

On — Purpose

Associate —

Associate Brochure

— **Programme**

What's _____ in _____ it _____

04-05

Our Purpose

Find out about our organisation, our values and our Programmes.



06-07

Programme structure

Here's an overview of what to expect during your year as an Associate.

08-11

Our placements

Learn more about the placements and the work you'll do with them as an Associate.

14-15

Mentoring and coaching

Learn more about the support you receive from mentors and a coach as an Associate.

12-13

Learning and development

Every Friday afternoon you'll join your cohort for training sessions on sector-specific skills, personal and professional development.

16-17

After the Programme

The majority of our Associates continue working in social and environmental impact space and all remain part of the On Purpose community as Fellows.



for you

18-19

Who we look for

Here are some of the characteristics we look for in our Associates.

20-21

Application Process

The application process is designed for you and us, to get a sense of how you might perform in a placement.

24-25

David's experience

David joined the Programme in 2014, read about his journey here.

22-23

Parita's experience

Parita, a 2012 Fellow, tells us about her experience before, during and after the Programme.

26

Find out more

Need more information? See our [website](#) or get in touch with us directly.



Our



Purpose

“We believe in putting purpose before profit. We’re a community that helps you find your work in the world: work that matters and work you care about.”

Tom Rippin, On Purpose Founder and CEO



Our values

We believe there is a better way of doing business that can help solve society’s most endemic problems.

We grow and develop leaders who harness the power of business for good.

We are a vibrant community and network of inspiring leaders in the social and environmental impact space.



Our Programmes

The Associate Programme allows you to gain work experience in purpose-driven organisations and benefit from an intensive learning programme and a community of like-minded professionals.

The CEO Programme develops your leadership skills, supports you in working through a critical and live organisational issue and connects you with a community of peers.



Our community

We’re a growing international community that is making a difference in the world.

Our community is made up of professionals across our three Programme cities: London, Paris and Berlin.

Together with Associates and Fellows, our community includes placements hosts, mentors, coaches, people who train our Associates and our expanding network across the impact place.

Programme — structure



The Associate Programme is a full-time, year-long leadership programme.

During this time you will:

- Join a cohort of 16-20 like-minded professionals, who will learn with you as an Associate;
- complete two six month placements in purpose-driven organisations, working with them for 4.5 days per week;
- take part in our intensive learning and development programme with your cohort every Friday afternoon;
- benefit from mentoring sessions every fortnight and coaching sessions every quarter;
- join the On Purpose community and benefit from our international network.



The Programme is based in London. For your year as an Associate, you'll be paid a £22.5k salary. You also get a normal UK holiday allowance. When you complete the Programme, you'll remain part of our diverse, connected and collaborative community. Six months after the Programme, alumni earn on average £45k.

Please note that on average our Associates have 7 years of work experience. To apply, you'll need at least two years of full-time, paid work experience. You also need to be eligible to work in the UK for the duration of the Programme, as we are not able to sponsor visas.

01 Placements

Placements are a central part of the Programme. You work with two purpose-driven organisations for six months each, to deliver impact work.

02

Learning and Development

Training introduces you to new ways of thinking, gives you the knowledge to achieve your potential and to learn from inspiring leaders across the sector and beyond.

03

Mentoring and Coaching

Mentors and coaches support you with your placements, your career development and longer-term goals.

04

Community and network

You join an inspiring network of like-minded professionals, all working towards building a sustainable economy that works for all.

Our — placements



Placement organisations

The organisations we work with are social enterprises, social divisions of profit seeking companies and commercially-minded charities.

You work in two purpose-oriented organisations for six months, doing strategically important work and reporting to senior management within those organisations.

All our placements:

- combine commercial ways of working with creating social or environmental impact;
- have an appropriate level of challenge for a professional with on average seven years of work experience;
- focus the Associate on delivering work of real importance to the organisation.



Placement allocation

On Purpose allocates placements through a two-stage matching process that takes into account the preferences of all our Associates and all our placements.

The first stage is an exchange of information, with Associates receiving details of all placements, and vice versa.

Associates' and placements' preferences are built in to the second stage, which focuses on matching day: a speed-dating style event where you meet with 6-8 placement organisations.

Following matching day we consider your preferred placements, and placements' preferred Associates; allocating matches to maximise everyone's preferences and achieve one set of matches that works across the whole group.

A selection of our current and previous placement organisations:



Placement



Experience

“The work I’ve done in my placement has been interesting and meaningful - I feel like I’ve had a positive impact that will continue after I’ve gone.”

Michael, April 2017 Fellow



Interface®



SOAP
Co.



Placement example 1

Building the business case to use discarded fishing nets as plastic for carpets, reporting to the head of innovation:

- research into the supply of fish nets and how that matches the demand of Interface;
- managing stakeholders, such as the London Zoological Society;
- financial modelling to set out the financial business case.

Placement example 2

Building a new body care brand, The Soap Co., for Clarity EFBP, a social enterprise employing blind and disabled people:

- cost and revenue modelling to build a viable proposition that created social value;
- market research to ensure product offering appealed to the target demographic;
- project management of production specialists to manufacture the product.

Placement example 3

Helping set up a new fund and analysing impact investment deals at Big Society Capital:

- supported launch of social investment programme aimed at getting large corporations to invest at social innovation;
- analysis of the social and/or environmental impact of potential investments.

Training



Components

“The On Purpose year was crucial to helping me understand how I could transfer my skills and apply them to something truly fulfilling.”

Harriet, 2010 Fellow

Learning and Development

Learning and development is a key part of the Associate Programme, and is delivered, in the main, through cohort training sessions each Friday afternoon.

Our learning and development sessions are delivered by leaders in the social sector and beyond, equipping you with a wide range of knowledge and skills, and enabling you to:

- understand the impact sector and commit to its potential to achieve systemic change
- gain comprehensive professional skills alongside social sector knowledge and experience
- investigate a range of approaches to financing, scaling and measuring impact
- exercise leadership potential and develop a sense of purpose, momentum and direction.

Example Training Sessions

- Organisational culture and development
- Social investment
- Problem solving
- Systems change: an introduction to mapping and mindsets
- Partnering and collaboration: a route to scale
- Life design
- Legal structures for purpose led organisations
- Human-centred design & behavioural change
- Leadership in uncertainty
- Unconscious bias
- Good governance
- MBTI and working style



“One of my biggest On Purpose highlights is the daily privilege of working with such incredible, socially minded and fun people, both from my cohort and beyond”

Shaun, October 2016 Associate

Mentoring

You are matched with two mentors across the year, one for each placement, and you meet with them every fortnight. Your mentor supports and challenges you, gives you guidance and acts as a sounding board and thought partner.

(eg. by reviewing a board presentation or helping you navigate organisational politics).

Coaching

You are matched with an executive coach for the year, and meet them once every quarter. Our coaches are experienced professionals who coach at senior and executive levels in organisations. Often, our coaches have had careers in business themselves.

Coaching offers an opportunity to step back and reflect on what you're learning from the Programme and where your future career might take you. Our coaches are independent of On Purpose and their objective is to support your leadership development; they'll challenge you to find your own solutions based on your own strengths and values.

After

the

Programme

“90% of our Fellows continue working in purpose-driven organisations.”

Tom Rippin, CEO On Purpose



After your year on the Associate Programme, you become a Fellow. Our Fellows remain a central part of our community and continue to enjoy its benefits.

We share developmental opportunities with each other, have socials together and involve Fellows in the selection and training of new Associates. Our online collaboration platform ensures you never miss out on events and opportunities of interest to you.

We'll also support you with your job search after the Programme. Job openings are shared amongst the community and Associates frequently find jobs with present or past placement organisations. While we can't guarantee you a job, we'll always help you with your search where we can.



A year on the Associate Programme provides ample preparation for a purpose-oriented career: our Associates have a significantly higher sense of purpose than they do before the Programme and feel more able to clearly articulate their long term professional goals. 92% of Associates feel they have a good awareness of professional opportunities in the social and environment space - compared to 26% before the Programme.



Who — we — look — for

Our Associates have on average seven years of work experience and to apply you must have at least two years of full-time paid work experience.

We'll happily consider you whether you have five years experience or fifteen: above all, we look for people with an inspiring track record of achievement, be it personal, professional or academic.

Throughout the assessment process, you'll be asked to demonstrate:

- **Motivation and persistence:** the ability to turn ideas into reality and seize opportunities. To challenge yourself to set goals and to know when to compromise or to involve others.
- **Interpersonal skills:** convincing, bringing in and inspiring others, whilst also dealing with conflict effectively and sensitively.
- **Attitudes and mindsets:** retaining high expectations, an open mind and an eagerness for new experiences; being pragmatic, self-sufficient and comfortable with changing situations. Ability to articulate your commitment to work in the social enterprise space.
- **Problem solving:** structuring and breaking down complex problems into solvable elements, whilst not losing sight of the big picture; being comfortable with quantitative analysis and mental arithmetic.

Application — process

1 Online applications

Submit an application online. This includes a copy of your CV, a cover letter and a URL to a short video that introduces you.

During the application period for each cohort we hold introduction evenings where you get a chance to meet some of our community and ask questions about the Programme, alongside other events including networking drinks.

2 Learn more about the Programme

If you are selected for interview, you'll be offered the opportunity to:

- join a conference call detailing what to expect during interviews and how to prepare for them;
- attend a sample On Purpose training session;
- review an example of a project that you might work on in a placement and different ways to approach challenges in that project.

3 Interviews

You attend interviews in London with two parts: one social enterprise-based case interview, which assesses your problem-solving skills; and two personal experience interviews.



4 Offers

After the interviews, we aim to make offers as quickly as we can, but we need to ensure that we have matched the number of Associates with the number of placement organisations we are partnering with for each cohort. It usually takes four to eight weeks to finalise the number of placements and of Associates.

5 Placement allocation

Our matching process weights equally the preferences of placements and Associates:

- First round matching: Associates review placement overviews and indicate their preferences.
- Second round matching: Associates have 20 minute in-person interviews with eight placement hosts.
- Final round matching: is completed by On Purpose. 81% of our Associates are matched with two of their top 5 placements.

6 First placement begins

Associates join the Programme with a three day induction with their cohort. Introductions are made to mentors and coaches, before each Associate starts their first placement.

cohort

December/January

March

April

cohort

July/August

September

October

Case



Studies

“I came across the concept of a ‘social business’ and was excited by the prospect of a middle ground between charity and business and its potential to create lasting change”

Parita Doshi, October 2012 Fellow

Parita before

Despite my interest in social business, the corporate sector pulled me in for a few years after graduating and I worked at Oliver Wyman, a strategy consultancy.

I wanted to change my job, but wasn't clear on what the opportunities were, what area I wanted to work, how to look for jobs and I had no contacts.

On Purpose sounded like an incredible opportunity to gain all of this and find a community of people who could support you.

On Purpose

I worked at Shaftesbury Partnership, a social business intermediary and incubator. I had a key role in managing the operations for the Franchising Works Licence fund, which provides financial support to unemployed people looking to become self-employed via a franchise business.

My other placement was at a young consultancy, A Very Good Company. I worked on a variety of projects ranging from corporate employee engagement to youth entrepreneurship.

Parita after

After completing On Purpose, I joined Oomph! Wellness, a social enterprise that aims to improve the quality of life of older adults through fun, interactive exercise classes.

As Head of Impact, I am driving our work on tracking and measuring the benefits of our classes and continuing to increase the evidence base for our impact via research studies.



“Having a group of like-minded people to share my doubts, hopes and thoughts with made it much more doable for me.”

David Puttergrill, October 2014 Fellow

David before

I started out as an accountant at PwC, then tried out corporate finance for a bit. I soon realised that I didn't care enough about what I was doing.

A friend forwarded me a job ad about a social investment role and I was instantly curious. The company worked with such interesting social enterprises and charities. And they stood for something.

The contrast between how interested I was in that and how I felt about the role I was in made it obvious to me that I needed to make the leap. On Purpose seemed like the perfect opportunity for me.

On Purpose

I worked with a start-up student loans company, StudentFunder, and with the UK's leading venture-philanthropy organisation, Impetus PEF. The On Purpose year also had a great package of training on social enterprise and a mini-MBA style training programme.

However, the most important element was being with a group of seventeen other people on the programme going through the same transition at the same time. Having a group of like-minded people to share my doubts, hopes and thoughts with made it much more doable for me.

David after

I'm now Head of Operations at Fair Finance, a social business tackling financial exclusion, based in East London.

Find — out — more

Useful links

If you'd like to know more about us or the Associate Programme, here are some ways how you can find out more:

- Our introduction evenings explain more about the Programme, offer a chance to meet some of our core team members and Associates in person and give you the opportunity to ask questions.
- Our networking events offer an informal opportunity for you to connect with like-minded people and get inspired.
- Our social media channels share details of the Programme, our community and our partners, including details on the learning and development sessions we run each week.
- Finally, our [website](#) has more information about the Associate Programme, including case studies and further information about our community.



Contact us

If you have any questions about the Programme, please do get in touch with us at recruitment@onpurpose.org. Beyond that, best of luck with your application.

We look forward to getting to know you!

Join



Us

On — Purpose

Associate

Programme

On Purpose London
c/o Providence Row
The Dellow Centre
82 Wentworth Street
London E1 7SA