

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 has her back to the camera. Other people are partially visible in the foreground and background.

On Purpose Overview

What drives us

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

Why the Associate Programme exists

“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, which has been even more valuable during a time of general disruption for our business. Our Associate was 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 may 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, moving into organisations where they can make a positive impact
- This is (most) of our Oct 21 cohort, with experience in publishing, politics, financial services, law, teaching, FMCG, advertising, consultancy. They have on average between 5-7 years work experience.

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 go through each application individually 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 at On Purpose

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!](#)

Our Associates (examples)



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
Director
Breadwinners



Maud Curial
Paris 2015 Feb
Management consultant
Now
General Manager LemonAide


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 we look for in a Placement



Project needs to be of sufficient challenge

Needs to add real value to the organisation

Needs to have impact at its core

- 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. So we are not prescriptive about who we work with
- To become a Placement host, we are looking for organisations that have projects of real challenge that will test our Associates, enable them to grow and which will help drive your organisation forward
- And of course, the project has to have impact and purpose at its core

Example placements

Organisation



1st placement



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

2nd 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.

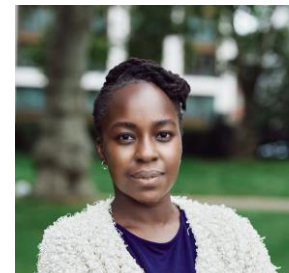


Stefanie Francois
(ex Management Consultant)
Project managed Oddbox rebrand. (Now employed by Oddbox)

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.

Support offered throughout the year



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

- Professional coaches volunteer with On Purpose and help the Associates with their personal development
- Mentors work with the Associate on their Placement work and provide them with advice and support
- And of course other cohort members and the On Purpose core team are on hand for additional support

The matching process

A photograph of a person sitting at a desk in a classroom, clapping their hands. They are wearing a light-colored shirt with 'DNI' on it, a black watch, and a gold bracelet. A water bottle is on the desk in front of them. Three red text boxes are overlaid on the image.

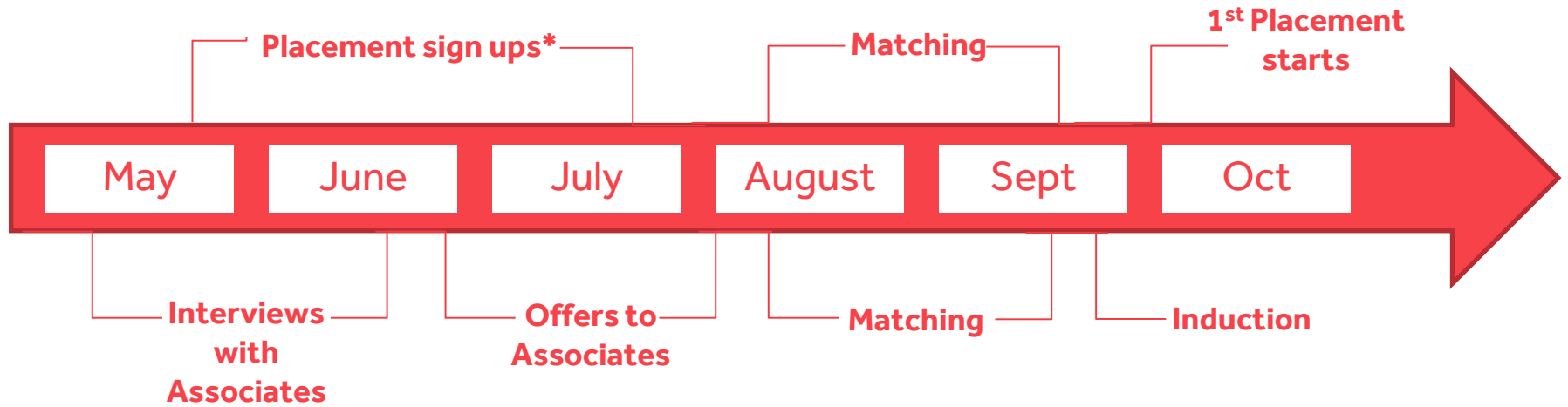
You sign up
before you
know who you
will be
matched with

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!”

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 2022 cohort*

- Review Associate CVs and Videos: *22nd – 26th August*
- Onboarding call for placements: *Thursday 1st September*
- Matching Day: *Thursday 8th September*
- Confirmation of Associates you will work with: *w/c 12th September*
- Induction : *5th -7th October*
- First Placement: *10th October – 31st March*
- Second Placement: *3rd April – 22nd September*

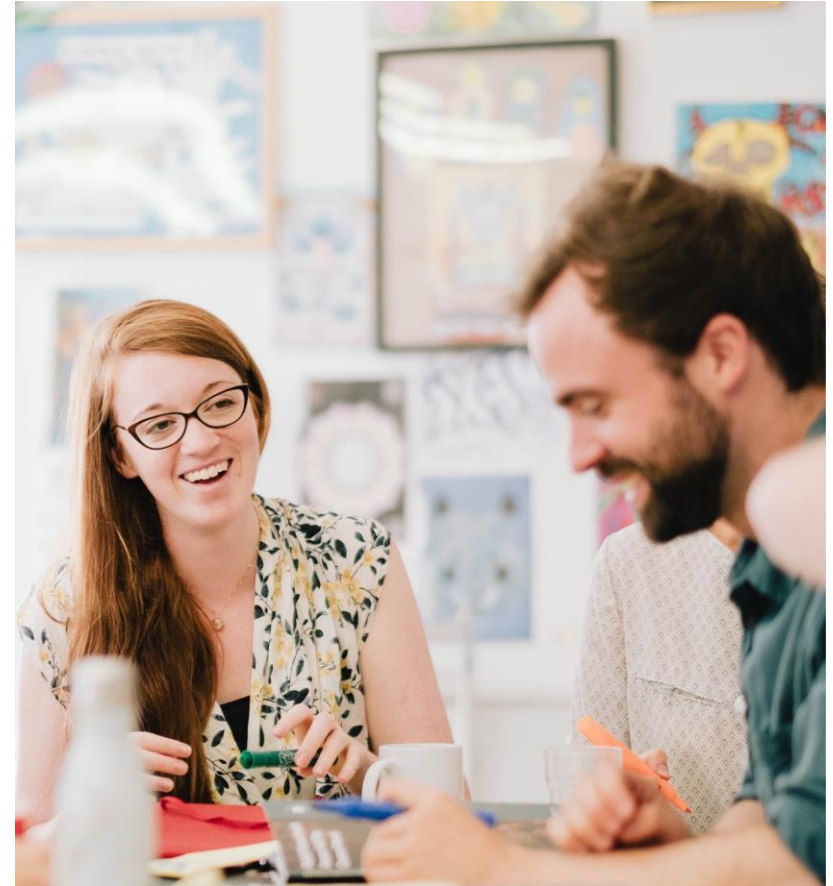
*These are planned dates only and are subject to change

Costs

Associate salary: £23k* + on costs

Introduction fee: £9-14k (+VAT)**

Transfer fee: £8-10k (+VAT)***



***average salary of Associates prior to joining the programme is £55k on average**

**** covers the recruitment, training and development of Associates (fee depends on structure of organisation)**

*****only payable if the Associate joins you on a full-time contract, 30% charged for contracts between 3-**

months

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Thank you