

The Common Purpose Programme

For emerging leaders

Lead across boundaries

PAUL POLMAN, Co-Founder & Chair,
IMAGINE | Former CEO, Unilever

"Common Purpose is truly unique in that it focuses on the leadership behaviours that will make this world a better place, for people, organizations and society."



Why do we need this programme?

In these uniquely challenging times, the demand for effective leadership, in our organizations and in society, has never been greater. Increasingly, emerging leaders are being asked to step up – to adapt quickly to changing situations and to tackle complex problems involving a wider set of stakeholders.

That's why, at Common Purpose, we have distilled our unique experiential approach into this powerful online programme for high-potential leaders.



How does it work?

SHUVO SAHA, Director, EMEA Customer Programmes, Google

“Like everything else they do, Common Purpose’s approach to online learning is unique – their online programmes unlock the energy, insight and transformation that only ever comes when leaders from completely different worlds connect on such a deep level.”

The Common Purpose Programme provides participants with an invaluable opportunity to unpick essential aspects of leadership, by exploring them through the eyes of others.

This fully online programme is brought to life through experiential content, inspirational contributors and real-time sessions where participants explore personal leadership challenges within a highly diverse, local peer group.



8 weeks of interactive online learning



Real-time workshops with experienced facilitators and inspirational contributors



Diverse, cross-sector, international cohort



Locally-focused sessions rooted in your own city or region



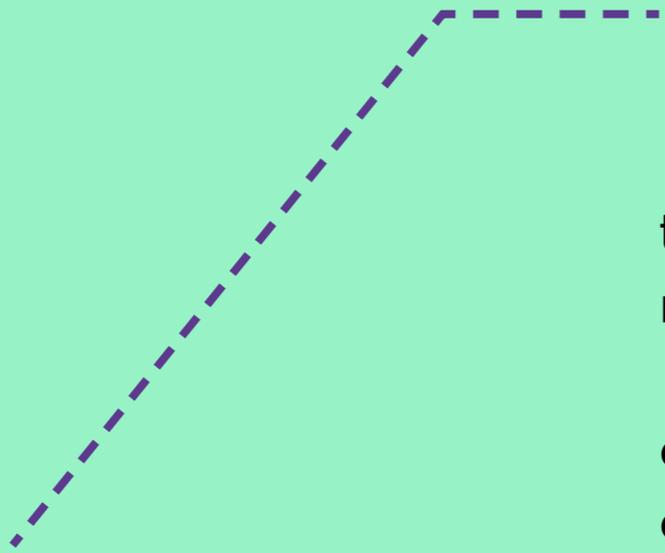
Mobile app that helps translate learning back into the role

Since 2014, over **60,000** people have taken part in online programmes curated by Common Purpose



Who is it for?

**Emerging leaders
who want, or need, to**

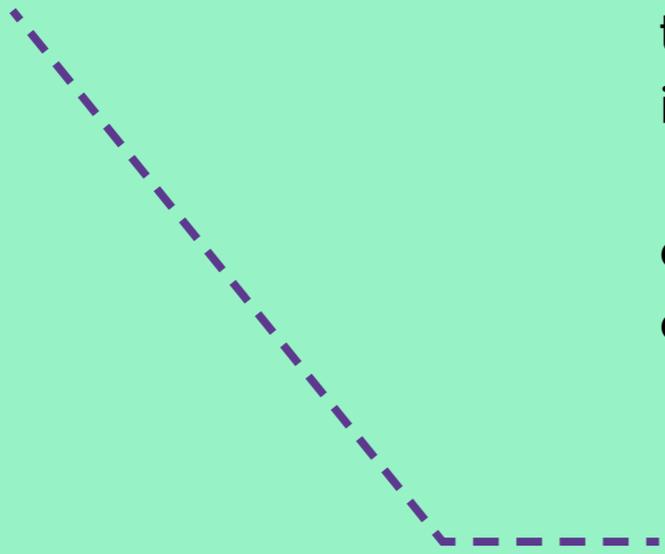


take on increased
responsibility within their role

adapt quickly to ambiguous
and changing situations

lead people and teams
through challenging times

tackle complex problems
involving diverse stakeholders



discover how they can
create a wider impact

What will we learn?

MODULE 1:



Personal agility

Without question, we live in a world that is fast, fluid and ambiguous. If leaders are to be successful today, they need the ability to adapt at speed, and the self-awareness to understand how their leadership does and doesn't help them in given situations.

MODULE TOPICS:

- Working with difference
- Adapting to new environments
- Actively seeking feedback
- Changing our default approach

MODULE 2:



Leading people

It's often said that leadership is about having followers. But let's face it, leading people is tough – especially when those people are not like us. Inclusive leaders need the empathy to see the world through the eyes of others, and the open mind-set to keep going when things get tough.

MODULE TOPICS:

- Understanding how other cultures work
- Suspending assumptions
- Balancing humility and self-belief
- Thriving in uncertainty

POST PROGRAMME:



Translate

Post programme, participants attend an online workshop with their line manager, mentor or coach. This session focuses on how they can translate their learning back into their role, so they can create a wider impact within the organization.



How will we learn?

Throughout the programme, participants explore how leadership works in different sectors, systems and cultural contexts. Unlike other online courses where users learn on their own, we've created a highly interactive, facilitated experience, which allows participants to dig deeper, so they can gain powerful, practical insights from inspirational contributors and each other.

We have also developed a series of innovative online learning tools, which not only enable leaders to frame their experience around personal leadership challenges, but also help translate learning back into their role.

Cross Boundary Leadership (CBL) Index

- a reflection tool for leaders to identify specific areas to work on. This helps to frame their learning, making it personal and practical

Leadership forums

- powerful, experiential learning on core concepts, facilitated in real-time with an international cohort

Local immersions

- locally-focused sessions investigating real issues through the eyes of inspirational leaders who share how leadership works in their world. These might include:
 - a tech innovator who has just ripped up their business model and is pivoting to meet new demand
 - a social activist campaigning to introduce mental health policy
 - a head of a food bank supporting the community, despite social distancing

Learning groups

- intimate, diverse groups work through their personal leadership challenges

Online learning platform

- a collection of articles, exercises and video content that introduce participants to programme themes as well as our own thought leadership

Common Purpose app

- a mobile app, which leaders use to practise core concepts learned on the programme, and translate these into their day-to-day role

The programme



Flexible online learning



Real-time session with full international cohort



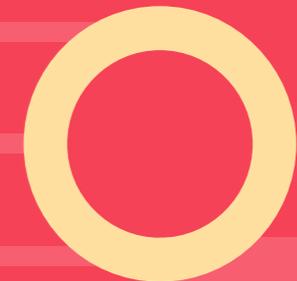
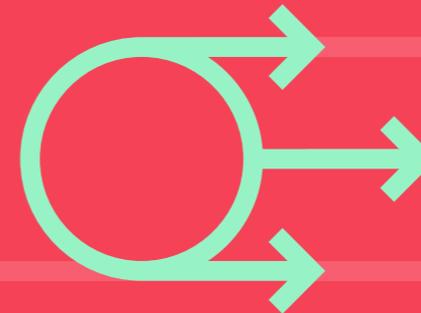
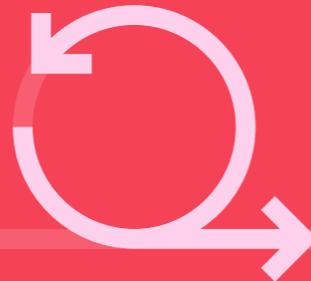
Real-time session with local peers



Cross Boundary Leadership Index



Leadership models for crossing boundaries



Adapting at speed



Leadership forum



3 x Local immersions



Learning groups



Resilient teams



Leadership forum



3 x Local immersions



Learning groups



Translate session



Additional features



PROFESSIONAL 1:1 COACHING

For participants who want to accelerate and further embed their development, we provide 1:1 coaching sessions alongside and/or after the programme. These support leaders as they take newfound new skills and insights, and apply them into their work.



IN-HOUSE WORKSHOPS

These workshops, delivered for teams or groups of varying sizes, are the perfect way to develop the leadership capacity of the organization as a whole.

Impact

ASSESSMENT SCORES FROM OUR PROGRAMMES IN 2019:

94%



are better at challenging
their own assumptions

95%

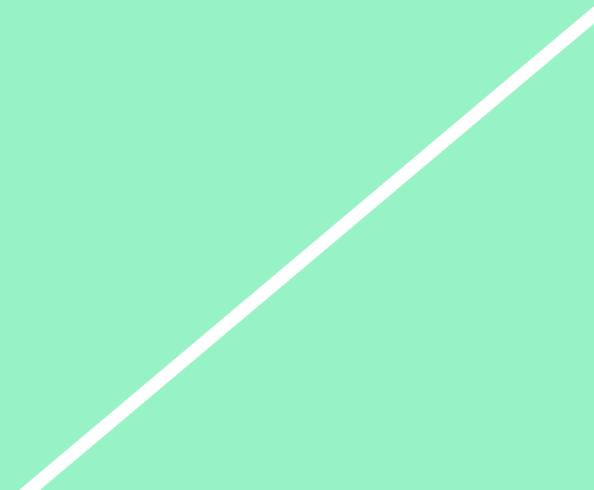


of leaders are better able to
adapt to new environments

96%



work better with people
who are different from them



Impact

RENEE HUNT, Director, Sky Digital

"The programme had immediate effect on the leaders that we sponsored to attend. They were recently promoted and faced challenges that would require new tools to navigate successfully. A young leader appeared to be overwhelmed before the programme and returned calmer and more balanced. They improved the performance of their teams and also of themselves."

LYNN PERRY MBE, Corporate Director Children's Services, Operations & Excellence, Barnardo's

"Some programmes create an opportunity to reflect and to learn, but not all of them take you to a place where you are sufficiently inspired and motivated to then respond differently. For me, the Common Purpose programme did all three – it took me into that reflective space, inspired me and then led me to respond."

SARAH PUDNEY, Deputy Head of Outpatient Transformation, NHS England

"Common Purpose was suggested to me by a senior colleague as I was moving into a role which required me to lead complex across internal departments and external stakeholders. The programme gave me the opportunity to meet a diverse network of inspirational, talented and influential fellow leaders across the region. Through the programme I have developed connections and friendships with people I would have never normally have come into contact with and I know we'll continue to support each other with ideas and challenges in the future."



Apply



£2200 + VAT

BEGINS:

3 September 2020

CONTACT:

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**1:1 COACHING AND
IN-HOUSE WORKSHOPS:**

Prices available on request

BURSARIES:

We run a limited bursary scheme for remarkable local leaders, with a proven track record of social change





Discover the programme
For senior leaders →