Common Purpose
Student Experiences

commonpurpose
Students need new competencies and skills fit for the 21st century to be successful and to tackle the complex challenges they and the world face. We believe this next generation of leaders need Cultural Intelligence (CQ): the ability to cross boundaries and thrive in multiple cultures.

We partner with universities to deliver our co-curricular leadership programmes. These programmes offer a cutting-edge CQ pedagogy with powerful experiential learning techniques, equipping students with the CQ to thrive in the world today. They enable universities to complement existing offerings and meet key institutional objectives.

Our unique transformative offering is built upon 30 years’ experience working with students and senior leaders from over 90 universities worldwide from Harvard, Oxford and National University of Singapore to global brands such as GE, PwC and Tata. Our deep networks give students unrivalled access to senior leaders and organizations across the world.

We have a proven track record and specialist expertise of providing university students with the Cultural Intelligence, leadership skills and networks needed to tackle the complex, interconnected challenges of the world today. Discover how we can work together to develop the next generation of leaders with CQ.
Our programmes develop Cultural Intelligence (CQ): the ability to cross boundaries and thrive in multiple cultures. CQ enables students to work across different boundaries: geographies, generations, sectors, specializations, backgrounds and beliefs.

CQ informs the pedagogy across all our programmes. Our CQ framework helps students to adapt to new environments and work effectively with people who are different to them. More importantly, it helps them to unpick their own culture—when it helps and when it hinders.

Leaders with CQ are better able to:
- Navigate complexity
- Build relationships
- Drive innovation
- Create impact

“In our ever more complex and interconnected world which has no obvious historical parallel, Common Purpose has developed a breakthrough idea about the importance of Cultural Intelligence (CQ) in order to navigate both this new world and its contradictions. It has important implications and raises questions about our current systems for those of us involved in educating and developing our future global citizens.”

Rakesh Khurana, Dean, Harvard College
Our Programmes

Our suite of leadership programmes help university students develop the CQ they need to become global leaders.

“Our suite of leadership programmes help university students develop the CQ they need to become global leaders. 

“We’re committed to developing our leadership skills and the leadership dimension of the Common Purpose offering really delivers on that.”

Ian Holliday, Vice-President and Pro-Vice-Chancellor (Teaching and Learning), The University of Hong Kong

Global Leader Experiences: Home

Students develop CQ as part of a diverse, multi-disciplinary, international group. The programme takes them off campus to tackle a global challenge in their own city.

Global Leader Experiences: Abroad

We take students abroad, immersing them in a major city to tackle a global challenge. Students get beneath the surface of the city and develop CQ in the process.

Future Leader Experiences

Students connect with senior leaders and go behind the scenes at a city level to explore how to be a leader with CQ.

CQ Accelerators

Our online social-learning programme enables universities to develop students with CQ—at scale.
Students tackle a global challenge in their current city as part of a diverse, multi-disciplinary, international group.

“Our immersive and experiential learning techniques give participants a unique opportunity to:

- grow their CQ
- collaborate with diverse groups
- build new networks with fellow students, contributors and leading organizations in the city
- understand the value of different perspectives and experiences
- practice the skills required to understand and navigate complexity.

University benefits:

- Offer students access to an international experience at home.
- Leverage the value of the diverse student community to innovate and create a global experience at home.
- Foster inclusivity between different and diverse student communities.
- Support international student integration into the city.

Global Leader Experiences: Home

“The programme enabled me to learn beyond the classroom. It helped me apply my academic discipline to the interactions and project work. It widened my perspective on tackling societal problems in different parts of the world.”
Ferdinand Wu, Student, National University of Singapore

“When students from diverse backgrounds and nationalities work and learn together, it provides a huge boost to their Cultural Intelligence, preparing them to become the leaders of the future”
Shuvo Saha, Director, Google Digital Academy, Trustee, Common Purpose Student Experiences
How it works

The Challenge
All Global Leader Experiences programmes are structured around an annual grand challenge. The current challenge is: “How do smart cities ensure they are inclusive?”

Online Learning
(two hours)
Students get to know each other, share insights on the challenge and begin to understand the concept of CQ.

Face-to-Face
(four days)

Challenge Immersions
Students are immersed beneath the surface of the city and meet visionary leaders from different sectors and organizations—whether that’s organizations like GE, Google, Arup, Habitat for Humanity, Red Cross or Pfizer. This allows the students to gain a deeper understanding of the city and explore the challenge through the lens of different organizations.

Innovation & Prototyping
Students are taken through an innovation process with senior leaders who act as mentors. They develop innovative solutions in response to the challenge which they then test on local stakeholders and sector specialists. This presents the opportunity to observe, practise and reflect on different leadership styles, different approaches to problem solving and different ways to work within diverse groups.

Presenting Solutions
Students present their ideas to a panel of experts and city leaders who are specialists within their field. They receive on-the-spot feedback on their idea, their presentation and how they have worked as a group.

Alumni
Students join an alumni network of over 70,000 leaders worldwide.

Price

<table>
<thead>
<tr>
<th>GLE: Home</th>
<th>Number of Students</th>
<th>Cost</th>
<th>Cost per student</th>
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<tbody>
<tr>
<td>100</td>
<td>£22,000</td>
<td>£220</td>
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</table>

The price includes all curriculum design, project management, contributor and visit host recruitment, programme delivery and materials, staffing, staff travel and accommodation, evaluation and post-programme alumni engagement. Please note the above costs does not include venues, catering, accessibility requirements or AV equipment.

“Common Purpose brings to us a deep and established understanding of the links between leadership and Cultural Intelligence in the context of building the skills, experiences and networks that will benefit RMIT graduates. Through engagement with the Common Purpose programmes, networks and partners, the staff and students of RMIT will have greater access to life-changing experiences and opportunities to learn more about working across boundaries and becoming global leaders.”

Professor Andrew MacIntyre, Deputy Vice-Chancellor Global Development & Vice President, RMIT University
Students are taken abroad and immersed in a major city to tackle a global challenge. They get beneath the surface of the city and develop CQ in the process.

Our immersive and experiential learning techniques give participants a unique opportunity to:

- grow their CQ
- adapt and thrive in new environments
- develop the leadership skills required to lead in complex situations
- build new networks, locally and globally, with fellow students, contributors and leading employers
- learn and practice the skills required to quickly understand and navigate complexity.

University benefits:

- Increase outbound mobility through scalable programmes.
- Increase access to international experiences by offering short-term opportunities.
- Grow the university brand by further building up your presence in key student recruitment markets.
- Add value to existing university partnerships by adding a student mobility opportunity.

“Going to China for this programme has broadened my outlook on my own life; when I came back I started noticing things that I would never usually pay attention to. I just have a different outlook on the world!”
Kiara Clement, Student, University College London

“This has been wonderful overall. I have been challenged and inspired equally. I feel more prepared than ever before to launch my ideas into the world!”
Dominic Akandwanaho, Student, Harvard University
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Where in the world?

Common Purpose can deliver programmes in 70 cities globally. A GLE: Abroad offers the option to bring in a university partner in the destination city. This can enhance existing partnerships or build new ones. It also enables local students to participate, creating a mixed peer group.

We can offer destinations across six contents, including:
- Bangalore
- Barcelona
- Boston
- Bristol
- Budapest
- Chicago
- Delhi
- Dubai
- Edinburgh
- Glasgow
- Ho Chi Minh
- Hong Kong
- Jakarta
- Johannesburg
- Kuala Lumpur
- London
- Manchester
- Manila
- Melbourne
- Montreal
- Mumbai
- New York
- São Paulo
- Singapore

Price

We have two financial models for GLE: Abroad

One university
You commission the programme for your university. This enables you freedom to choose the location, the local partner and specific dates. It also means you can engage your alumni and other stakeholders within the programme.

<table>
<thead>
<tr>
<th>Number of Students</th>
<th>Cost</th>
<th>Cost per student</th>
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<tbody>
<tr>
<td>100</td>
<td>£26,000</td>
<td>£260</td>
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<tr>
<td>50</td>
<td>£22,000</td>
<td>£440</td>
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<tr>
<td>30</td>
<td>£18,000</td>
<td>£600</td>
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Consortium of two universities
We also offer a consortium model where two universities will need to agree on the location, dates and host university partner.

<table>
<thead>
<tr>
<th>Number of Students (overall/per university)</th>
<th>Total cost (overall/per university)</th>
<th>Cost per student</th>
</tr>
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<tbody>
<tr>
<td>100/50</td>
<td>£29,000/£14,500</td>
<td>£290</td>
</tr>
<tr>
<td>50/25</td>
<td>£24,000/£12,000</td>
<td>£480</td>
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Each price includes all curriculum design, project management, contributor and visit host recruitment, programme delivery and materials, staffing, staff travel and accommodation, evaluation and post-programme alumni engagement. Please note that the above costs does not include VAT, breakfast, dinner, student accommodation, flights, visas, insurance or chaperone-incurred costs.
This programme has allowed me to develop practical skills within the workplace. As a result of the programme, I have felt more motivated and inspired. I now feel more confident in my abilities as a leader and I feel able to make use of my strengths and work on my weaknesses.

Heather Thomas, Student, UEA

Over three days, the programme enables students to:

• learn how to lead change
• develop the skills required to understand and navigate complexity
• develop the CQ needed to collaborate with a diverse range of people
• broaden their horizons by meeting a diverse range of senior leaders
• visit public, private and not-for-profit organizations that they might not normally have access to
• build the self-belief that they can be a leader
• understand how decisions are made and how change happens.

University benefits:

• Strengthen relationships with a diverse range of leaders and organizations.
• Support students’ integration into the community and city.
• Increase international students’ access to a diverse range of leaders and organizations.

Students connect with senior leaders and go behind the scenes at a city and regional level to explore how to be a leader with CQ.

“This programme has allowed me to develop practical skills within the workplace. As a result of the programme, I have felt more motivated and inspired. I now feel more confident in my abilities as a leader and I feel able to make use of my strengths and work on my weaknesses.”

Heather Thomas, Student, UEA
How it works

Online Learning (two hours)

Students prepare for the programme by getting to know each other and setting their learning targets.

Face-to-Face (three days)

The City & Leadership
Students explore leadership and CQ. Through discussions with fellow participants, they explore how to work with a diverse range of people with differing opinions. They have interactive conversations with senior leaders, who share their experiences of leading change. Students also reflect on their personal perspectives of what makes a leader and what type of leader they want to be.

Immersions
Students visit organizations across different sectors, to learn from the successes and failures of the people who lead there. Students are encouraged to explore the culture of their host organizations, and reflect how they operate in unfamiliar environments.

Real Life Challenges
Students work in small groups to tackle the challenge set by local public, private and not-for-profit organizations. They present their ideas to a leader within the organization and gain feedback before returning to the wider group.

Reflections
Students reflect on the three days to understand how to move forward and articulate their learning. Students also plan for a specific goal of theirs and think about how to use their leadership skills to get there and achieve that aspirational goal.

Alumni

Students join an alumni network of over 70,000 leaders worldwide.

Price

Future Leader Experiences

<table>
<thead>
<tr>
<th>Number of Students</th>
<th>Cost</th>
<th>Cost per student</th>
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</thead>
<tbody>
<tr>
<td>100</td>
<td>£19,000</td>
<td>£190</td>
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</tbody>
</table>

Future Leader Experiences: for Disabled Students

<table>
<thead>
<tr>
<th>Number of Students</th>
<th>Cost</th>
<th>Cost per student</th>
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<tbody>
<tr>
<td>50</td>
<td>£16,000</td>
<td>£320</td>
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</tbody>
</table>

Each price includes all curriculum design, project management, contributor and visit host recruitment, programme delivery and materials, staffing, staff travel and accommodation, evaluation and post-programme alumni engagement. We also provide recruitment materials and an information session to potential applicants. Please note that the above costs do not include associated costs such as venues, catering, and any student accessibility requirements (such as BSL interpreters), which are the responsibility of the University. Student transport during the programme is not included in Future Leader Experiences, but is included in Future Leader Experiences for Disabled Students.

“It’s valuable—I have learnt so much. I’ve had the opportunity to meet and talk to people that I never would have before and gained vital networks through this. I would recommend this to anyone.”
Olivia Martin, Student, University of Leeds

“The leadership programme is one of the most valuable courses I have ever attended. I met inspiring speakers, broadened my network and gained knowledge about leadership. For the first time in my life I was surrounded by people who were from absolutely different cultural backgrounds. Because of the programme, I’m more confident I can be a successful leader in the future!”
Goda Gavenyte, Student, Lancaster University
Our online social-learning programme enables universities to develop students with CQ—at scale. CQ Accelerators run across four hours over two weeks, and can be delivered as a standalone offering or can be integrated into your existing learning programmes.

During the two-week online programme, students will:

- develop the CQ to collaborate with a diverse range of people
- broaden horizons by engaging with a diverse network of peers from across the student body
- understand how CQ helps leaders make better decisions
- learn how to adapt in unfamiliar environments.

University Benefits:

- Can be used on a large scale, starting at 500 per cohort.
- Can support specific groups such as incoming first year students.

“Common Purpose’s core proposition around leadership and Cultural Intelligence is cutting edge, speaking to the heart of the leadership challenge of society today.”

Riaz Shah, Partner, EY
How it works

CQ Accelerators

For nearly 30 years, Common Purpose has specialized in experiential learning. This experiential approach is something we have translated into the CQ Accelerator.

Exercises and Games

Exercises and games encourage students to explore their own culture and other cultures in real world settings.

Videos

Videos enable participants to consider personal, honest stories from global leaders at organizations such as Google, EY and the UN.

Reflection

Then, using our CQ framework, students reflect on these experiences and begin to hold difficult—sometimes courageous—peer-conversations within a community of learners.

Variations of our CQ Accelerator

Choose between two different CQ Accelerators which can meet your specific needs and priorities of scale and equipping students with CQ through their peer network.

CQ Accelerator: Home

With content aimed to promote inclusive communities and understand other cultures by leveraging the diversity on campus.

CQ Accelerator: Abroad

With specific content targeted for their time abroad, students get real insights into the challenges and opportunities of going abroad, therefore preparing them for their international experience.

Price

We have a range of pricing for our CQ Accelerators dependent on the group size.

“A unique opportunity to learn about the limitless options of leadership and bring positive changes to society. I cannot think of any other way of connecting so many young people from different parts of the world to learn from each other so effectively.”

Mustak Ayub, Student, University of Oxford

“It has changed my perspective and priorities in ways I could have never anticipated. Cultural Intelligence, and my desire to continue to improve my own CQ, has influenced every decision I have made since the programme.”

Riley McAuliffe, Student, University of Melbourne
How can we tailor our programmes for you?

Our programmes can bring together university students from different levels, disciplines and backgrounds. However, we also work with many universities who want to benefit specific groups of students in line with their strategy.

<table>
<thead>
<tr>
<th>Widening Participation</th>
<th>Short-term programmes provide Widening Participation (WP) students with the opportunity to gain experiences they might not otherwise have been able to undertake. The condensed time commitment allows students to plan for and limit the impact on part-time work or caring responsibilities.</th>
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<tbody>
<tr>
<td>Domestic Students</td>
<td>Our programmes can support initiatives to increase the number of domestic students who take up outbound mobility and international experiences.</td>
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<tr>
<td>Disabled Students</td>
<td>Our Future Leader Experiences can be delivered specifically for disabled students. Prior to delivering the programme, we ensure we understand the accessibility requirements of each individual student through corresponding with them and with the university partner.</td>
</tr>
<tr>
<td>International Students</td>
<td>Our programmes can support initiatives to ensure that international students benefit from all the opportunities on offer to them.</td>
</tr>
<tr>
<td>First/Second/Third/Final Year Students</td>
<td>Our programmes can support students at different stages, as they plan for their futures.</td>
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<tr>
<td>Faculty Specific</td>
<td>Our programmes can provide an opportunity for students to build on their classroom learning in the real world.</td>
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<tr>
<td>Micro-Credentials and Badging</td>
<td>Our programmes and assessment system can integrate into credit-bearing or micro-credentialing and badging initiatives.</td>
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</tbody>
</table>

“We chose to partner with Common Purpose because of the depth of their experience and their understanding of civic and city leadership.”
Derek R.B. Douglas, Vice President for Civic Engagement, The University of Chicago

“I have renewed my mind on how to be a leader and how to live a happy life. And of course I have recognized that there is still a lot for me to improve, such as my CQ.”
Shuo Qian, Student, Peking University
94% of students say our programmes have helped them develop as leaders

96% of students say our programmes have helped them gain broader networks

95% of students say our programmes have helped them make better decisions

95% of students say our programmes have enabled them to drive bold innovation

### Our Impact

Common Purpose programmes are designed to develop 12 core leadership competencies. Our evaluation methodology, designed with experts in the field, is built on the Kirkpatrick Model and focuses on participants’ behavioural change after the programme and how that change creates impact in their organizations, cities and communities. We use this evaluation methodology across all our programmes.

<table>
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<tr>
<th>Develop as a Leader</th>
<th>Gain Broader Networks</th>
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<td>Make Better Decisions</td>
<td>Drive Bold Innovation</td>
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- **Lead Beyond Authority:** Leading beyond traditional spheres of authority and taking greater responsibility for the whole.
- **Grow Cultural Intelligence:** Crossing divides and thriving in multiple cultures.

**Think the Unthinkable:** Applying fresh solutions to existing problems.

**Leveraging Diversity:** Innovating by leveraging diversity.

**Work in Collaboration:** Crossing boundaries to tackle complex problems.

**Build Relationships:** Developing deep relationships across a diverse mix of people.

**Thrive in Complexity:** Navigating complex situations involving multiple stakeholders.

**Confront Bias:** Minimizing the impact of pre-judgement on decisions.

After each of our programmes, students complete a qualitative and quantitative evaluation at the end of the face-to-face experience and subsequently three months later. This evaluation measures their development against the 12 core competencies.

They then receive a personalized report highlighting their strengths, weaknesses and blind spots for them to work on.
We partner with world-class universities, including some of the top universities globally:

- Harvard University
- University of Oxford
- National University of Singapore
- University of Hong Kong
- RMIT University
- State University of New York
- Nanyang Technological University
- University College London
- IIT Bombay
- University of Edinburgh
- University of Chicago
- IIM Bangalore
- University of Indonesia

We partner with organizations in the field of student leadership, such as:

- Fulbright
- Westpac Scholars
- China Youth Daily
- National Youth Council of Singapore
- All-China Youth Federation
- AIESEC
- Hong Kong Federation of Youth Groups
- Commonwealth Youth New Zealand

Our Corporate Partners who enable these programmes include:

- GE
- UnionPay International
- Diageo
- BP
- Goldman
- Prudential
- DP World
- PowerCorporation of Canada
- Expedia