

**On — Purpose**

A photograph of a group of people sitting on a grassy lawn under large, leafy trees. A man in a blue t-shirt is smiling and looking towards a woman in a white shirt who is seen from the back. Other people are partially visible in the foreground and background. A red rectangular box is overlaid on the bottom half of the image, containing the text 'On Purpose Overview' in white.

# On Purpose Overview

# What drives us at On Purpose

The world needs a healthy economy that serves everybody and operates within the planet's boundaries



We need the **talent and the leaders** who will bring this about

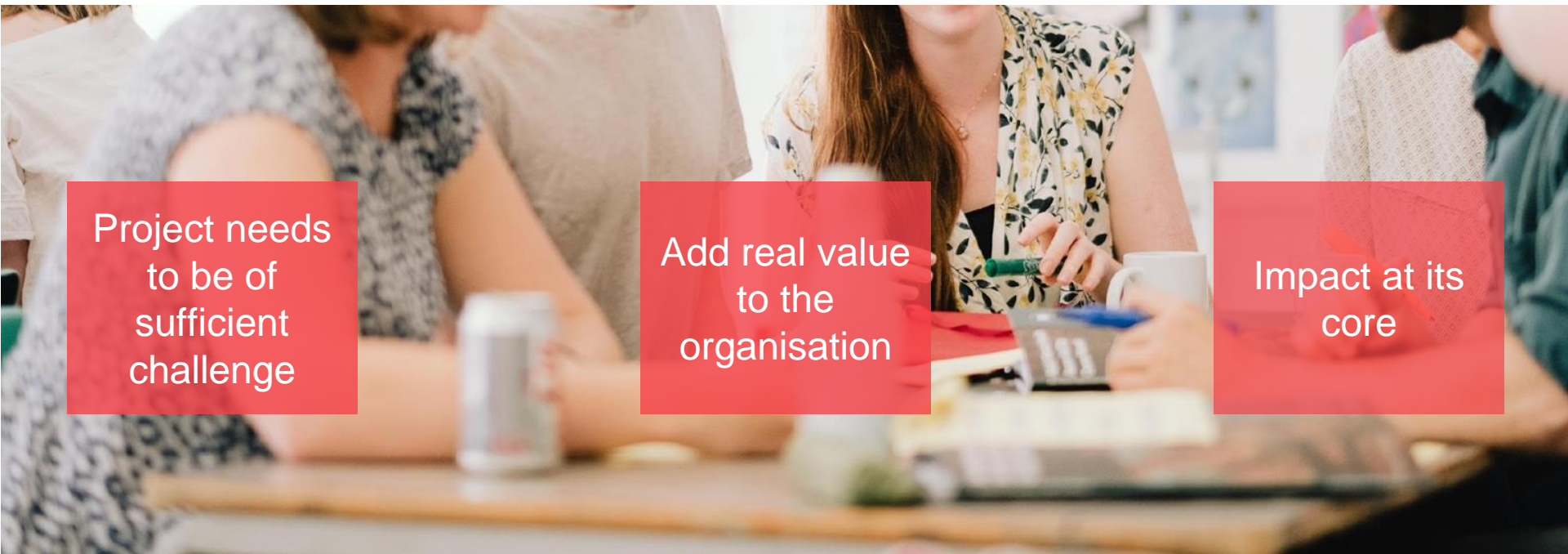
On Purpose sources talented people seeking to **make a difference** in their career

We match them with organisations in need of really talented people who can drive forward **purpose-driven projects at low cost**

In doing so, we support organisations to **increase their impact** and **develop talented leaders** who will help bring about the **transition** to a healthy economy

# What we look for in a Placement

We recognise that to bring about a healthy economy will require old organisations to transform, new organisations to grow and the capital to bring about change.



Project needs  
to be of  
sufficient  
challenge

Add real value  
to the  
organisation

Impact at its  
core

We look for;

- Organisations that have projects of **real challenge** that will test our Associates, enable them to grow and help **drive your** organisation forward
- And of course, the project has to have **impact and purpose** at its core

# Who we work with (Placements)

We work with a broad range of organisations, both in terms of commercial structure and area of impact...



...and our Associates work on a broad range of challenging projects. This can be anything from working with students to co-create a programme to enrich their cultural capital, to designing a strategy to embed purpose-driven thinking across a commercial business.

# What placements say about Associates

“With very little spin up time, Katie was able to take on full responsibilities for delivering a new project. **Delivery was fantastic and received great feedback from our clients.** Additionally, her capacity for work was phenomenal.”

Lee-Ann Perkins, Programme Director, Sustainable Ventures (April 2020)

“I think the level of ownership that Dan took of the project was **beyond what I was expecting**, and very welcomed, particularly with the added uncertainty thrown in by lockdown and organisational shift in response to Covid 19”

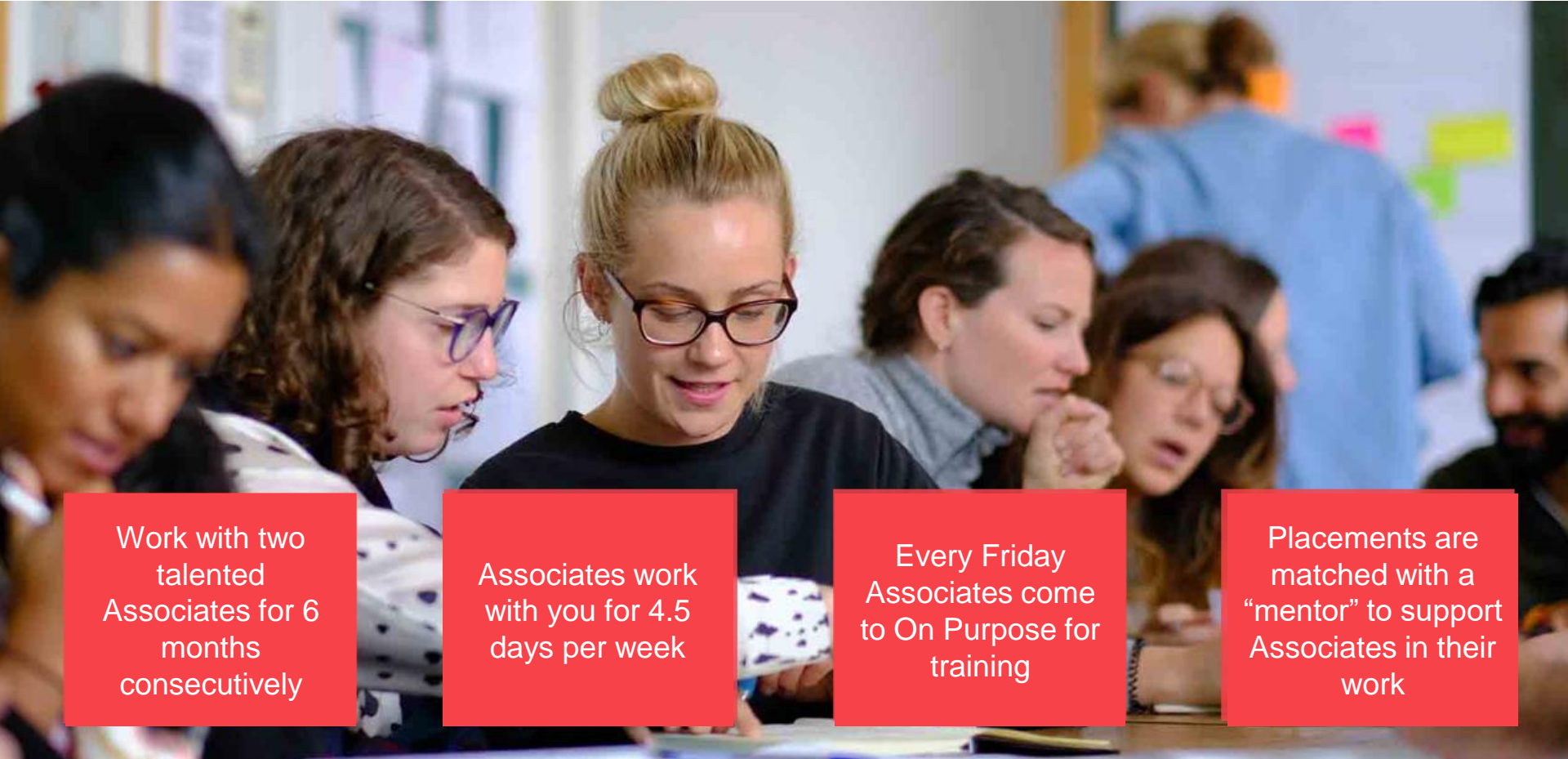
Rachel Parkin, Head of North of England, Save the Children (April 2020)

“Our Associate has been **excellent and highly motivated** - enquiring, supportive, and applied their skills to our business problems in ways which built understanding and led to tangible improvements in processes and ways of working.”

Peter Brown, CEO, Dot Dot Dot Property Guardians (October 2019)



# The shape of the programme



Work with two talented Associates for 6 months consecutively

Associates work with you for 4.5 days per week

Every Friday Associates come to On Purpose for training

Placements are matched with a “mentor” to support Associates in their work

# Who we work with (Associates)



- We work with two cohorts each year, of between 16 and 20 people, and the same number of organisations
- Associates join from the worlds of finance, advertising, engineering, consulting or law (amongst others), but what they have in common is a desire to change the way they work and make a positive impact
- This is our April 22 cohort, with experience in publishing, politics, financial services, research, law, advertising, design, human rights and consultancy. They have on average 9 years work experience, earning on average £70k before joining the programme.  $\frac{1}{4}$  educated to masters level. Most speak multiple languages.

# Example placements

## Organisation



## 1<sup>st</sup> placement



**Suleka Salah**  
(ex Finance Manager)  
Worked on client projects focused on creating circular agricultural systems in developing countries.

## 2<sup>nd</sup> placement



**Christiana Lewis**  
(ex trader) Worked on client projects covering a wide range of areas including designing systems to remove plastic waste from ecosystem. (now working at Systemiq)



**Jonathan Spencer**  
(ex project manager)  
Worked on improving customer retention and satisfaction through process improvement.



**Stefanie Francois**  
(ex Management Consultant)  
Project managed Oddbox rebrand. (Now employed by Oddbox)

Impact  
on **Urban  
Health**



**James Shearman**  
(ex premier league footballer agent)  
Worked on overall communications strategy. Now employed by IOUH)



**Olamide Raheem**  
(ex lawyer)  
Worked on Diversity, Equity and Inclusion strategy. Now employed by IOUH.



# Strong support throughout the year



Cohorts are supported throughout the On Purpose year by a wide range of people:

- Mentors are paired with the placement to provide practical advice and support
- Professional coaches help the Associates with their personal development
- Cohort members and the On Purpose core team are on hand for additional support (not to mention the On Purpose community of fellows, trainers and partners)

# How we recruit Associates



**Motivation  
and  
persistence**

**Interpersonal  
skills**

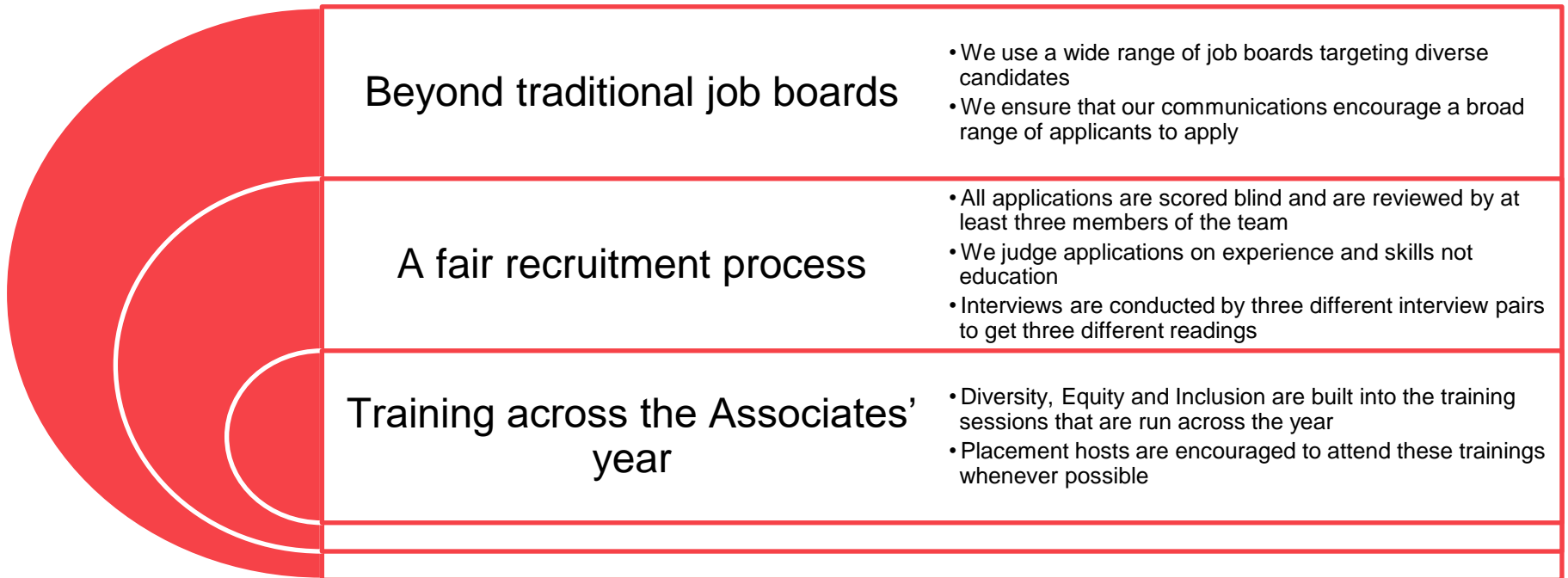
**Attitudes  
and mindsets**

**Problem  
Solving**

- For each cohort we receive between **200 and 300 applications**
- We screen applications and select 70 candidates to take through to interview
- Via our **rigorous interview process** we test the candidates across several areas including numerical ability, their ability to engage people and bring them along with their ideas and how they approach complex projects to achieve results
- Specific experience is not necessary to become an Associates but they have to show **competencies across a wide range of areas**

# Diversity, Equity and Inclusion

Over recent years, we have worked hard on improving our recruitment process and the programme to ensure we are attracting and recruiting a diverse range of people to our programmes and training them to be inclusive, fair leaders...



...On Purpose have also supported Diversity, Equity and Inclusion on a wider scale including through hosting a webinar on the experiences of People of Colour working in the impact sector. Watch the recording [here!](#)

# Some of our past Associates



**Dario Parente**  
LON 2018 Oct  
MD Corporate Programmes  
NOW  
MD SEND school, Germany



**Jawad Anjum**  
LON 2019 Oct  
Mechanical Engineer  
NOW  
Community Organiser



**Jo Alexander**  
LON 2015, Apr  
Geologist, BP  
NOW  
Purpose Engagement Manager  
BP



**Candice Hampson**  
LON 2010  
Strategy consultant  
NOW  
CEO Liminal Health




**Martin Cosarinsky Campos**  
LON 2016 Oct  
Project Manager  
NOW  
Managing Director  
Breadwinners



**Maud Curial**  
Paris 2015 Feb  
Management consultant  
Now  
General Manager LemonAide

# The matching process

A photograph of a person sitting at a desk in a classroom, clapping their hands. They are wearing a light-colored button-down shirt and a black watch. In the background, there is a water bottle on the desk and other people are partially visible.

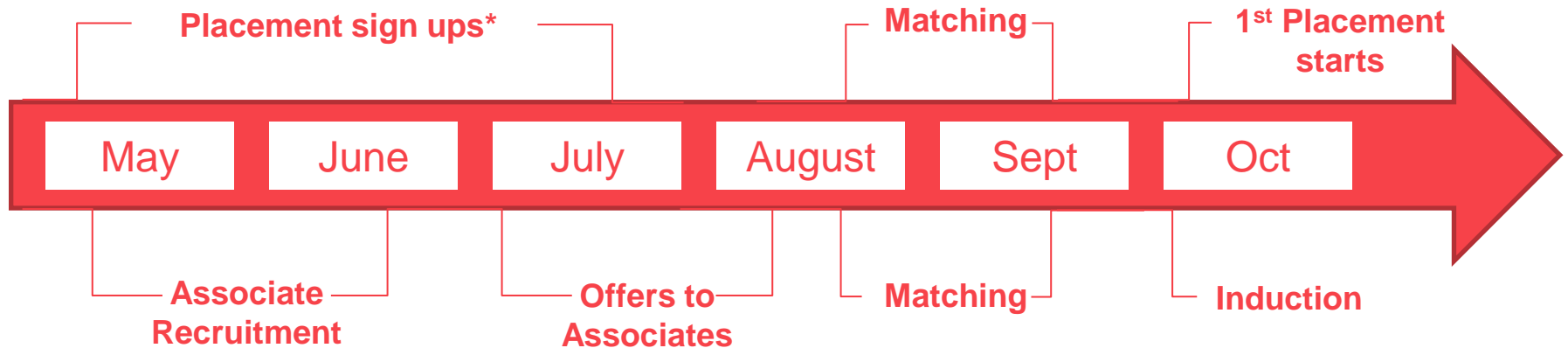
You sign up before you know who you will be matched with

Matching is a two-stage process

At matching day you will meet 8 potential Associates

“I wanted to let you know how much I enjoyed [the matching process], and how incredibly impressed I am with the quality of Associates and variety of backgrounds you draw from. I came away so energised by all my conversations!”

# Broad overview of Timings



\*In order to sign up, placements need to sign a contract with On Purpose which can take a few weeks to finalise *and* work with On Purpose to complete a Placement Summary which we share with candidates ahead of the matching process

# **Dates for October 2023 cohort\***

- Review Associate CVs and Videos: **30th Aug**
- Onboarding call for placements: **4th Sept**
- Matching Day: **7th Sept**
- Confirmation of Associates: **w/c 11th Sept**
- Associate Induction: **4th - 6th Oct**
- First Placement: **9th Oct - 29th March**
- Second Placement: **1st April - 20th Sept 2024**

**\*These are planned dates only and are subject to change**

# On — Purpose

Thank you