

Common Purpose

Examples of customised work and testimonials



PRIVATE SECTOR

PwC (April 2007 to date)

Common Purpose partners PwC in the design and delivery of its annual “Responsible Leadership Programme” for senior partners. This is a transformational leadership development programme that is equipping its leaders to take the organisation through times of unprecedented complexity and change. The programme gives participants the self awareness and skills to operate effectively outside the comfort zone of PwC, to see new opportunities in unexpected places, to be able to work with diversity, and to have the confidence to do things differently to produce desired change.

“We thought long and hard about our choice of partner to develop an innovative community based leadership development programme. Common Purpose stood out for their understanding of, and depth of contacts within, the private, public and voluntary sectors. Feedback from participants on the programme, and the voluntary organisations they worked alongside, has been exceptionally positive. I believe that Common Purpose involvement has had a lasting and positive effect on everyone in the programme.”

Christine Adshead, Partner,
PricewaterhouseCoopers

Lufthansa (November 2008)

Top executives spent a week in Mumbai focusing on the theme of Transformation. Common Purpose worked alongside London Business School to run immersion visits to leaders of organisations in Education, Health and Livelihood.

“Our senior executives required an out-of-the box experience, to take them out of their comfort zones, broaden their horizons, and make them really think about their own leadership. Common Purpose designed an immersion experience, taking the group out of the classroom to meet inspirational leaders and entrepreneurs around Mumbai, showing them how different leaders operate in vastly different contexts, and with extremely limited resources. The experience was very moving, and the response to the visits very emotional. Common Purpose designed and facilitated feedback and reflection sessions, allowing the group time to reflect what they had seen and heard, and subsequently draw out the key issues and think about what this meant for their leadership at Lufthansa. We were delighted with the programmes and its outcomes; it represented good value for money, and had a real impact on the executives who participated.”

Karin Klatt, Lufthansa School of Business Management Programme (and Project Leader for the Lufthansa Transformation Programme)

Ernst & Young – Future Directions programme (November 2009 & June 2010)

The aim of this two day programme was to support a smart transition to new roles for E&Y partners within 3 years of retirement.

“We chose Common Purpose [to run Future Directions] because of their established record of delivering high quality courses for the senior audience that we were working with, coupled with good value for money. The course was very practical and helped the participants to structure their thinking and begin to plan their transition ahead. We had high expectations for this course and they were met – Common Purpose will be delivering subsequent Future Directions events for us.”

Niels ter Mors, Executive & Enterprise Wide Learning Leader, EMEIA people team, Ernst & Young

PRIVATE SECTOR

KPMG - The Full Circle programme (May 2009)

A leadership development programme for 60 Senior Managers from the audit function of KPMG. The programme provided a dynamic learning experience to help build the confidence and broaden the skills of senior staff to make external links with customers and stakeholders and to extend their abilities to influence, lead and transfer their skills from one context to another. 93% of the participants found it a valuable use of their time.

Below are some of the quotes from the participants:

“Been given the opportunity to practice leadership skills in a totally different environment thereby understanding transferability.”

“Taking a step back from the day job, realising that spending more time with your adult team on basic skills/moral building is of extreme benefit. The course has also allowed me to fully appreciate the skills that I have and how I can put these to use in other environments, giving me much more confidence in my role.”

“Overall increased awareness of different environments and which management skills in a team work and which don't.”

“Realising that showing more of your true personality to clients rather than just your 'professional image' can have its advantages, particularly in creating a more relaxed working relationship.”

PUBLIC SECTOR

Total Place Leadership for Change programme (May-July 2010)

Be Birmingham Commissioned Common Purpose to work with 100 leaders, mainly in the public sector, to promote the implementation to a Total Place approach to addressing the city's key priorities towards achieving the 2026 Vision. The aim was to encourage cultural and behavioural changes in the way this group leads change.

Walsall PCT (June 2009)

Chief Executives from NHS Walsall, Manor Hospital, Walsall Borough Council, Walsall Community Health, Dudley & Walsall Mental Health Partnership were able to get to know each other better and begin to build trust across these organisations. The one day workshop enabled the participants to break down barriers and start to work on better partnerships and collaborative working across the organisations.

I chose Common Purpose because of their ability to understand our needs and their creativity in developing a programme. They delivered with professionalism and flexibility, impressing all of the very varied attendees. The day has been memorable and is frequently referred to in future partnership building events.

Denise McLellan, Chief Executive, Walsall PCT

Strategic Investment Board – Northern Ireland (February 2009 and January 2010)

The role of the Strategic Investment Board Limited is to advise and guide Northern Ireland's Government departments in the delivery of capital projects to improve the Region's infrastructure. Structurally it is a relatively flat organisation largely made up of specialist consultants/advisers. Common Purpose was commissioned to work with the whole staff to enable an open exchange of views and ideas and achieve a clearer appreciation of the organisation's guiding principles. The day included external contributors who brought different perspectives and some challenge to SIB staff as part of their understanding of their role in building a better future for all in the Region. After a frank exchange of views and insights into one another's motivations there was a renewed commitment to the company's purpose.

“Common Purpose made a considerable effort to understand our unique organisation. Consequently the team succeeded in engaging everyone in the task of focusing on our guiding principles. The work revealed how ambitious the team is for Northern Ireland's success and how committed they all are to the organisation's mission. The event was motivating and energising and the Common Purpose team was responsive and flexible to our needs.”

David Gavaghan, Chief Executive, Strategic Investment Board Limited

PUBLIC SECTOR

Sutton Council (June and September 2009)

We helped the Sutton Council Senior Management Team to evaluate the challenges facing Sutton going forward, and explore what kind of leadership behaviours will enable them to continue to be a top performing Council and drive through efficiencies.

“Here in Sutton, we wanted support on leadership behaviours. Our belief is that the way top people behave is at the centre of our leadership mission. We needed to reassess this, especially as we needed new approaches to taking cost out of our organisation.

Common Purpose helped us diagnose what was needed and facilitate a series of events to take our senior managers through this journey. The particular skill of the Common Purpose facilitators was to ensure that every participant was a contributing member. Every person was challenged to consider their own leadership behaviours and development needs.

I was also very impressed by the way Common Purpose involved some of our partners in the events, giving them a valuable opportunity to share with us their perceptions of working with the council as well as their own experience of managing change.

The outcome of our work with Common Purpose is a new set of leadership behaviours which reflect the changed circumstances in which we are managing transformation and change, and are embedded in the organisation’s top team”. Paul Martin, Chief Executive Sutton Council

Cheshire Chief Executives Group (January 2010)

Following the restructuring of local government across the former Cheshire County an opportunity was identified for the Chief Executives of the major public sector agencies to collaborate. The backdrop to the event was the need to improve public service delivery and to achieve efficiencies through the sharing of resources, information, and bargaining power.

The overall aim of the two-day event was achieved: to provide a dynamic, experiential learning event that would help bring together a leadership group of chief officers from across the Cheshire sub-region to be forward looking and able to lead the sub-region to be a recognised and successful Regional player.

“My experience of Common Purpose working with a group of senior leaders across the public sector was that we were able to focus on the real issues we were grappling with. We did so in a way which was very different to the way we usually come together so that we learned more about one another, about external factors and trends that informed our thinking, and we developed ourselves as leaders. This has set the scene for us to go on working together creatively, with a clarity of purpose we didn’t have before.”

Diana Terris, Chief Executive,
Warrington Council

“We worked with Common Purpose because of their experience of working with diverse groups and different perspectives. They succeeded in giving us the opportunity to share our own issues whilst also challenging our thinking and introducing new perspectives, information and ideas. At the end of the two days we had a clearer appreciation of one another’s specific organisational tensions and priorities. We also had a firm commitment across the group to start sharing and working together differently with a common understanding of our direction of travel.” David Whatton, Chief Constable, Cheshire Constabulary

NOT-FOR-PROFIT SECTOR

Social Enterprise London (July 2009 – March 2011)

We were commissioned by Capacity Builders in December 2008 to run the project, Social Enterprises Engaging with Local Authorities. The main objectives of this 3 year project are to improve relationships between both parties, and to raise awareness of social enterprises in their respective boroughs. We are also aiming to shine a spotlight on some of the issues relating to procurement, so that social enterprises will be better equipped to apply for local authority contracts. The project consists of a series of events set to run until 2011, which will consist of behind the scenes visits, connections sessions, keynote speakers and a number of other styles and techniques to explore some of the issues which have affected the relationship between local authorities and social enterprises in the past.