

**On — Purpose**

**CEO** —

— **Programme**

Brochure

# What ————— we ————— offer

- An integrated, transformative, six month programme
- Bringing together cutting edge leadership development and hands on problem solving
- Residentials and business led learning days, peer learning in teams, executive coaching, peer to peer coaching
- Faculty drawn from leaders in the social sector & business

“Best development programme I’ve done.  
Excellent mix of learning methods and  
content and time to really get into them  
over the 6 months.”

Programme participant, 2017

# Strategic ————— partners

Centerbridge

ghSMART.

McKinsey&Company

Bridges  
Fund Management

shine  
in changing times



CEO participants and faculty 2017

## Who — is — it — for

- CEOs or Managing Directors of charities, social enterprises or SMEs that are using commercial approaches for social impact
- Established purpose led organisations with £700k - £5m turnover that are beyond 'proof of concept', combining social impact and scaling step change
- Leaders who are committed to making a significant and imminent improvement in their own and their organisation's performance

# Programme — intentions

- Significant step change for you, the CEO participant, as well as your organisation
- Enable personal development, organisation leadership and driving wider impact
- Embed and accelerate learning throughout your organisation - development is not limited to an individual, but supports the entire organisation
- Combine social impact and commercial ways of working
- Joining a community of peers with the skills and insights to sustain your learning beyond the six months programme
- Cross sector network building and opportunities to broaden your networks across the sectoral divides
- Support for you to amplify your leadership influence beyond your organisation

“A unique opportunity to really focus on myself as a leader, as part of a truly supportive community.”

Programme participant, 2017

# Community — of — peers

“It makes you think, assess, plan and discuss with amazingly talented and qualified others.”

Programme participant, 2017

Learning from the collective expertise in the room - your peers and the diverse & experienced faculty - the programme creates a challenging and safe space for you to explore shared challenges and new ideas.

Small group learning sessions offer a reflective space to foster self-aware leadership practice and develop enduring learning relationships.

On Purpose has been growing a powerful international community since 2010. The programme draws on this rich, cross sectoral inspiration and provides the route for your membership of this community.

“best of all was catching up with the brilliant CEO group and learning from their wisdom”

Rupert Simons, CEO of Publish What You Fund & Programme participant 2017

# Programme ————— focus

Three tiered programme framework:

## **Purpose clarified**

Understand your personal purpose and align your organisational leadership with longer term goals

## **Purpose in action**

Shift your focus beyond short term priorities to strategic leadership of your organisation, focusing on the key pillars of effective organisations - governance, finance, talent and impact management

## **Purpose amplified**

Engage with strategies for wider systems change beyond your organisation.

“Excellent mix of learning methods and content, and time to really get into them over the 6 months.”

Programme participant, 2017

“Before this programme I was stuck in a rut, my connections were not so strong, I was unsure of how to choose people. Now I am out of the rut and more connected to the world outside. I am listening a lot and more confident in hiring. Stepping back and seeing from the balcony has really helped. The 360 also helped, I get much better feedback now - it’s no longer me doing most of the talking.”

Programme participant, 2017

# Month ——— by ——— month

## Onboarding

Strengths profiler and 360 review, introduction to the executive coach who will work with you throughout the programme.

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### 01

Kick off with an immersive three-day residential to start building meaningful relationships with your peers, engage with experts and refine your Organisation Impact Project (OIP)

### 02

Come together for a one day working session. No holds barred conversations with a leader who can share lessons learned from their successes and failures. Work with your learning group of 4-5 members on your OIP and other critical issues

### 03

Come together for a second full day learning session

## Mid programme

Co-facilitate a working session with your trustees and top team, to move your Organisation Impact Project forward.



CEO participants and faculty 2017



Strategic finance jargon busting 2017

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**04**  
Governance working day  
with your Board Chair.

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**05**  
Come together for a third  
full day learning session.

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**06**  
Celebrate and report on  
your Organisation Impact  
Project and map the way  
forward in the final two-day  
residential. Return to your  
organisation with the plans  
and skills to continue your  
momentum.

**Join the community**

Ongoing engagement of alumni. You'll continue to integrate into the diverse, collaborative and increasingly international On Purpose Community.

# Coaching ————— approach

Executive coaching with a carefully matched coach enables you to explore personal and professional programme goals with the support & challenge to address individual obstacles to potential transformative change. Personal strengths based assessment and 360 feedback offer an opportunity for you to receive and reflect on feedback.

“One thing I have learnt from the coaching is that I don’t always have to look for a role model to imitate.”

Programme participant, 2017

Through peer to peer coaching, you will build skills in listening and facilitating problem solving with others, skills that are vital to an empowering leader.

“Getting on really well with the peer to peer stuff, good fun and very useful.”

Programme participant, 2017



CEO participant and faculty 2017

## Organisation — impact — project

- Your six month 'Organisation Impact Project' ensures immediate application and implementation of your learning within your organisation, embedding learning impacts for your wider organisation
- Provides a catalyst for the CEO, senior team, and board members to tackle a strategic issue together and unlock the change that is critical to ongoing success

## About — On — Purpose

We're growing a community of professionals who put purpose before profit. We attract and develop leaders in purpose driven organisations who are committed to making a difference in the world. We have been equipping high calibre talent to combine social and commercial ways of working since 2010.

## Location — & — venues

The learning days will take place in London. The two residential venues are within easy travelling distance of London. You will host the mid programme Organisation Impact Project session at your preferred location. Coaching will take place at mutually agreed times and locations.

We particularly welcome applications from across the UK (and beyond).

## How — to — apply

Click [here](#) to register your interest in the programme. The form asks you a few questions about yourself and your organisation. It will take around two minutes to complete.

We'll then follow up to explore with you what you are seeking from the CEO Programme, answer your questions and advise you about the application process.

Your application will require the active support of your senior team and Board Chair.

Throughout the application process we will work with you to make sure this is the right programme for you.

## Contact

If you have any questions please contact

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“The CEO Programme filled a gap I’d been seeking to address for a long time: how to undertake learning that would ‘stick’ in the midst of an incredibly busy job. It also connected me to a learning community of peers and professionals. I am delighted I had the opportunity to do it, and am sure others will benefit from it in future.”

Programme participant, 2017

Thanks to the CEOs on the 2017 Programme for agreeing to appear on this brochure.