

What is Profile?

Profile provides a two-day briefing for leaders who need to know their area better. It is for leaders who want to take a fresh look at the town, city or area in its current context or leaders who are new to the area and want an introduction to the important issues, players and institutions that make up the locality.

Profile is also highly effective for groups of leaders who are working together on local strategy and who would benefit from looking at the area together in order to understand each other's perspectives.

Is it for me?

If you are new to the area, need to update your local business knowledge, a busy decision-maker or opinion former who has the ability to effect change in your organisation or in your place of operation, Profile can provide a valuable overview. Profile participants are people who, either personally or through their organisations, impact on or are impacted by the local community and economy.

The participant group is usually between eight and twenty people. All of Common Purpose's programmes are deliberately cross-sector and Profile is no exception.

What issues are explored?

Over the course of two days, Profile touches on critical local issues such as: the economic status of the area; strategic priorities for investment; education, health and community safety; culture, diversity and their impact on the quality of life in the city.

What's the benefit?

Profile is a two-day investment that can pay dividends for years, as participants' perspectives on the area are sharpened.

Participants gain local insight as they:

- are briefed by local experts to get an overview of the area
- visit key places to gain direct experience of the city
- consider crucial issues – such as education, health, the economy, employment and regeneration – with the people who set the agendas for them locally
- ask tough questions – of outside speakers and of each other
- connect with peers in different sectors to discuss threats and opportunities hitting the region
- experience the sense of common purpose that comes from working with a diverse group of other stakeholders in the area.

Advisory Group

Walter Cha (Chair)
Managing Partner
Blake Laphorn
Tarlo Lyons

Lizz Clarke
Managing Director
LCM

Simon Frost
Managing Director
South Coast
Moneyline

Chris Upfield
Partner
Coffin, Mew & Clover

Cheryl Buggy
Founder
Express FM
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Manoj Styche-Patel
Partner
Blake Laphorn
Tarlo Lyons

Phil Ponsonby
General Manager
Southern
Cooperatives Limited

Cheryl Rodgers
Director DBA
University of
Portsmouth

The result?

- New leaders get integrated faster and are able to contribute to the area's success.
- Local partnerships are able to work more effectively together.
- Leaders who have been in the area for some time are able to get a fresh perspective and reflect on how to get more involved.
- Connections are made across sectors that can lead to increased collaboration and co-operation.

When, where and how much?

Profile is held in many cities / boroughs across the UK. Portsmouth Profile will be held on **8 and 9 July 2008** in a variety of venues throughout Portsmouth.

The fee is £950.00 + VAT.

How do I apply?

Fill in and return the application form, equal opportunities form and signed terms and conditions attached. Alternatively online application forms and further information can be found on www.commonpurpose.org.uk. Or you can contact us directly with any questions (see below).

Application process

Participants are selected by a local Common Purpose advisory group, consisting of senior leaders in and around the area.

You will be notified within three weeks as to whether your application has been successful.

For more information about Profile... contact us

For more on results, tangible benefits and case studies of Common Purpose graduates, visit www.commonpurpose.org.uk

Or contact us directly:

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