

## What is my role in selection?

- Beware having too many younger participants. Experience shows they are less likely to be good at looking beyond their sector.
- Don't put participants from minority groups in impossible, defensive situations; make sure there is support in numbers (ie, one participant alone may find it very hard to add his or her perspective)
- Think constantly about the different centres of decision-making in the area, both traditional and non-traditional. We must not produce a group that merely reflects the "establishment".
- About 70% of the applicants will be pretty straightforward and come from major decision-making bodies in the area. It will be the unexpected 30% that will take time and digging out, in order to "get to the parts others cannot reach".
- Common Purpose should be in a permanent state of recruiting, so there are always applications in the pipeline.
- Beware of organisations that want the final say in pre-selecting their own applicant. In the longer term, this limits our ability to decide the group. If necessary, an organisation might put forward two or three candidates on the understanding that we will select only one.
- Do not compromise on seniority. Common Purpose is for *leaders*. Experience shows we frustrate participants if they are not in a position to apply what they have learned because of their lack of seniority or influence. (Beware also too many older participants; sometimes people have seniority but are past the peak of their influence.)
- Beware of a comfortable group. We need people who will question, demand and make the programme more challenging.

### Do not add new conditions such as:

- Too senior. If s/he considers it worth applying, we welcome the application as long as we are convinced s/he will make the time.
- Too much trouble. S/he may be an important part of the diversity of the group and dynamics of the programme.
- Recently resident. We can afford some people newly arrived in the programme area. Their perspective can be useful and Common Purpose can be a key part of encouraging their involvement in the area.
- Wrong age. The target age is between 35 – 55. There will be, however, those outside this range who are suitable and will add to the diversity of the programme.

### The selection meeting

In advance of the meeting, all local advisory group members read the application forms, complete their summary sheets, whether or not they can attend the meeting, and forward them to the programme director.



## Frequently Asked Questions

### How can I be most helpful?

Areas where you can be particularly helpful include:

- Advocate for and promote the Common Purpose campaign in your area and through your networks
- Introduce the programme director to your networks
- Spot talent, rising stars, emerging leaders
- Identify sources of bursary fund support
- Help the programme director to understand the issues facing the area both generally and in your area of expertise.

### How should I describe Common Purpose

"Common Purpose is an organisation that campaigns for more – and more diverse – leaders. We run the UK's most diverse leadership development programmes, for leaders of all ages, backgrounds and sectors."

More on [www.commonpurpose.org.uk](http://www.commonpurpose.org.uk)

### Is this a board position?

No.

### Do I have any liability?

No.

### Do we have responsibility to ensure the programmes' financial viability?

No.

# What types of issues come up?

## What types of issues do local advisory groups address?

### 1. Recruitment and selection of participants for Common Purpose programmes

- Applying the selection criteria to decide local participant group
- Supporting the local programme team's recruitment activity by:
  - analysing gaps in recruitment
  - playing Common Purpose into local networks
  - identifying rising stars and local talent
  - providing introductions to organisations and local leaders
- Monitoring the recruitment process to be sure it is efficient, fair, clear and producing diversity
- Ensuring a diverse participant group is achieved

### 2. Recruitment and selection of Your Turn programme (where applicable)

- Deciding the group of schools to involve
- Ensuring a diverse group is achieved

### 3. Financial

- Reviewing appropriateness of full/partial fees and bursaries
- Suggesting sources of sponsorship in cash or kind

### 4. Curriculum

- Provide knowledge and expertise on issues facing the local area
- Suggest objectives for programme day design
- Suggest leading edge contributors, case study material and venues

### 5. Graduates

- Inspiring and helping graduates to become engaged in their area
- Identifying opportunities for graduates to become involved in the area