort and builds belief over time.

This isn't just about what happens in classrooms. We want to support anyone who wants to feel more positive about maths. Whether that's parents trying to help their children with homework, adults using maths in the workplace or people who just want to feel a little less anxious about numbers. It's about rewriting the story, transforming fear into something we face with confidence.

When people believe they can do maths, whatever their age or background, confidence grows, doors open and whole lives can change.

**Let's rethink confidence together!**





## 3

maths as a place they belong.  
Just as capable of thriving in STEM  
from every background, is  
we're working towards.

This is about justice as much as it is about education. Because when people are excluded from maths, they are excluded from choices, from confidence, and from the chance to shape the world around them.

## Let's rethink inclusion together!





# rethink real-world

# 4

Maths is everywhere. It's in our choices, our challenges and our communities. But too often, what's taught in classrooms feels disconnected from the world we are living in. We believe it's time to bridge that gap.

We want every learner to leave school equipped with the mathematical understanding they'll need to thrive in life, from reading payslips and understanding taxes, to managing mortgages, spotting misleading data and making confident financial decisions. This is essential knowledge for a fast-changing, data-driven world.

But this isn't about replacing pure maths, it's about balancing it. Learners deserve both: the beauty and rigour of abstract mathematics and the clarity and confidence that comes from applying it meaningfully. When we connect maths to life, we open doors, especially for students who've struggled to see its purpose.

## Let's rethink real-world together!





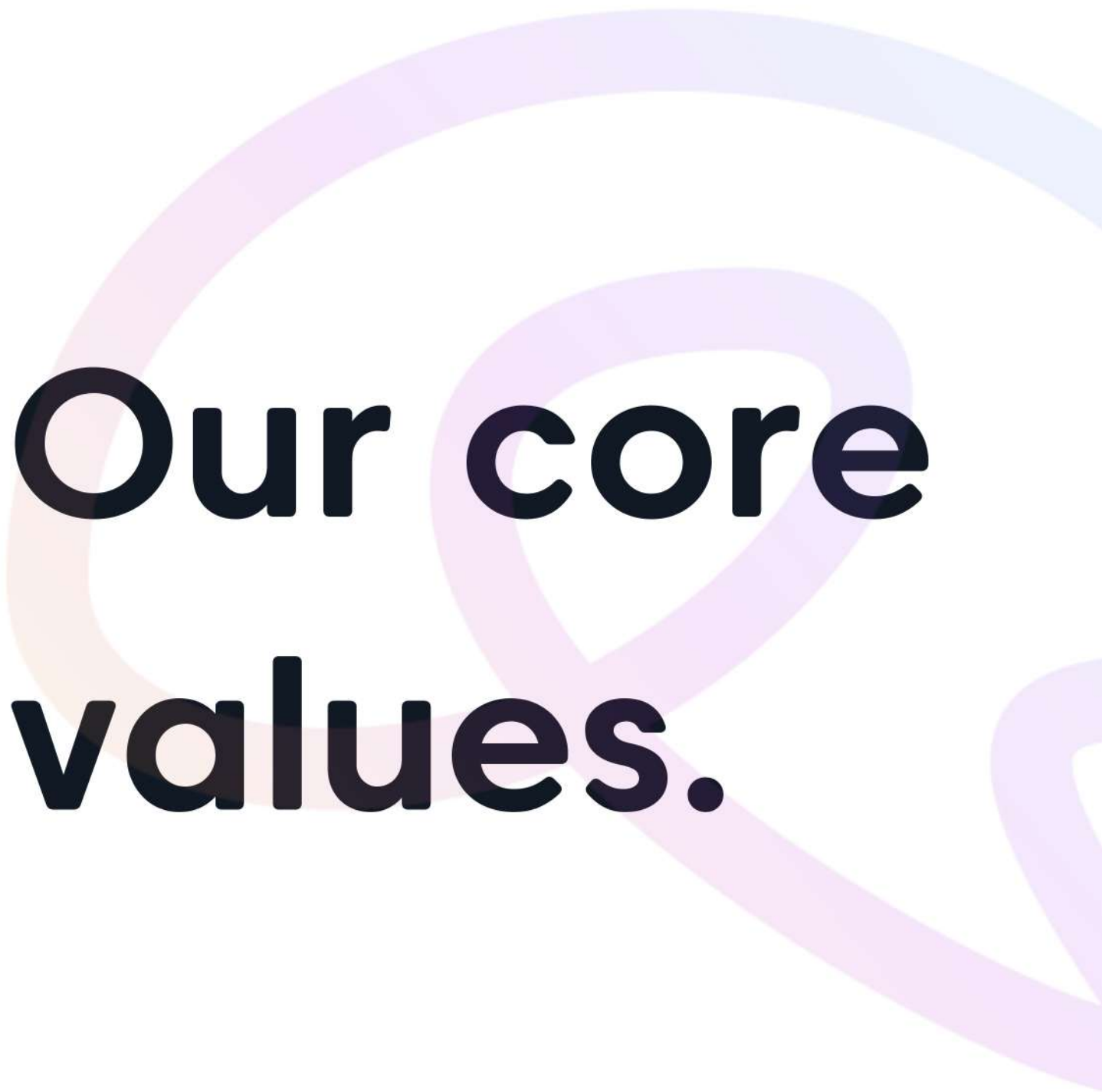
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Our final mission is to help further improve teaching and learning in maths. This is not about starting from scratch but by building on the brilliant practice, resources and research that already exist. This is about continued improvement, because we know that better teaching leads to better outcomes for children.

There is also, of course, huge potential with technology. Not to replace teachers, but to reduce workload and enhance teaching and learning.

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# Our core values.

**“Never doubt that a small group of thoughtful, committed citizens can change the world, indeed it is the only thing that ever has.”** Margaret Mead

**We care deeply about people, we always have and we always will. It's people who change lives. It's people who create magic.**

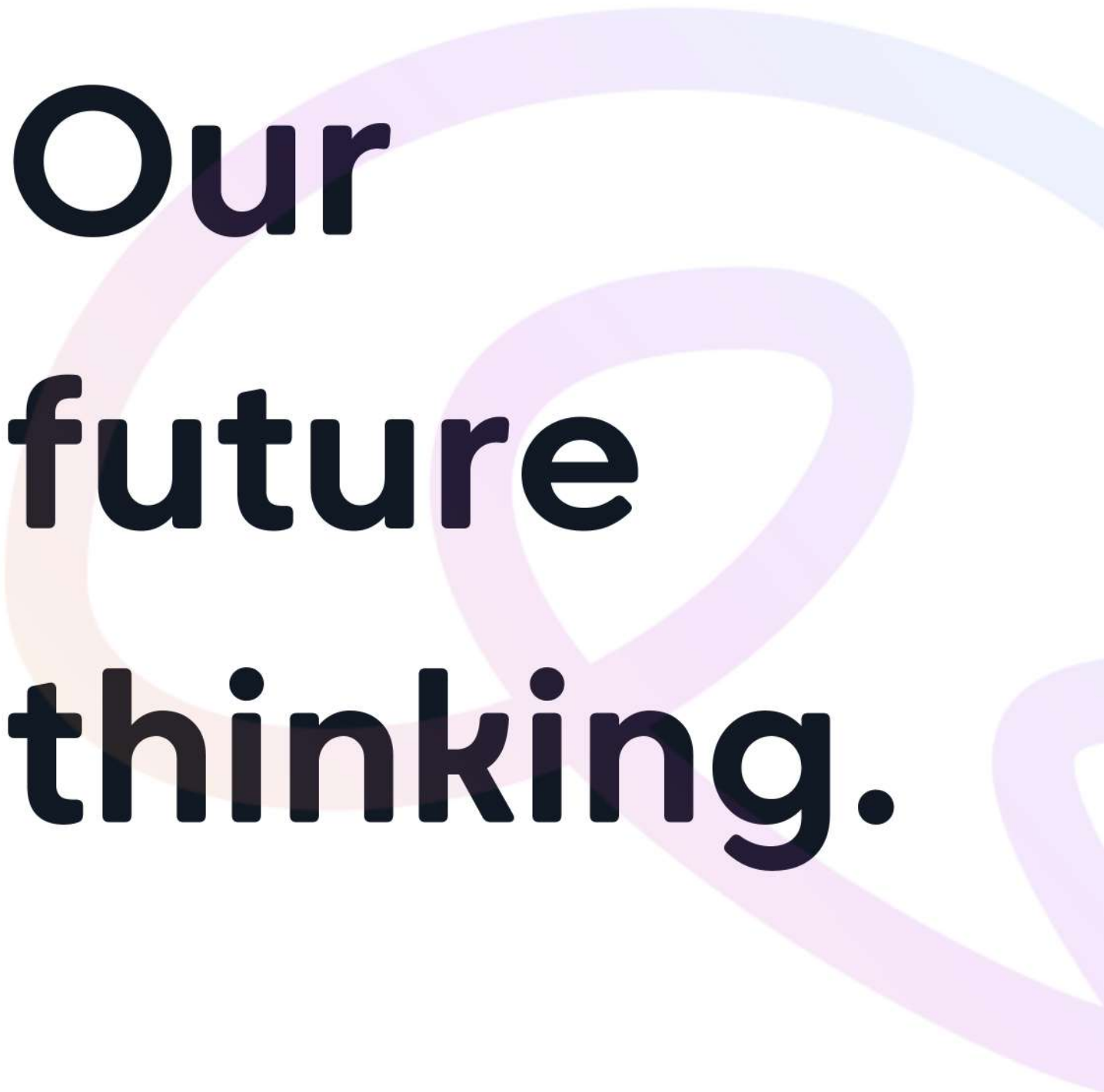
Whether we are working with our team, a group of teachers, a class of children or partnering with other organisations, we aim to forge strong relationships and bring joy to what we are doing.



## Our core values

- Kindness
- Hard-work
- Collaboration
- Excellence
- Integrity





**Our  
future  
thinking.**

# How will we achieve these missions?

The honest answer? We're still working that part out. But here's what we do know...

First, we know **we can't do this alone**. That's why we're eager to collaborate with teachers, schools, researchers, organisations and anyone who shares our belief that maths can and should be better for every child.

We've also put together a set of ways we can support schools and education partners who want to work with us. From tailored training and consultancy to co-creating resources and offering bespoke support, everything we do is shaped around our five missions and our core values.

***Changing  
the way the  
world sees  
and learns  
maths.***

## Get in touch

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Finally, as we build a small and passionate team, we'll begin to think about what solutions we can create to make a real difference for classrooms and beyond. Everything we create will be **high quality, evidence based** and designed to have a **lasting impact** on young people's lives. By choosing to use these resources, you'll be supporting more than just great maths teaching. You'll be helping us keep going, sparking new ideas, new collaborations and continued progress towards the bigger change we're all working towards.



# What's next?

So, we've now told you a bit about our thinking, the missions we care about and how we hope to make progress.

Of course, not everything always goes to plan and that's okay. We're at the beginning of something and we know it'll take time, a lot of listening and a good amount of learning along the way.

Our first priority is to have conversations. We want to talk to people who are already doing brilliant work in these areas, be that schools, organisations and companies.

We're also keen to work with partners who share our values and want to explore how we can make a bigger impact together.

From there, we'll be setting ourselves some clear goals. Those who know us, know that we love having clear targets and milestones to work towards. They keep us focused and help us reflect on what's working and what still needs improving.

In summary, these next few months are about listening, exploring and laying the groundwork. **We're excited. A little nervous. But completely committed.**

If anything you've read here has struck a chord, we'd love to hear from you. Get in touch with one or both of us at [caroline@rethinkmaths.co.uk](mailto:caroline@rethinkmaths.co.uk) or [tony@rethinkmaths.co.uk](mailto:tony@rethinkmaths.co.uk)

*Caroline and Tony x*

**Start small. Think big. Act together.**

