

On — Purpose



Associate Programme:
Become a placement
host

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 placement organisations in need of 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
organisations
with **mentors** to
support both
Associates work

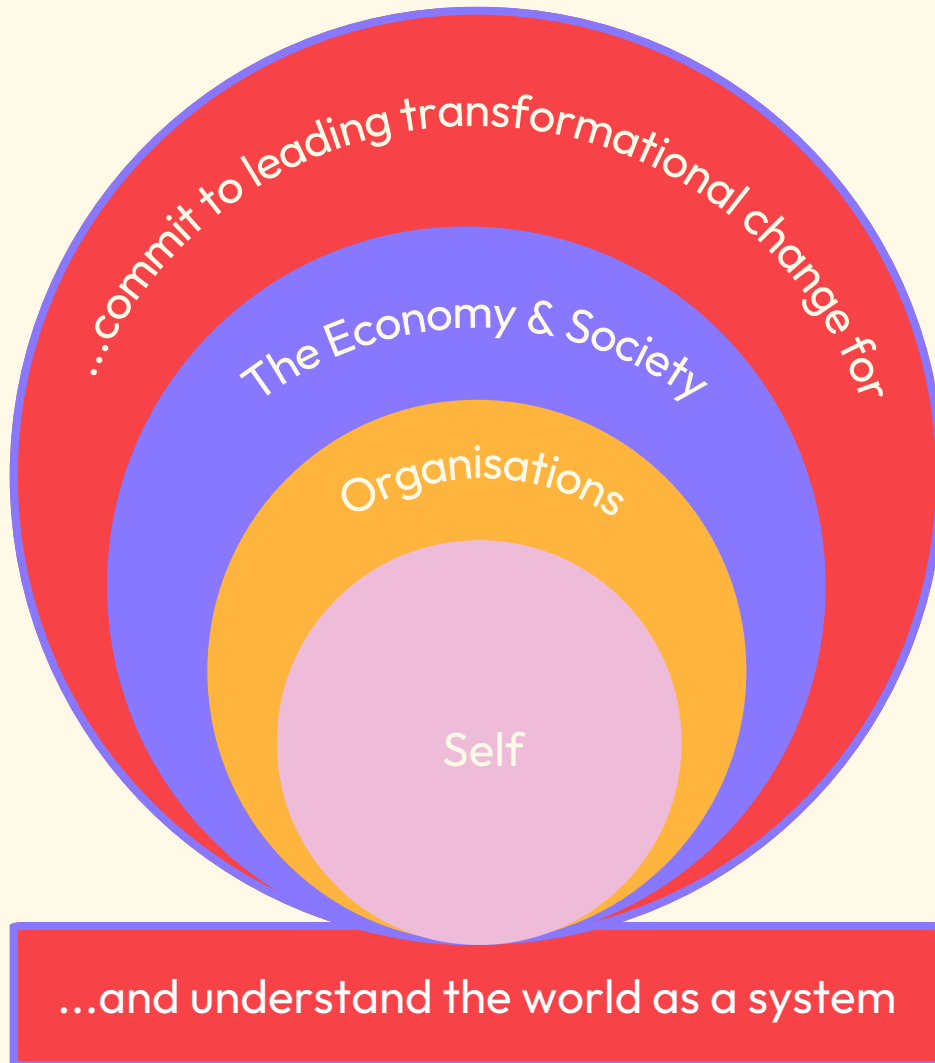
Associates
work with you
full time

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



The essence of the Associate Programme L&D

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:

- The Economy & Society
- Organisations
- Themselves

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

Organisations we work with

(Placements)

over **500**

purpose-driven organisations in London since 2009

96%

of placement organisations said their Associate exceeded expectations

86%

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



NatWest



Department
for Culture
Media & Sport



Save the Children



Guy's and St Thomas'
NHS Foundation Trust

"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

(Placements)

We work with a broad range of placement 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

(Placements)



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.”

April 24 Associates

(Associates)

Associates join from the world of finance, advertising, engineering, consulting and law (among others), but 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

This is our April 2024 cohort, 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

“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

What we look for

(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.

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 Oddbox)

Example placements: 3

Impact
on **Urban
Health**

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 placement 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)

Reducing recruitment bias

250
Applications

70
Interviewed

20
Recruited

Application

- No specific educational requirements
- Min. 3 years professional experience
- CVs are not viewed until after the interview process
- 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.

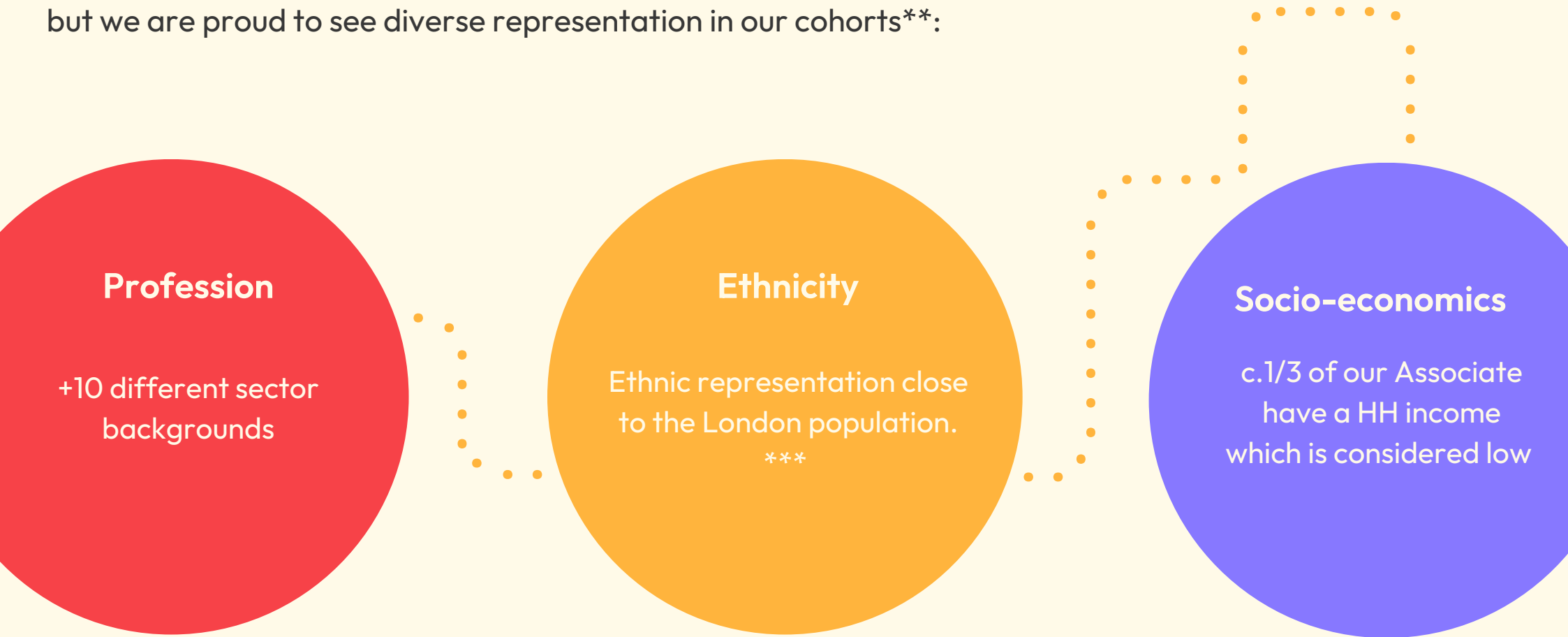
Interview

- Unconscious bias training
- 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

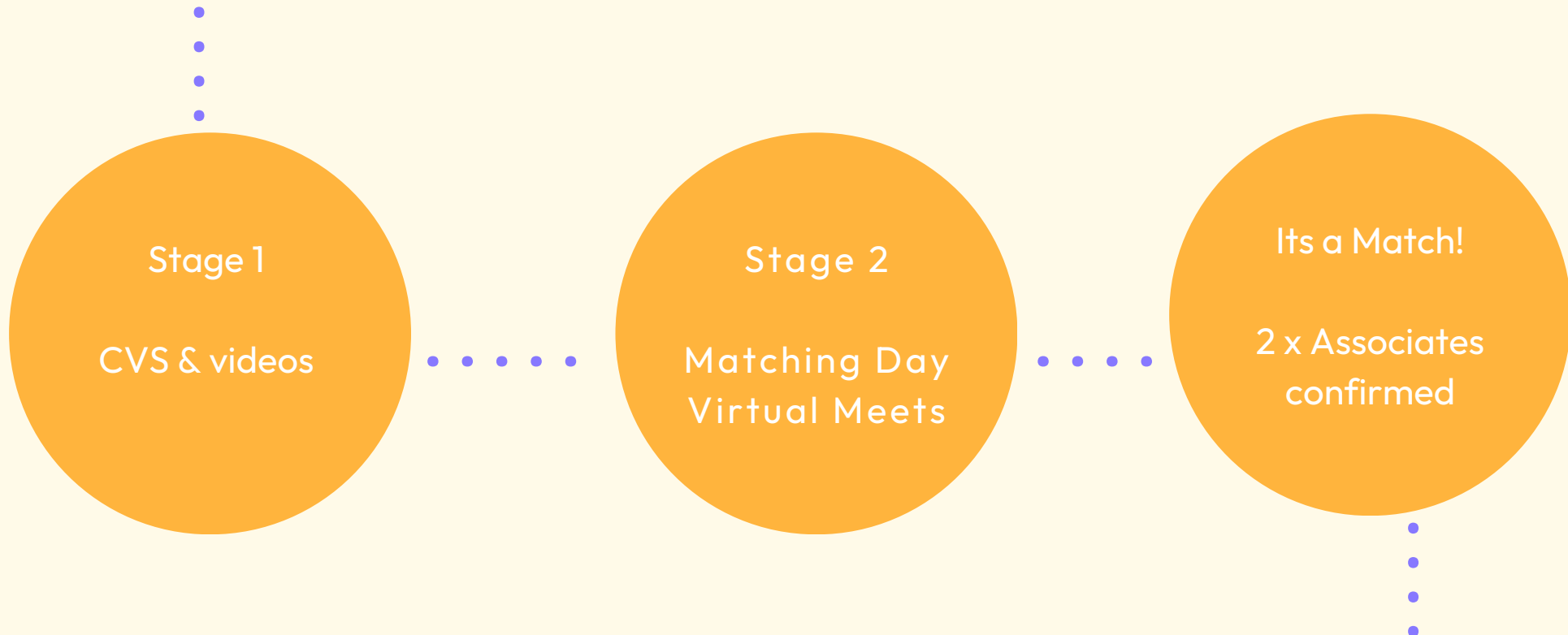
***54% White, 20% Asian, 13% Black, 5% Mixed

How we match Associates & placements

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**.

“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!”



Key Dates*

Associate Programme - October 2025

- **Review Associate Cvs & video (1st stage)** 27th August
- Submit Preferences (1st stage) 1st September
- Placement onboarding call 8th September
- **Matching Day (2nd stage)** 11th September
- Submit Preferences (2nd stage) 12th September
- Associate Matches confirmed (2nd stage) 22nd September
- Associate Induction 8-10th October
- **First Placement** 13th October - 27th March
- Associate Residential trip February 25 (dates tbc)
- **Second placement** 30th March - 11th September 26

*These are planned dates only and are subject to change



How much does it cost?

Salary - £27,010

- FTE (+ nics & pension)
- based on London Living Wage
- paid by the placement host direct to Associate

Introduction Fee - £9K-£19k


- Dependent on size and legal structure
- Paid upfront at the start of the programme
- Covers 2 x Associates over one cohort

There is also a **transfer fee** if you decide to hire an Associate full time after the programme is finished. You can extend their time for up to 3 months with no fee, and up to 6mths with a 30% fee, but for those recruited +6mths we pay a fee of between £9k-£16.5k

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

Leah Annett

Co-Lead of London Associate Programme
and Head of Business Development &
Community

 +447779108215

 leah.annett@onpurpose.org

