commonpurpose

Expanding what leadership means and who leadership is for.

Index

To be the primary destination in Ireland for those looking to positively lead for a changing world.

→ Leverage position to expand reach
→ Grow product offering to meet needs
→ Activate network to grow opportunities
→ Strengthen structures to support progress

Leverage position to expand reach

Actions

Consolidate strong position

Build on well established reputation to consolidate a confident position as a leader that helps participants stay ahead.

• Consolidate messaging around value
• Activate existing networks
• Amplify key activity on linkedin

Lead the conversation

Lead the conversation around 'what does it take to lead positively for a changing world' and become synonymous with new approaches to leadership in Ireland.

• Content that highlights themes & insights
• Content that shows the value of approaches
• Consistent communication schedule

Grow private sector footprint

Expanding private sector participants is beneficial for other participants and the business. This requires packaging the offering to them in a way that suit their needs.

• Define ROI and understand painpoints
• Working group to help generate leads
• Develop 'starter' offering for away days

Build leadership pipelines

Pro-actively working to make Common Purpose a pipeline for leadership in private, public and not for profit businesses

• Create event for L&D/HR teams
• Define their needs and barriers
• Develop custom programme offerings

Objectives
• Increased awareness and understanding of CP role and value
• Increase number of private sector participants
• Increase organisations using CP to serve leadership pipeline

Strategic Aim 02

Grow product offering to meet needs

Actions

Target 'life long' customers

Expand how and where Common Purpose can further service and advance potential and existing participants at multiple stages of their leadership journey.

• Harness alumni to understand needs
• Explore offerings that serve needs
• Test thinking with alumni network

Bridge the gaps

Exploring approaches to bitesize offerings that make it easier to onboard participants or keep them connected to Common Purpose.

• Rework 2 day 'espresso shot' approach
• Explore micro online offerings
• Pilot and test new offerings

Develop leader 'sandboxes'

Develop subject based programmes, projects or events that give leaders a sandbox to explore emerging challenge areas.

• Utilise existing thematic content
• Run pilot with alumni and refine
• Launch recurring 'sandbox' offering

Objectives

• Expand product range and offering to meet leaders needs
• Grow amount of recurring participants
• Strengthen pipeline for higher value or custom programmes

Strategic Aim 03

Activate network to grow opportunities

Actions

Support that clarifies value
Collecting and leveraging alumni stories and stats to show nature and scale of impact, and highlight the diverse types of leaders.

• Gather endorsements during programme
• Capture impact stories after 6 months
• Share stories on linkedin

Events to further relationships
Develop events and products that help alumni further their leadership journeys and networks with Common Purpose.

• Run 1 annual in person alumni event
• Involve in and invite to Legacy
• Run 4 annual online leadership 'talks'

Initiatives to utilise knowledge
Develop initiatives that utilise and activate the extensive 'brain trust' across the alumni to leverage the value of the network.

• Establish alumni group to test thinking
• Foster mentorships between cohorts
• Interview leaders on their journeys

Objectives
• Grow network and leads through alumni activity
• Harness value of network to enhance curriculum (speakers & venues)
• Increase number of new products through network collaboration

Strategic Aim 04

Strengthen structures to support progress

Actions

Structures to increase impact
Deploy structures and supports that allow each of the team to 'focus where they make impact'

• Clarify roles and responsibilities
• Leverage areas of expertise
• Assign projects to drive strategic aims

Mechanics to streamline work
Develop mechanics that can streamline some of the time intensive work.

• Recruitment process for NFP participants
• Audit and streamline existing processes
• Work to simplify and strengthen systems

Collaboration to progress aims
Utilise the power of the global network to be able to achieve these aims.

• Work to generate private sector leads
• Harness insight for product development
• Share findings back to network

Objectives
• Increase time available to further strategic aims
• Reduce effort needed to fill programme pipelines
• Increase effectiveness and value of strategic projects

Outlined here is a working overview of the strategic activities over a 3 year period to aid planning, sequencing and ownership of actions.

A review after 3 years of activity will allow Common Purpose to reflect on progress made on strategic aims, and outline activities to undertake or action for the final 2 years.

Roadmap
2025

Aim	Action Area	Action Point – (Owners)
01	**Consolidate strong position**	• Consolidate messaging around value • Activate existing networks • Amplify key activity on linkedin
	Lead the conversation	• Content that highlights themes & insights • Content that shows the value of approaches • Consistent communication schedule
	Grow private sector footprint	• Define ROI and understand painpoints • Working group to help generate leads • Develop 'starter' offering for away days
	Build leadership pipelines	• Start conversations with L&D/HR teams • Define their needs and barriers
02	**Target 'life long' customers**	• Harness alumni to understand needs
	Bridge the gaps	• Rework 2 day 'espresso shot' approach
03	**Support that clarifies value**	• Gather endorsements during programme • Capture impact stories after 6 months • Share stories on linkedin
	Events to further relationships	• Run 1 annual in person alumni event • Involve in and invite to Legacy
	Initiatives to utilise knowledge	• Foster mentorships between cohorts
04	**Structures to increase impact**	• Clarify roles and responsibilities • Leverage areas of expertise • Assign projects to drive strategic aims
	Mechanics to streamline work	• Recruitment process for NFP participants • Audit and streamline existing processes • Work to simplify and strengthen systems
	Collaboration to progress aims	• Work to generate private sector leads • Harness insight for product development

Roadmap
2026

Aim	Action Area	Action Point – (Owners)
01	**Consolidate strong position**	• Activate existing networks • Amplify key activity on linkedin
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	Build leadership pipelines	• Create event for L&D/HR teams • Develop custom programme offerings
02	**Target 'life long' customers**	• Explore offerings that serve needs • Test thinking with alumni network
	Bridge the gaps	• Explore micro online offerings
	Develop leader 'sandboxes'	• Utilise existing thematic content • Run pilot with alumni and refine
03	**Support that clarifies value**	• Gather endorsements during programme • Capture impact stories after 6 months • Share stories on linkedin
	Events to further relationships	• Run 1 annual in person alumni event • Involve in and invite to Legacy • Run 4 annual online leadership 'talks'
	Initiatives to utilise knowledge	• Engage alumni group to test thinking • Foster mentorships between cohorts • Interview leaders on their journeys
04	**Structures to increase impact**	• Advance projects to drive strategic aims
	Mechanics to streamline work	• Recruitment process for NFP participants • Work to simplify and strengthen systems
	Collaboration to progress aims	• Work to generate private sector leads • Harness insight for product development • Share findings back to network

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01	**Consolidate strong position**	• Activate existing networks • Amplify key activity on linkedin
	Lead the conversation	• Content that highlights themes & insights • Content that shows the value of approaches • Consistent communication schedule
	Grow private sector footprint	• Working group to help generate leads • Launch 'starter' offering for away days
	Build leadership pipelines	• Host event for L&D/HR teams • Develop custom programme offerings
02	**Bridge the gaps**	• Pilot new online offerings
	Develop leader 'sandboxes'	• Launch recurring 'sandbox' offering
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