

**On — Purpose**

**Associate**

Associate Brochure

**— Programme**

# What's \_\_\_\_\_ in \_\_\_\_\_ it \_\_\_\_\_

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

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# for you

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## Who we look for

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

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

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Pauline was an Associate in our April 2017 cohort and tells us about why she joined On Purpose.

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## Find out more

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



**Our**



**Purpose**



“We are fuelling the growth of a truly sustainable economy by attracting and developing the leaders it needs. We believe that only by doing this will we have a chance of solving society’s most difficult problems.”

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 works with professionals transitioning into the impact economy mid-way through their career. It offers experience, knowledge, connections and community to support a successful transition.

The Pathfinder Programme is an evening course that uses the principles of design thinking to help you create a life and career that aligns with your values.



### 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;
- 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 £24k 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 between five and seven years of work experience. To apply, you'll need at least three 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 and you must be able to communicate fluently in English.

## 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.

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### 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.

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### Mentoring and Coaching

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

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### 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.

Associates 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 our Associates and all our placement organisations.

The first stage is an exchange of information, with Associates receiving details of all placements, and vice versa. You submit your preferences for which organisations you like to speak to at matching day.

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 experience on placement has been very helpful, for instance by increasing my knowledge and understanding of startups, employment and agriculture - areas I previously had no experience in and little knowledge of.”

Patrick, 2021 Fellow

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#### Placement example 1

Supporting the development of a stakeholder engagement strategy to help drive forward a just energy transition:

- Running expert consultations with diverse industry stakeholders;
- Conducting research into specific energy challenges and helping to write reports;
- Managing stakeholders like the Energy Transitions Commission

#### Placement example 2

Developing products to support people's mental health and wellbeing for the Samaritans, a UK charity who support people dealing with suicide:

- Working in two week sprints to develop new products/ services;
- Pitching ideas to the senior leadership team;
- Refining and reiterating one product and project managing it to market.

#### 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



“When I started at On Purpose, I had expected to learn a lot about leadership, systems change and social impact to help me develop the knowledge and skills I would need to build a career in the sector...What I did not expect was to completely reevaluate what I thought I was capable of. The programme has shone a light on blindspots and uncovered hidden strengths. With expert guidance, challenging insights and radical vision, paths and possibilities have opened up, which, before, I couldn’t even see.”

Jawad, 2019 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



“Having access to mentoring and coaching was brilliant. I had many conversations with my mentors that helped me with obstacles I was facing in my work on placements, as well as thinking about my life after On Purpose.”

Sinead, 2020 Fellow

### **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 (e.g. 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 slack channel 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.

86% of Fellows are able to translate their experience to other professional contexts and 90% of Fellows are working in the impact space.





## Breadwinners

VISION + AMBITION

Supporting reliable + hard working women who support their own and their families

# Who — we — look — for

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## Eligibility

Our Associates have, on average, five to seven years of work experience . To apply you:

- must have equivalent to three years of full-time, paid work experience (please note, we do not consider paid/unpaid internships or voluntary experience as part of this). We'll happily consider you whether you have four or fifteen years of experience: above all, we look for people with an inspiring track record of achievements and drive to develop themselves personally, professionally or academically.
- need the right to work in the UK prior to applying for the Programme. On Purpose is not able to sponsor visas for the Associate Programme. For more information visit the [gov.uk website](https://www.gov.uk).
- must be able to communicate fluently in English.
- **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	2 Learn more about the Programme	3 Interviews
<p>Submit an application online. This includes answering questions about your suitability for the programme and submitting a copy of your CV.</p> <p>During the application period for each cohort we hold introduction webinars where you get a chance to meet some of our community and ask questions about the Programme, alongside other events including networking drinks.</p>	<p>If you are selected for interview, you'll be offered the opportunity to:</p> <ul style="list-style-type: none"><li>• join a conference call detailing what to expect during interviews and how to prepare for them;</li><li>• practise a case-study interview based on an example of a project that you might work on in a placement and consider different ways to approach challenges in that project.</li></ul>	<p>You attend an online interview with two parts: one social enterprise-based case interview, which assesses your problem-solving skills; and two personal experience interviews.</p>

April cohort		
September - November	November/December	November/December
October cohort		
March - May	June	June/July





#### 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 submit a one-minute video about themselves which will be shared with all placement organisations. Associates review placement overviews and indicate their preferences.
- Second round matching: Associates have 20 minute interviews with eight placement hosts.
- Final round matching: is completed by On Purpose.

#### 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.

#### April cohort

December/January ————— March ————— April

#### October cohort

July/August ————— September ————— October

**Case**



**Studies**

“You can design your career - and your life - as you choose. There isn’t just one path you have to follow to have a ‘successful’ career.”

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Rabia Abrar, October 2017 Fellow

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**Rabia before**

Prior to joining On Purpose, I was working as a management trainee and marketing specialist at a large Canadian telecom company. After a few years, I decided to leave the job and pursue a purpose-led career. I moved to Rotterdam and started a master’s degree in Sustainable Urban Management and Development and upon completion, I moved to London to work within the social impact space.

**On Purpose**

My first placement was with Systemiq, an environmental consultancy. Here I worked on a project with the Energy Transitions Commission and on another initiative with the Ellen MacArthur Foundation to do with the circular economy for food and cities.

For my second placement, I worked at the Widening Participation Department at King’s College London. I created a communications strategy for (and with) the team and provided training and guidance on various topics like social media and media outreach, to reach more people in different ways.

**Rabia after**

Most recently, I’ve worked as the Operations Lead at the Wellbeing Economy Alliance, a nonprofit which facilitates collaboration between changemakers from across the globe, who are working to transform the economic system.

“My cohort was the biggest piece of support for me. They gave me a safe space to air views, test ideas, and to be vulnerable.”

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Daniel Hutt, April 2020 Fellow

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#### **Daniel before**

Before joining On Purpose, I worked in finance. When I left university, I joined HSBC's graduate scheme, a two-year programme which enabled me to work in different roles across the organisation and move around geographically. It was great fun! However, once I transitioned into a full time position, I started to think more about my work and the meaning behind it. The further I progressed in my role, the more I questioned my purpose. However, it still took me a few more years to make that jump!

#### **On Purpose**

I worked with Save the Children on the Children's Communities programme; a long-term systems approach designed to tackle generational poverty and improve children's outcomes in education and health. My second placement was with Guy's & St Thomas' Foundation where I worked on social investments and grant making.

The Learning & Development part of the Associate Programme also really spoke to me. The focus on professional and personal development and the wrap-around support through access to leading thinkers as well as mentors and coaches are unique to the Programme.

#### **Daniel after**

I recently started a new position as a Senior Consultant with NPC, a think-tank and consultancy for the social sector. This involves working with charities and funders to examine what they want to achieve, the best routes to get there and how best to evaluate their effectiveness.



Pauline Eloi, October 2017 Fellow



Daniel Hutt, April 2020 Fellow

“It’s invaluable to be part of a group of talented people who have the same goals as you, and are going through the same process as you, but all have a different background and network”

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Pauline Eloi, October 2017 Fellow

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**Pauline before**

I felt very disconnected from the industry I worked for and I noticed a real contrast between the passion of my colleagues for fashion and my concerns for the negative impact of this industry.

I was investing a lot of my time and energy into something that was fundamentally opposed to the mark I wanted to leave on our planet.

I knew all I needed was to get one relevant experience in climate action or sustainability to learn about the field, develop my network and prove I could work with it.

**On Purpose**

My first placement was as an Innovation Associate at Interface. They are a carpet manufacturer and one of the most pioneering companies in sustainable business practices. I developed a network of reuse partners as part of the re-launch of their ReEntry service in the UK.

My second placement was as a Project Manager for innovation foundation Nesta. I was part of their Challenge Prize Centre and developed their portfolio of services to solve a wider range of societal challenges.

**Pauline after**

I am part of C40 Cities' Women4Climate team.

Women4Climate is an initiative launched by C40 Chair and Mayor of Paris Anne Hidalgo which aims to empower and inspire the next generation of climate leaders through research, a mentorship programme and a Tech Challenge. I'm in charge of managing the latter.



# Find — out — more

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## 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 **webinars** explain more about the Programme, offer a chance to meet some of our core team members, Associates and Fellows 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 regular updates 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. Do also have a look at our **FAQs**.



## Contact us

If you have any questions about the Programme, please do get in touch with us at **[recruitment@onpurpose.org](mailto: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**

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