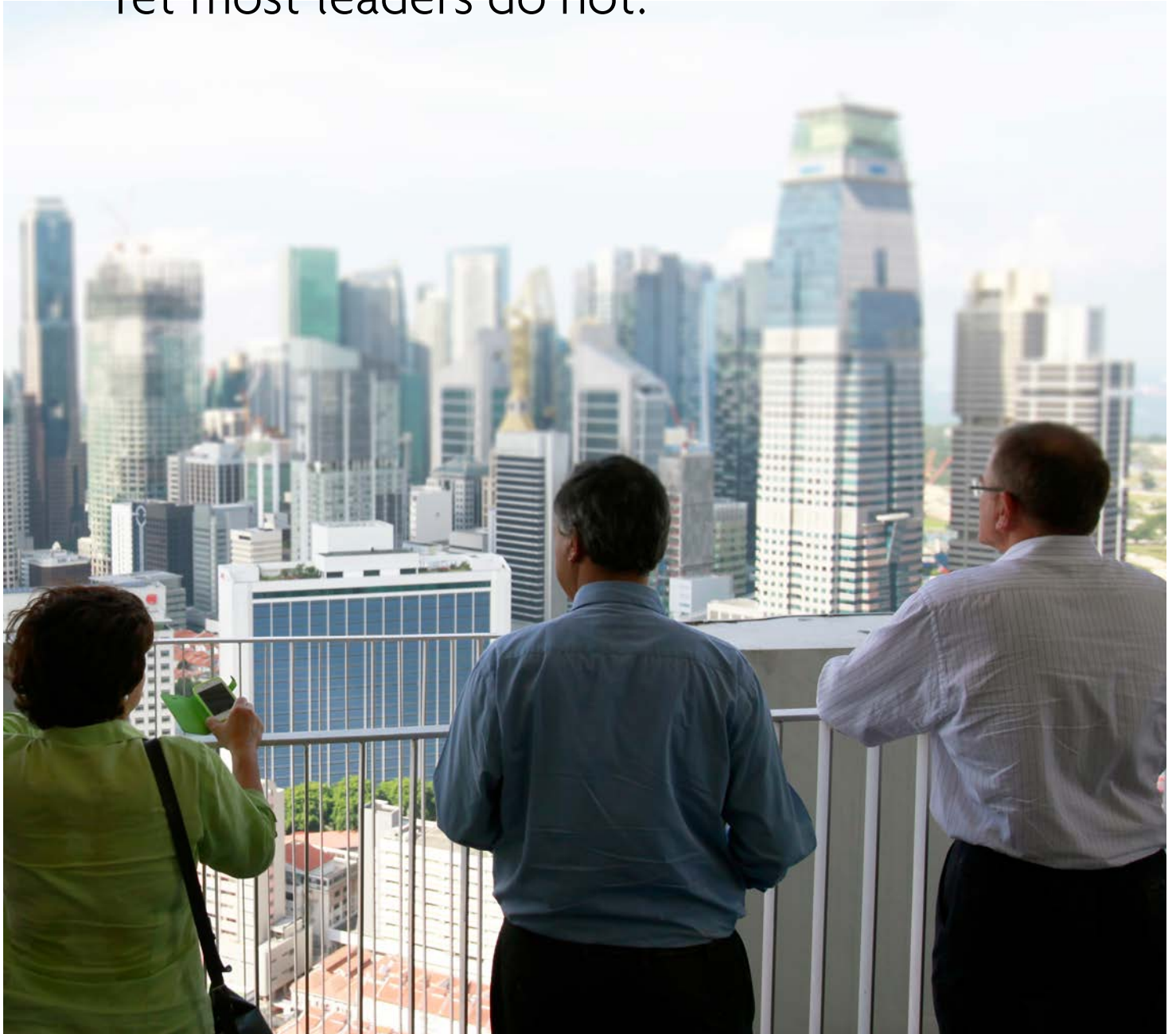




Leadership solutions for organizations

Develop leaders who can cross boundaries

We live in a world full of complex problems.
These problems cross boundaries.
Yet most leaders do not.



“As global citizens, we recognize the need for strong leadership to tackle the challenges of an ever-changing, complex and boundary-less world. That’s why we have partnered with Common Purpose.”

Wouter van Wersch, President and CEO, GE Asia-Pacific

Common Purpose

Common Purpose is a global not-for-profit devoted to developing leaders who can cross boundaries – between geographies, generations, sectors, specializations, backgrounds and beliefs. For the past 30 years, we have worked with thousands of organizations to deliver on this purpose – developing leaders with the skills to solve complex problems – both at work and in society.

Our cutting-edge leadership frameworks, unrivalled convening power and unique approach to experiential learning mean that we can deliver powerful leadership programmes that create lasting impact. It's no surprise that some of the world's biggest brands have worked with us to design and deliver customized leadership programmes, addressing a wide range of leadership needs within their organization – from organizational development, to talent, to diversity and inclusion.

Whether you are looking for standalone workshops, or a suite of in-house leadership programmes tailored to the needs of leaders at every level, we are here to work with you.

100

cities globally

7,000

participants
annually

85,000

alumni

96%

are better
able to lead or
operate within
a diverse team

91%

are better able
to navigate
complex situations
involving multiple
stakeholders

95%

are better able
to adjust their
behaviour to
adapt to culturally
diverse situations

Impact by design

We design customized programmes that develop the skills and behaviour change leaders need to operate in a fast-paced, interconnected and complex world. Our customized workshops draw on three principles of thought leadership we have developed over 30 years. These underpin the design of our programmes, and allow us to create specific, quantifiable impact.

Thought leadership

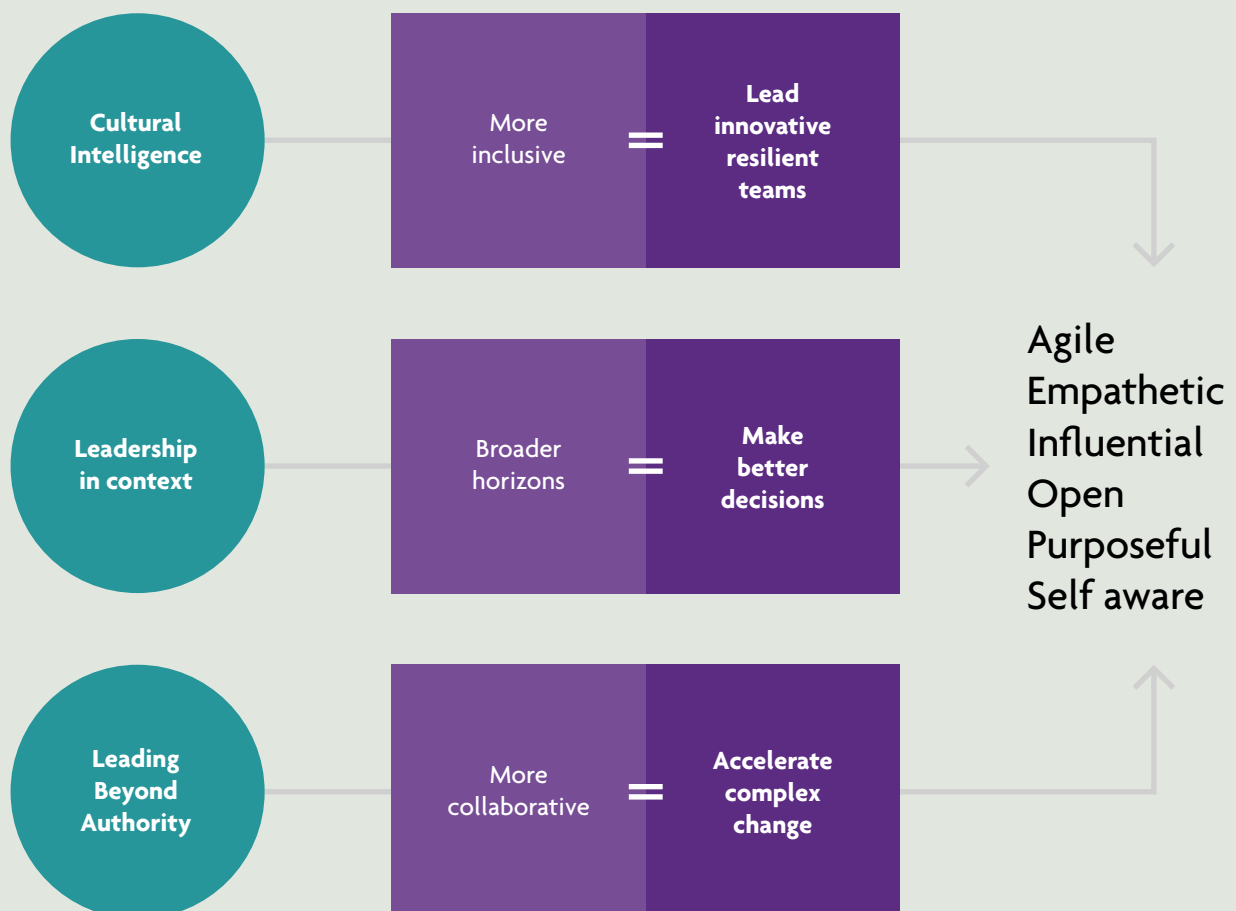
Our thought leadership underpins our approach

Impact framework

Programmes are designed to create impact for leaders in three key areas

Assessment

We then assess participants' development through the lens of six competencies



Our thought leadership

Developed over 30 years

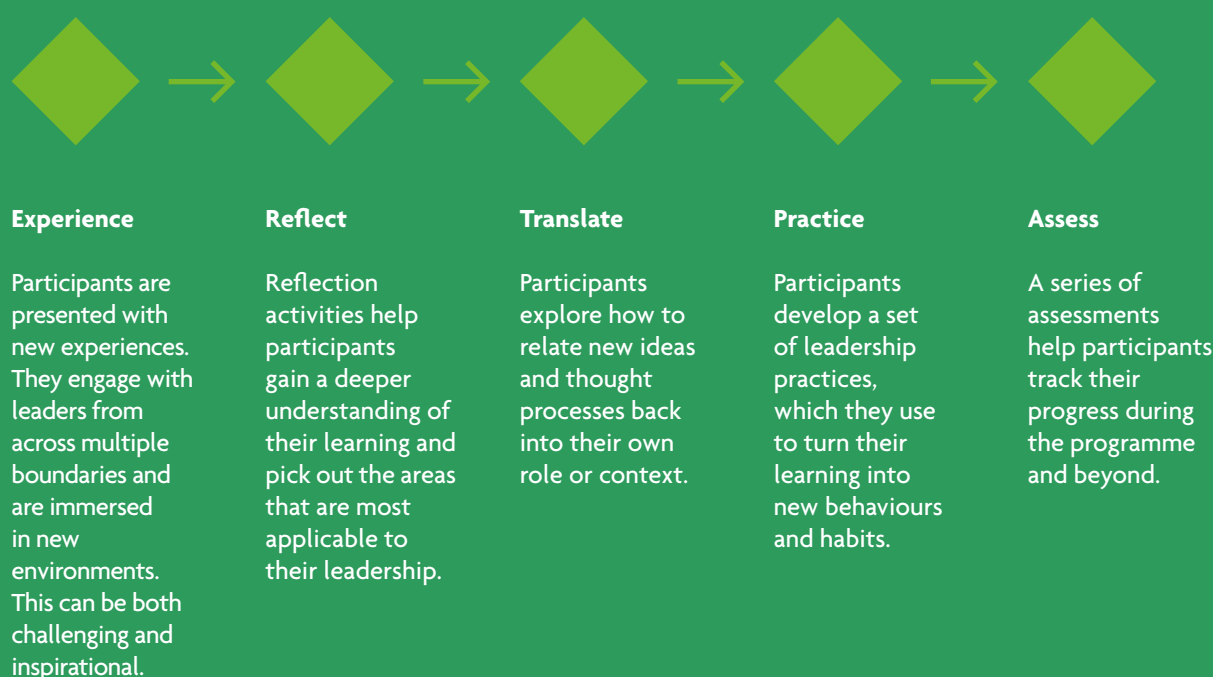


“Common Purpose’s proposition around leadership and Cultural Intelligence is cutting edge, speaking to the heart of the leadership challenge of society today.”

Riaz Shah, Partner, Global Talent, EY

A unique experiential learning pathway

Common Purpose is known for delivering powerful experiential learning. We take leaders to places they would not normally go and enable them to engage with diverse groups of leaders whom they would not normally meet. But for us, experiential learning is about far more than creating one-of-a-kind experiences. In order to turn that experience into learning, we design our programmes using a unique experiential learning pathway.



“Common Purpose is always open to co-creating a programme that truly fits the place, system and people, and is therefore able to deliver initiatives that deliver on some of the most subtle of outcomes.”

Ilka Dunne, Leadership, Culture and Young Talent, Corporate and Investment Banking, Rand Merchant Bank

Powerful experiential processes

We bring this pathway to life through using our experiential learning processes, which can be combined to create transformational programmes.



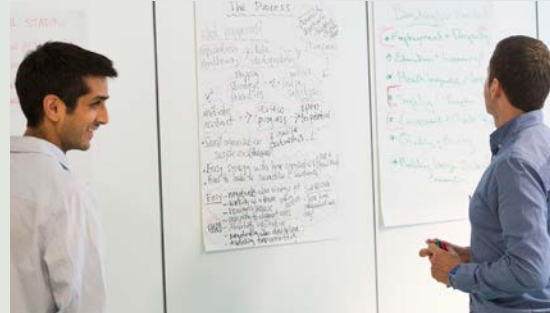
Immersion

We take participants out into cities, to places and organizations they would never normally go, to see how leaders lead (and don't lead) in many different contexts. Our unrivalled convening power means we can immerse groups into different contexts within cities across the world, including hospitals, prisons, schools, community organizations and places of worship. These immersions are carefully designed and structured to maximize access and insight as participants are challenged in unfamiliar situations.



Cultures Collide

This particularly powerful process takes participants to the places in a city where cultures collide, to interview leaders at the point of collision. The aim is to learn how these resilient leaders use their CQ to turn the collision from a crash into a spark of innovation. This gives them the insight to uncover and work through the points of collision in their own organization.



InnoVenture

We work with you to develop and then set a complex challenge which participants must work together to address. The challenge might be socially focused ('How can we make our city more inclusive') or it might address a challenge within the organization ('How can we produce the best wellbeing and care system by 2025?') The InnoVenture process ensures they hear new voices, consider the unlikely, and learn how to draw out new ideas from the diversity within a team.



Collab

Participants step outside of their day-to-day role to consider problems from different angles. They must explore how same problem looks when viewed through the eyes of the private sector, the government, an NGO or the community. Throughout the Collab, participants take part in negotiations and reflective exercises, gaining the skills and insight to be more effective when collaborating with a wider group of stakeholders.

Online solutions: the CQ Accelerator



The CQ Accelerator is an experiential online leadership programme designed to grow the Cultural Intelligence (CQ) of your organization as a whole. CQ provides participants with a common language and framework they can use to hold difficult conversations, learn from one another, and unlock insights which already exist within the organization. Created to be delivered at scale, the programme enables organizations to become more inclusive, which leads to greater innovation and increasingly resilient teams.

The programme combines our 30 years of thought leadership with interactive exercises, gamification, video stories from leaders around the world and shared experiences and discussions between the participants. The CQ Accelerator can be scaled in line with your needs - running across your organization as whole or for particular functions, leadership groups or other cohorts of your choosing.

92%

of British Red Cross CQ Accelerator participants said they felt better equipped with the skills needed to create an inclusive culture

3x

average engagement versus other leading online programmes

2x

average completion rate versus other leading online programmes

“This programme has helped our emerging leadership to take courageous steps to work effectively across boundaries, and has created more dialogue about inclusion across the organization.”

Norman McKinley, Executive Director of UK Operations, British Red Cross

How we will work with you



Diagnose

Together we diagnose your leadership development requirements within your business context along with where internal and external divides exist for your organization.



Design

We design a customized intervention that will develop your leaders, in line with the diagnosed objectives. This intervention will include a customized mix of Common Purpose programme elements and processes.



Deliver

We then facilitate the delivery of a customized programme that will create lasting impact in your organization.



Assess

Together we assess the impact of the leadership development.

“Common Purpose creates experiences so powerful that the things you learn about leadership and yourself will last a lifetime.”

Mike Brown, Commissioner of Transport for London

Who is it for?

We design leadership solutions, tailored for:

Emerging Leaders

Programmes for new managers and/or high-potential talent.

Senior Leaders

Programmes for regional leaders, directors and heads of department.

C-suite

Programmes for executive top teams.

Teams

Programmes that bring together all levels of leadership within a team, function or entire organization.

Discover Common Purpose open programmes

Common Purpose delivers open programmes in cities across the world; with diverse participant groups from the public, private and not-for-profit sectors. Discover how our open programmes can support your organization's leadership development.

commonpurpose.org/leadership-programmes

Testimonials



BNP Paribas

Angelo Pinto

Regional Head of Learning & Development, Head of APAC Campus

“The need to culturally transform and prepare our employees is critical for connectivity and innovation in this journey. The learning on Cultural Intelligence and the benefits of collaborations are absolutely invaluable in building our bank for the future. We believe this programme has opened new avenues in the minds of our people to be able to rethink both the present and the future.”



Hermes

Leanne Hamley

Head of Talent Acquisition and Development

“Hermes is at the forefront of the logistics industry in the UK and Europe; we are a fast-paced business who demand a lot from our leaders. We chose to work with Common Purpose to develop a programme for our top talent group because we wanted an approach that would take people out of their usual environment and broaden their horizons. The programme challenged them to consider their own impact and developed their ability to collaborate with a wide range of people so they could make better decisions and accelerate complex change. As we track the impact of the programme we can really see the operational, cultural and commercial benefits of this investment.”



Next steps

If you would like to explore how Common Purpose can help your organization, get in touch and one of our experienced programme directors would be delighted to talk further.

Contact:

info@commonpurpose.org