On — Purpose

Associate Programme: Become a host organisation

We need to transform our economy

“I founded On Purpose to help create an economy that works for all and operates within the means of our planet, without the injustices of today.”

Tom Rippin

CEO and Founder, On Purpose



What we do

On Purpose attracts high-calibre professionals **seeking to make a difference in their career**.

We train and match them with host organisations in need of talented people who can **drive forward purpose-driven projects**.

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.

The shape of the Associate Programme

You work with two talented Associates for c.6 months consecutively

We match your organisation with **mentors** to support both Associates work

Associates work with you full time

Every Friday afternoon they attend **L&D** with On Purpose



Organisations we work with

over 500

purpose-driven organisations in London since 2009

96%

of host organisations said their Associate met or exceeded expectations

81%

of host organisations rate the Associates' work as having a significant or extensive social or environmental impact



"Our Associates have taken on roles and responsibilities far beyond what we imagined when the programme started."

Jameela Raymond
The B Team

What we look for

(in host organisations)

We work with a broad range of host organisations, both in terms of commercial structure and area of impact. It is less about the type of organisation and more about the opportunity that it presents. We look for work which:

- Combines commercial, environmental and social priorities,
- Is challenging for high achieving mid-career professionals, enabling them to learn and grow,
- Is an opportunity to add real value to your organisation.

What people say about our Associates



Lee-Ann Perkins

Venture Support Director,
Sustainable Ventures

"I continue to be amazed by the **calibre** of Associates we've worked with and what they've been able to achieve in their time with us."



Annie Gale

Head of Social Impact
COOK

"A great way of having someone with **fresh eyes**, who can get up to speed quickly, is adaptable and capable, and can be thrown any task / relationship."



Megan Virrells

formerly at Natwest S&CC

"One of the great things has been access to the 'hive mind' of On Purpose. When we work with an Associate, they can reach out to that **network** for support and advice."

What we look for

(in Associates)

Our Associates are recruited for their:

Problem solving
Ability to breaking down complex problems into solvable elements, whilst not losing sight of the big picture

Motivation and persistence
Ability to turn ideas into reality, set goals and challenge oneself. To know when to compromise or involve others.

Interpersonal skills
Ability to convince, bring in and inspire others. To be able to deal with conflict effectively and sensitively.

Attitude and mindset
Socially motivated purpose. High expectations, an open mind. Pragmatic, self-sufficient and comfortable with changing situations.

"Across all the projects she was involved in, I had nothing but positive feedback about [her] ability to lead, get things done, drive progress and do whatever was needed."

Save the Children UK

Associates

Associates join from the world of finance, advertising, engineering, consulting and law (among others), and what they have in common is a desire to change the way they work and make a positive impact.

"On Purpose Associates are all excellent, we have high expectations of them which they met without fail"

Matthew Wyatt

Imperial College Health Partners



April 2024 cohort

Associates join us with experience in project management, marketing, financial services, research, law, advertising, healthcare, media production, consultancy.

They have on average*:

- 10 years work experience
- +50% educated to masters level
- Over half multilingual

*2024 averages

Reducing recruitment bias

300+
Applications

70
Interviewed

20
Recruited

Application

- No specific educational requirements
- Min. 3 years professional experience
- Calibration checks before we review application answers
- Application answers are screened blind, evaluating their motivation, their professional experience and their approach to challenges and new situations.

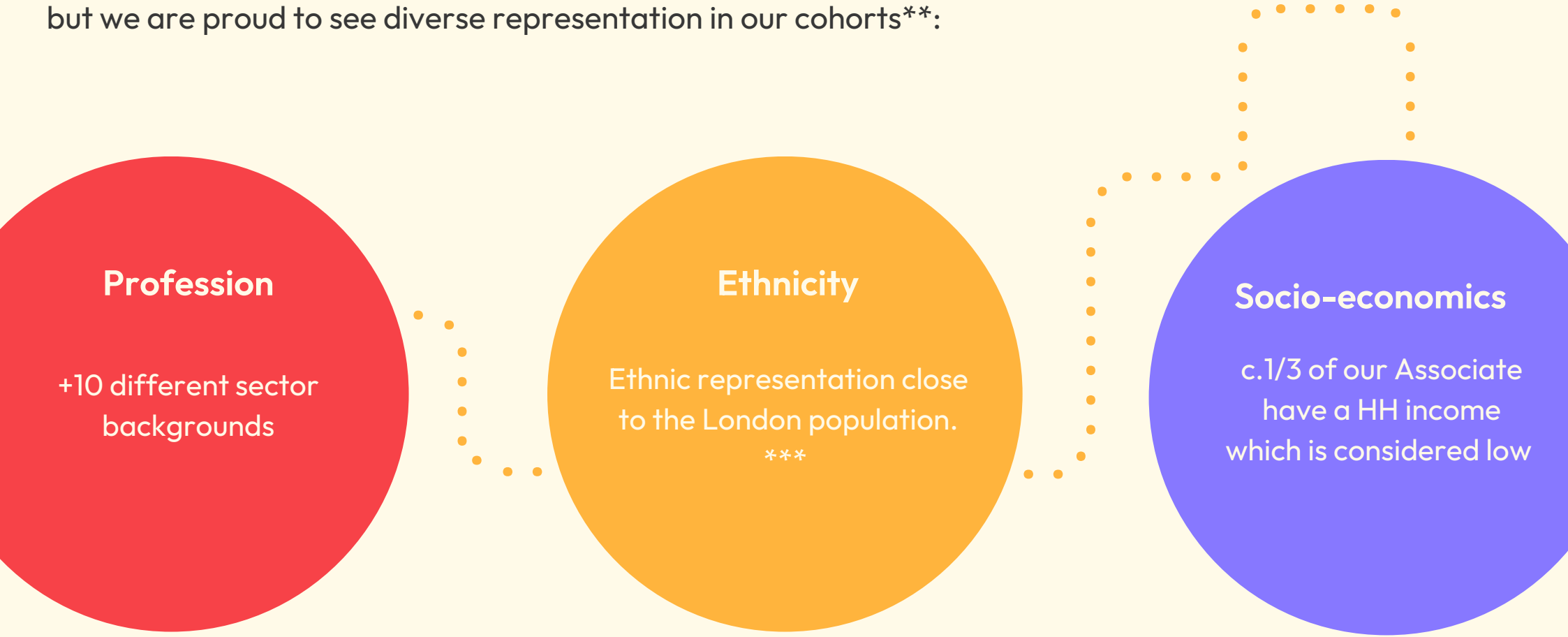
Interview

- Interviewers trained to recognise and avoid bias
- Candidates have 3 interviews with 5-6 people.
- We assess capabilities using a scorecard method, and have decision meetings across all interviews to reach a collective decision.



Strengthening cohort diversity

We have worked hard to ensure we are attracting and recruiting a diverse range of people and training them to be inclusive, fair leaders*. There is still work to do but we are proud to see diverse representation in our cohorts**:



*see our DEI statement here
**DEI statistics from analysis of Oct 23 & Apr 24 cohorts
***54% White, 20% Asian, 13% Black, 5% Mixed

Example placements: 1

SystemiQ

SYSTEMIQ is a new kind of sustainability advisory and investment business with the mission to catalyse new and disruptive economic systems which are vital for the future of humanity and our planet.



Suleka Salah

First placement

(ex Finance Manager) Worked on client projects focused on creating circular agricultural systems in developing countries.



Christiana Lewis

Second placement

(ex trader) Worked on client projects covering a wide range of areas including designing systems to remove plastic waste from ecosystem. (now working at Systemiq)

Example placements: 2

Oddbox

Oddbox is a social enterprise founded in 2016 and focusing on tackling food waste and driving behaviour change with innovative solutions.



Jonathan Spencer

First placement

(ex project manager)
Worked on improving customer retention and satisfaction through process improvement.



Stefanie Francois

Second placement

(ex Management Consultant)
Project managed Oddbox rebrand. (Now employed by Odddbox)

Example placements: 3

Impact on Urban Health

Impact on Urban Health, believe that we can remove obstacles to good health, by making urban areas healthier places for everyone to live.



James Shearman

First placement

(ex premier league footballer agent)
Worked on overall communications strategy. Now employed by IOUH)



Olamide Raheem

Second placement

(ex lawyer)
Worked on Diversity, Equity and Incusion strategy. Now employed by IOUH.

Fellows now

We work with inspiring people and help develop them into leaders who help transform the economy. Here's how some of our Fellows are bringing about this transformation now:



Alex Robinson

CEO at Hubbub

April 2016 cohort

Former music label owner



Martin Cosarinsky Campos

MD at Breadwinners

Oct 2016 cohort

Former supply chain specialist



Sarah Teacher

Co-CEO at Impact Investing Institute

Oct 2012 cohort

Former Director at the Institute for Philanthropy

Strong support throughout the year

Cohorts are supported throughout the On Purpose year by a wide range of people from across the community:



"One of the great things has been access to the 'hive mind' of On Purpose. And that knowledge and support has been really helpful. When we work with an Associate they can reach out to that network for support and advice."

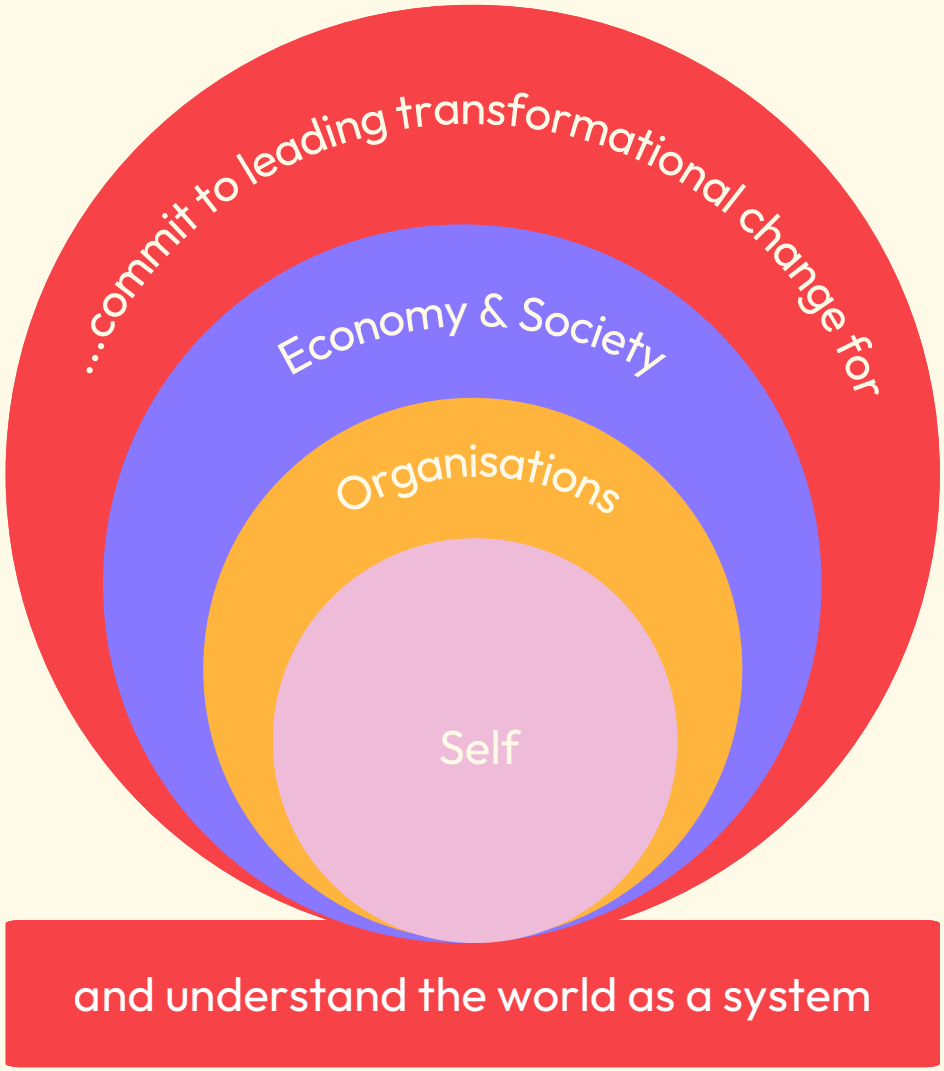
Megan Virrels

Former CEO
Natwest S&CC

- **Mentors** are paired with the organisation to provide practical advice and support
- Professional **coaches** help the Associates with their personal development
- **Cohort members** and the **On Purpose core team** are on hand for additional support (not to mention the On Purpose community of Fellows, trainers and partners)

The Essence of our Learning & Development Programme

By the end of the programme, Associates...



Over the year, we help Associates develop their **vision**, **skills** and **understanding** to lead for transformational change at different, connected scales:

- Economy & Society
- Organisations
- Self

By the end of the programme, Associates understand the world as a system and are commited to leading transformational change.

Join our Learning & Development afternoons

Many of our Friday L&D sessions are ‘open’ for guests from placement organisations. You and your team members are welcome to join us!



Complexity and systems thinking
A 5-part series on making effective change in complex systems led by our CEO, Tom Rippin.



AI
A fast-evolving series exploring ethical and effective AI usage as individuals and in organisations, as well as it’s impact on society.



Impact skills
Dive into Theory of Change, impact measurement, scaling, communicating and funding impact with On Purpose team, Fellow and placement trainers.



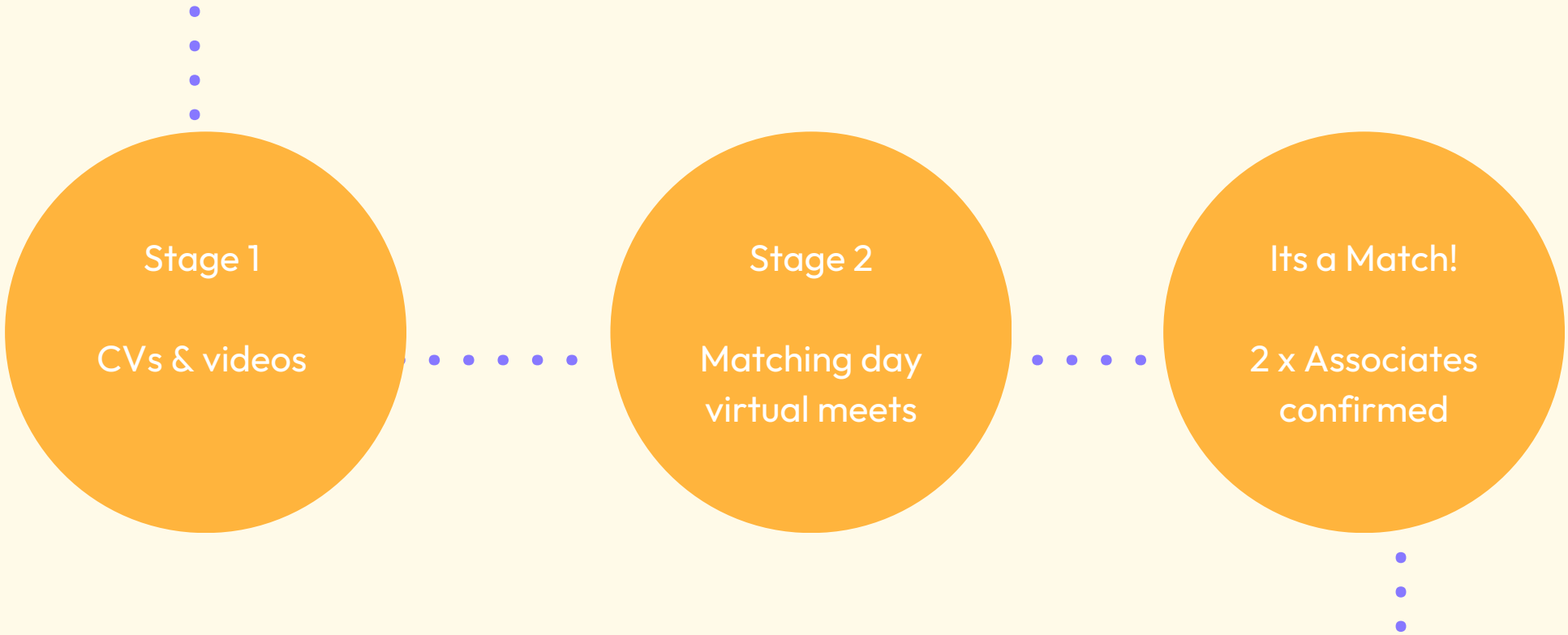
Inspirational stories of change
Hear from those with experience leading in organisations to create meaningful change e.g. recently Hubbub, Lego Foundation, Ellen MacArthur, Ashoka.

How we match Associates and host organisations

> “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!”

Matching is a two-way two-stage process. It takes into account both your preferences and the Associates. Both sign up to the programme without knowing who they will be matched with.

After each stage of the process we ask you to submit your preferences in the form of **rankings**, **star ratings** and **comments**.



Key Dates*

Associate Programme - April 2027

• **Review Associate CVs & video (1st stage)**	**26th Febuary**
• Submit Preferences (1st stage)	4th March (09:00)
• Matching Day meetings confirmed	8th March
• Placement onboarding call	9th March (12-13:00)
• **Matching Day (2nd stage)**	**11th March (8:40-13:30)**
• Submit Preferences (2nd stage)	12th March
• Associate Matches confirmed (2nd stage)	19th March
• Associate Induction	7th - 10th April '27
• **First Placement**	**12th Apr. '27 - 1st Oct. '27**
• **Second placement**	**4th Oct. '27 - 17th Mar. '28**

*These are planned dates only and are subject to change

How much does it cost?



Salary - £27,115

- Plus NI contributions and pension
- Paid directly to the Associate

Programme Fee - £9K-£19k*

- Tiered according to organisational size, structure and resources
- Payable at the start of the programme
- Covers two six-month Associate placements, including matching, onboarding and ongoing programme support

*A **transfer fee** is payable where a host hires an Associate following programme completion, if employment extends beyond 3 months.

On — Purpose

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Get in touch if you have any questions or would like a chat!

Credits: Icons made by Nathaniel Smith and Tran Quang Hien from the Noun Project as well as Tomas Knop, Freepik and mynamepong from www.flaticon.com. Photos by Benoît Grogan-Avignon