

On — Purpose

Associate

Programme

brochure

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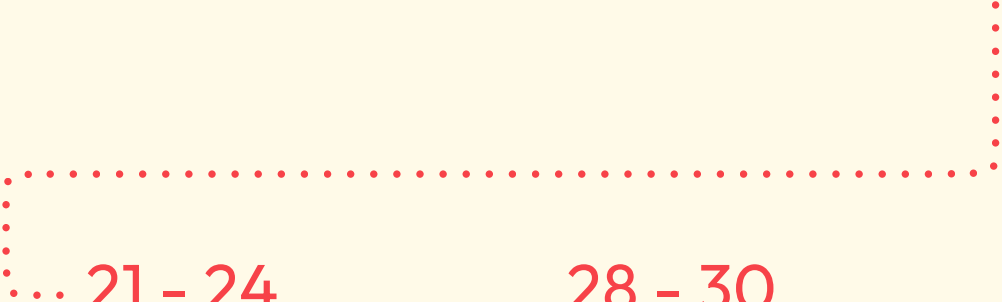
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Our purpose

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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

Our world needs an economy that works for all and operates within the means of our planet and without the injustices of today.

This requires a fundamental shift, led by people who transform the organisations in which they work, from an economy of profit to an economy of purpose: an economy that serves the wellbeing of all, now and for all time.

We are the home for these leaders: a community that develops, challenges and sustains itself and others, to help bring about such an economy.

Our Programme

Our Associate Programme develops people who will help transform the economy by changing the organisations in which they work.

The year-long leadership programme offers two paid purpose-driven work placements, weekly training and regular 1:1 coaching and mentoring.

Associates join a thriving community that continues to develop, challenge and support them as they work towards making the transformation we need a reality.

Our community

We are an international and diverse community inspired by the vision of a future where individuals, organisations and the economy work in healthy ways.

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 based in London. During the year, you will:

- join a cohort of 18-20 like-minded professionals;
- complete two placements on purpose-driven projects, working with them for just under 6 months each for 4.5 days per week;
- take part in our intensive Learning and Development programme with your cohort in person every Friday afternoon;
- have mentoring sessions every fortnight and coaching sessions every quarter;
- join the On Purpose community and benefit from our international network.

For your year as an Associate, you'll be paid a £27.01k 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.

On average, our Associates have around 7-10 years of work experience, though experience has ranged from 3 to 30+ years.

To apply, you'll need at least three years of full-time, paid work experience. You 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.



Placements

Placement allocation

We allocate placements through a two-stage matching process that takes into account the preferences of Associates and organisations.

The first stage is an exchange of information, with Associates receiving placement summaries and organisations receiving CVs and a short 1 minute video. Everyone then shares their preferences, and we have a matching day - which runs like Associate and organisation speed dating.

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.

Who we work with

We work with a range of organisations including charities, social enterprises, foundations, public sector organisations, consultancies, impact investors and purpose-led businesses

Associates work in the organisations for just under six months each, doing strategically important work and reporting to senior management within those organisations.



How we choose the organisations:

It's less about the type of organisation and more about the opportunity that it presents. We assess placements on a case-by-case basis which ensures that placements align with our values while offering impactful and developmental roles for Associates.

Our selection criteria is that they:

- 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 experience

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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 Ellen

Fellow
October 2020

Amplify Goods.

BETTER SOCIETY CAPITAL

Placement example 1: **Amplify Goods**

Supporting the growth of a small social enterprise across product, operations, and customer engagement:

- led the launch of a new product range while contributing to wider product development, pricing, and sustainability reporting;
- strengthened customer relationships & partnerships through CRM management, communications, and external engagement;
- improved operational processes across logistics and fulfilment

Placement example 2: **Better Society Capital**

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;
- carried out due diligence for a new venture fund, BSC considered investing in
- analysis of the social and/or environmental impact of potential investments.

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My work with C40 Cities was really varied and I learned so much about actions that cities in the C40 network are taking to make people's lives greener, cooler, and healthier

Lucy O'Meara

October 2024 Fellow

Placement example 3: **C40 Cities**

Supporting the organisation with their policy and advocacy work, including:

- shaping the agenda of C40's triennial World Mayors Summit, held in Rio de Janeiro
- setting up a major new grant for climate action in 50+ cities in Brazil
- strategic reporting to C40 funders to relationships
- programme management, including monitoring & evaluation.

**C40
CITIES**

Learning & Development

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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...paths and possibilities have opened up, which, before, I couldn't even see.

Jawad Anjum

Fellow
October 2019

Learning and Development

Learning and development is a key part of the Associate Programme, and will help you become a leader who can bring about transformation in our economy three levels: self, organisations and the economy and society.

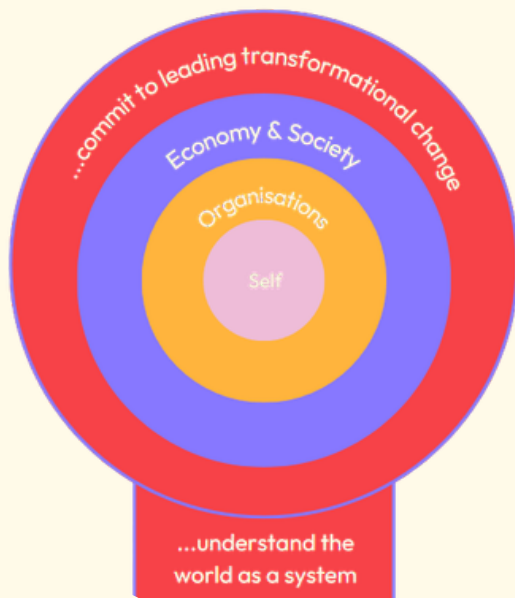
It is delivered, in the main, through in-person cohort training sessions each Friday afternoon.

The 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

- Creating systemic change
- Scaling social innovation
- Problem solving
- Partnering & collaboration: a route to scale
- Life Design
- Human-centred design & behavioural change
- Leadership in uncertainty
- Theory of Change
- Doughnut Economics mindsets
- Good governance



Mentoring & Coaching

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The mentoring & coaching was super helpful. My mentors were amazing for big-picture thinking, while also helping me navigate the day-to-day placement challenges. My coach was particularly useful when thinking about life after the programme - what I wanted to do and how I could get there.

Rhea Patel

Fellow
October 2024

Mentoring

You're 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're also 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

94% of our Fellows continue working in purpose-driven organisations

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 regular socials together, involve Fellows in the selection and training of new Associates and more.

While we cannot guarantee a job after the programme, Associates receive practical support to explore purposeful roles. This includes career reflection, CV and application guidance, one-to-one coaching, and access to the wider On Purpose network - including community events, a dedicated Slack channel for job opportunities, and introductions to peers and placement organisations. Many Associates find roles through these connections.



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This year was totally life changing and incredible for me, thanks to all the core team for that. I would never have the job I have now without it, or the confidence, the lifelong friends.

Louise Chegvidden

April 2021 Fellow

A year on the Associate Programme provides preparation for an impact and 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.

95% of Associates feel more confident leading change and **100%** of Fellows report feeling that their values are aligned to their professional activities.

Over 1,000 Fellows are leading change in all parts of the system: from running a social enterprise that has supported over 700 young refugees into employment, to winning a campaign which enabled free parking for disabled people at NHS hospitals, impacting the lives of hundreds of thousands blue badge holders.



Fellow stories

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Applying to On Purpose was one of the most transformative decisions I've made.

Freya Evans

Fellow
April 2022

Freya during the Programme

My first placement was at Altruistiq, a climate carbon accounting tech startup. I worked on the organisation's B Corp certification, which meant stepping away from marketing and into a completely new skill set.

For my second placement I joined the South Kilburn Trust, a charity in northwest London. Here I worked closely with the CEO on a range of projects centred around engaging the local community through a community centre.

Freya after

I am now a Partner Marketing Manager at WRAP, an environmental NGO focused on building a circular economy, where I work on business engagement, specifically within the Plastics and Packaging programme.

Freya before

Before On Purpose, I spent 9 years' working in marketing across large retail organisations in beauty and fashion - including Estée Lauder Companies, Boden and Debenhams.

I wanted my career to align with my values and work on topics I cared about deeply. I had explored doing a Master's in sustainability, but I didn't want to go back into a classroom. The Associate Programme, felt like the perfect way to gain real-world experience in the impact space, while figuring out whether I wanted a complete career pivot or simply a shift in mission.



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The On Purpose community and my cohort were a really important support network, especially as I hadn't lived in the UK for a long time.

Joshua Alade

Fellow
October 2023

Joshua before

I'm originally from Nigeria, so before coming to the UK for my Masters in Sustainable Development, I was involved in community advocacy and policy, particularly in youth-led campaigns that sought to shape change.

Right before joining the Associate Programme I worked in community development in the north of England. Here I was working with young people to help them develop leadership skills.

Joshua on the Programme

My first placement was at the Dudley Building Society, where I supported the organisation's repositioning as a community building society.

My second placement was with The B Team, a global collective of business and civil society leaders working to create new norms of corporate leadership.

As an Associate I supported a number of research projects, on topics such as leadership, business and democracy.

Joshua after

I now work as a consultant supporting organisations with their grant-making process.

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I felt like I was at a crossroads where I needed to either really invest in progressing in my career path, or give myself the opportunity to “scratch the itch” and explore the impact sector.

Meghan Hughes-Hallett

Fellow
October 2023



Meghan before

I started my first job at KPMG in auditing and later became part of the organisation’s Value Creation team where I worked with companies facing challenges as a result of the pandemic.

I really enjoyed the work, however had this nagging feeling that I wanted to explore learning about and working in the impact sector.

I built financial models for Sanitap’s projects and ensured they met the requirements of the Gold Standard carbon credit accreditation.

My second placement was with 93% Club, a charity that provides opportunities and a network for state school-educated university students.

I developed a pricing strategy, produced impact reports and built out the finance function.

Meghan on the Programme

My first placement was at Sanitap, an organisation that provides innovative WASH and Clean Cooking solutions to vulnerable communities in Madagascar.

Meghan after

I now work for 93% Club, my second placement while on the programme. As Chief Finance & Impact Officer, I lead on all things finance and impact and am responsible for building the infrastructure behind both functions.

Your application

Who we look for

Eligibility

To apply you:

- must have the equivalent of three years of full-time, paid work experience. Please note, we do not consider paid or unpaid internships or voluntary experience as part of this. We'll happily consider you whether you have four or 30 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;
- must be able to communicate fluently in English.

Throughout the assessment process, you'll be asked to demonstrate:

- **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:** retain 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 and environmental impact 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

Submit an application online. This includes answering questions about your suitability for the programme and submitting a copy of your CV.

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.

2. Learn more about the interviews

If you are selected for interview, you'll be offered the opportunity to:

- join a webinar about what to expect during interviews and how to prepare for them;
- practice 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.

3. Interviews

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.

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 confirmed as partners for each cohort. Therefore, it usually takes four to eight weeks to finalise the number of placements and of Associates.

5. Placement allocation

Our matching process weighs equally the preferences of placements and Associates:

- First round: Associates submit a one-minute video about themselves which will be shared with all placement organisations with their CV. Associates review placement overviews and indicate their preferences.

- Second round: Associates have 20 minute interviews with eight placement hosts, after which Associates and placements rank one another again.
- On Purpose allocates placements based on these rankings.

6. Associates begin the Programme

Associates join the Programme with a 3-day induction with their cohort.

The following week, Associates start at their first placement.

Introductions are made to mentors and coaches, within the first month of the Programme.

Useful links

If you'd like to know more about us or the Associate Programme:

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.

In our monthly [newsletter](#), we share updates about the Programme, our community and our partners.

Our [website](#) has more information about the Associate Programme, including more [Fellow stories](#) and further information about our community. Do also have a look at our [FAQs](#).

And stay connected via our socials - you'll find us on LinkedIn and Instagram (links at the bottom of this page).

If you have any questions
about the programme, get in
touch at:

recruitment@onpurpose.org



On — Purpose

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