

**On — Purpose**

A photograph of a group of people sitting on a grassy lawn under large, leafy trees. In the foreground, a woman with dark hair tied back is seen from behind, wearing a white shirt and light blue jeans. She is sitting on the grass, facing a man in a blue t-shirt who is smiling and looking towards her. Another person's leg and foot are visible on the right side of the frame. The background is filled with dense green foliage and trees, suggesting a park or campus setting.

**On Purpose  
Overview for Placements**

# 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 April 2019 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

# 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

1<sup>st</sup> placement

2<sup>nd</sup> placement



**Nivethika Srirangan**  
(ex Finance Manager)  
Developed a business plan for newly formed Broadway Living to help them deliver an ambitious affordable housing programme.



**Maria Nolan**  
(ex lawyer, now working with Broadway Living)  
Worked on building out legal structure and HR function for Broadway Living.



**Daniel Hutt**  
(ex Strategy Manager)  
Worked to transition a x3 community projects from STC management to a new partner.



**Stefanie Francois**  
(ex Management Consultant)  
Working on a project to deliver emergency support to children suffering during the Covid-19 Pandemic



**Paveen Ghalay**  
(ex Analyst)  
Worked in the Innovative Finance Team at the British Red Cross to develop and raise social investment for their funds.



**Farid Kelekun**  
(ex fintech product manager)  
Working with International Red Cross societies to build the investment case for social investment projects abroad.

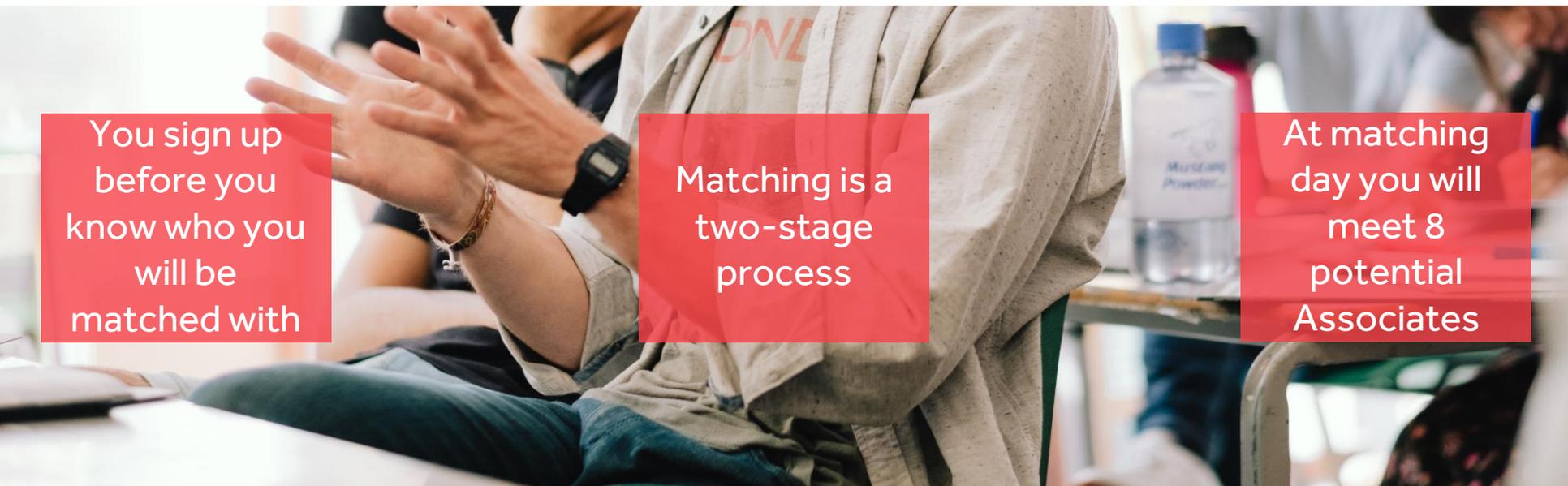
# Support offered throughout the year



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 visible on the desk to the right.

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

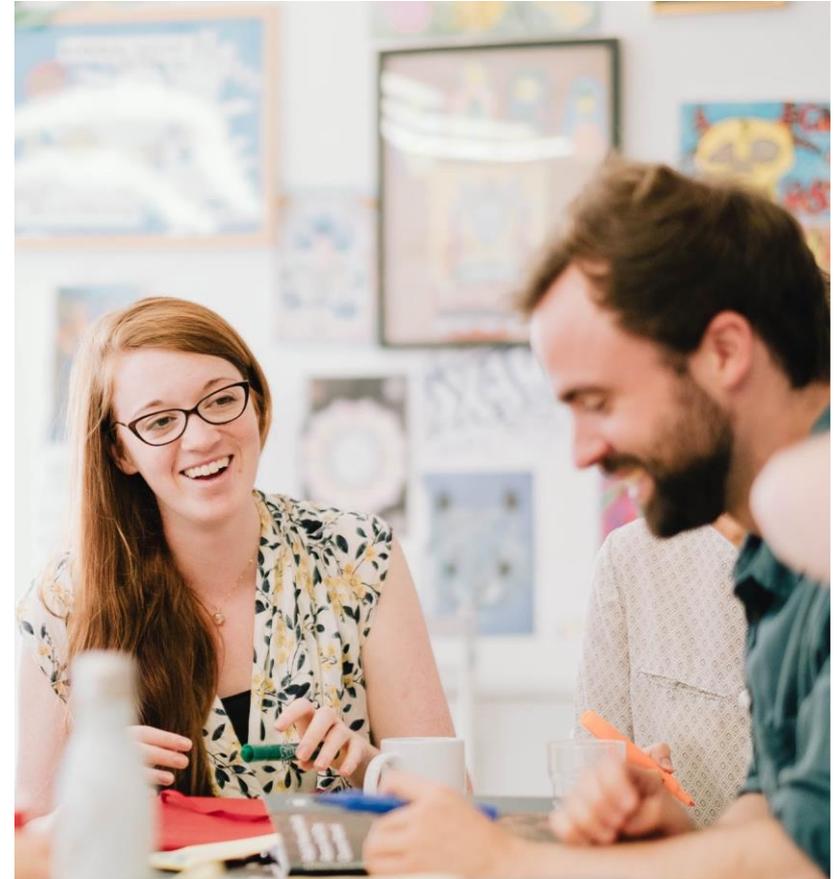
“I wanted to let you know how much I enjoyed [the matching process], and how incredibly impressed I am with the quality of Associates and variety of backgrounds you draw from. I came away so energised by all my conversations!”

# Costs

**Associate salary: £22.5k\* + on costs**

**Introduction fee: £9-14k\*\***

**Transfer fee: £8-12k\*\*\***



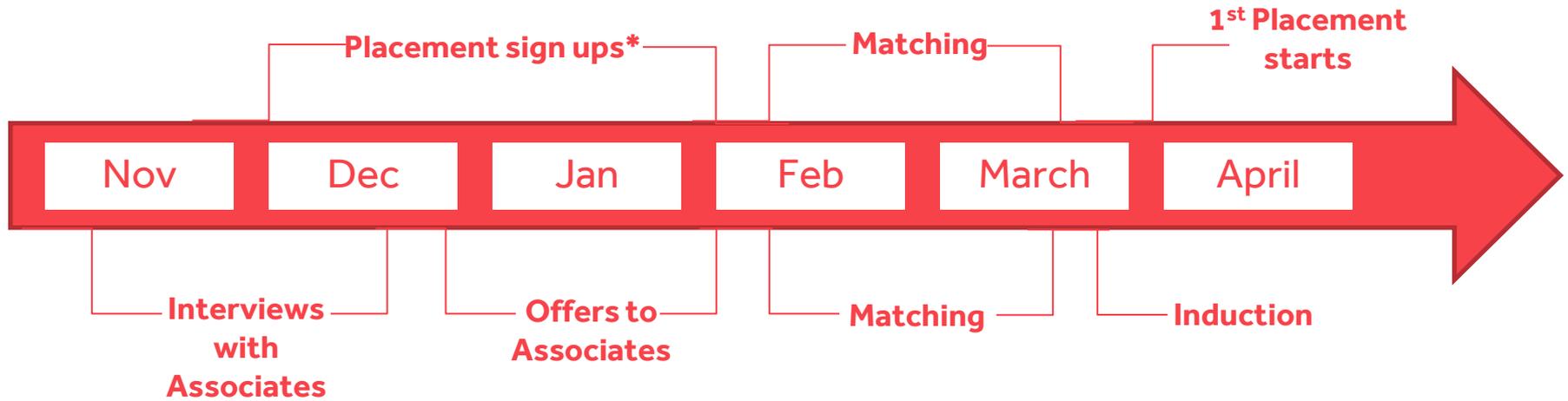
**\*average salary of Associates prior to joining the programme is £55k on average**

**\*\* 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**

# 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.**

# On — Purpose

Thank you