

# Legacy: Initiatives that challenge a generation

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# A generation of leaders address a social challenge

Over three days, participants tackle a complex societal challenge that their city or country faces, which they must work together to address. They go out into communities, investigate issues, collaborate, hold difficult conversations and work up ideas. They then test, refine and either implement their ideas or present them to leaders in the city or country.

These leadership programmes are intergenerational, giving participants the opportunity to work with around 50 established leaders, all of whom are leading change across the city or country. They act as specialists, group advisors, speakers and immersion hosts. These leaders, representing a diverse range of public, private and not-for-profit organizations, benefit in turn from their engagement with the programme by seeing the world through the eyes of the next generation.

## Why Legacy Programmes?

Legacy is a global campaign by Common Purpose, which invests in young people across the world so they can become a connected generation of leaders with a clear vision for what their legacy will be.

Because the world needs:

- a new generation of young leaders to come through who have the commitment and ability to bridge divides.
- stronger links across generations, which help them to work better together.
- a broader base of leadership in our cities and countries.
- established leaders to hear and support young people with big ideas and long-term thinking.

## The process

**Stage one:** Convening partners and stakeholders

**Stage two:** Building the participant group

**Stage three:** The programme

**Stage four:** Evaluation

**Stage five:** Alumni activities

The aspiration of all Common Purpose Legacy Initiatives is that in ten years' time, our participants will reflect back and say:

I have worked with people I would never have come across, let alone worked with.

I often go back to remind myself what kind of leader I committed to being

We knew then that it was up to our generation to do things differently.

# Stage one:

## **Convening partners and stakeholders**

Common Purpose is partnering with a diverse range of organizations who are deeply rooted in their city or country. These are key players, whose insight, networks and skills – as well as their commitment to their city or country – will ensure that the initiative creates maximum impact.

Usually, partners are in a position to provide financial sponsorship, speakers and contributors. They nominate their young talents as participants on the programme, and can also nominate one rising leader to join the Advisory Group to help shape and drive the programme.

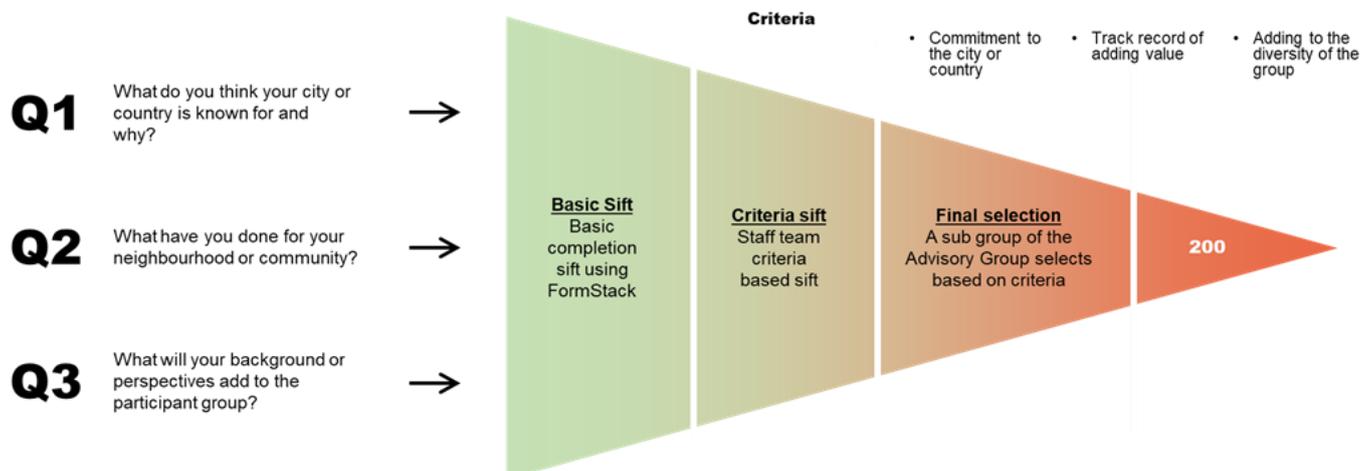
# Stage two: Building the participant group

The Legacy initiative is delivered through programmes for up to 200 young people, aged 18-25, from across a city or country. They are an amazingly diverse group: some in employment, some not; some studying, some volunteering. Many will be passionate activists, others will be finding their own causes. Legacy Programmes reach young people from very different backgrounds and beliefs – the only thing they have in common is their generation.

We find them through social networks and community organisers, and by working with our partners in the city or country and many youth organizations.

## Selection process

Our application process and selection criteria is designed to build a diverse participant group with the motivation and commitment to create a positive impact in their city or country.



# Stage three:

## The programme

The programmes build the Cultural Intelligence and social capital that young people need to impact their city or country in the years to come.

Over three days, participants tackle a complex societal challenge that their city or country faces. They go out into communities, investigate issues, collaborate, hold difficult conversations and work up ideas. They then test, refine and either implement their ideas or present them to leaders in the city or country.

### Programme Contributors

The programmes are intergenerational, giving participants the opportunity to work with around 50 established leaders, all of whom are leading change across the city or country. They act as specialists, group advisors, speakers and immersion hosts. The established leaders benefit from seeing the world through the eyes of the next generation.

#### Specialists

- Keynote speakers – experienced leaders, who are experts in their field, delivering keynote addresses.
- Café conversation guests – leaders who are leading change in the city, engaging with smaller groups of participants.
- Panellists – city decision makers from leading public, private and not-for-profit organizations.

#### Immersion Hosts

Leaders from organizations across the city who will host groups of participants for 90 minutes on their site.

#### Group Advisors

Established leaders who work with a group of 10 participants each to help refine and then present their ideas in response to the challenge.

### Common Purpose Signature Techniques

Over 30 years, we have developed a body of highly effective frameworks and techniques which give participants the necessary skills and insight to work through their challenge.

#### Cultural Intelligence (CQ)

The ability to cross divides and thrive in multiple cultures. Common Purpose has developed a simple, effective and empowering CQ learning framework which allows leaders to unpack their own culture and confidently work with other cultures.

#### InnoVenture

This technique, developed by Common Purpose, sets participants a complex societal challenge which they must work together to address. The InnoVenture process ensures they hear new voices, consider the unlikely, and learn how to draw out new ideas from the diversity within a team.

#### Immersion

We take participants out into cities, to places and organizations they would never normally go, to see how leaders lead (and don't lead) in many different contexts. These immersions are carefully designed and structured to maximize access and insight as participants are challenged in unfamiliar situations.

#### Café Conversations

A series of short, small group discussions with a diverse range of leaders who are specialists in their fields. Participants lead the conversations, asking the questions they want the answers to. This way, they have the opportunity to gain a different perspective on how to address the challenge.

# Stage four: **Evaluation**

Because we are eager to constantly improve our programmes, it is essential to capture as much feedback as we can from participants and stakeholders.

## **First Evaluation**

Participants fill in a programme assessment, normally on the final day. This is designed to assess the reaction and satisfaction of participants regarding their programme and assess their learning and development. The feedback helps us to evaluate and improve the programme for future participants.

## **Second Evaluation**

Six months on, we conduct a second evaluation. This assessment asks participants to review what they have done in the months following the programme – it focuses on implementation and behaviour change. We also track the progress of the practical actions and commitments the participants made during the programme. This evaluation is presented to participants and stakeholders in a final report.

# Stage five:

## The Common Purpose Legacy Badge

Everyone who completes the programme gains the Common Purpose Legacy Badge: a digital badge which shows they are part of a generation who have committed to work together to create a lasting legacy.

### Share Ideas

As part of our social media campaign, we share content developed during the programme including: short video pitches of each idea; interview clips with participants, partners, contributors and other established leaders.

Groups also present their ideas to their own universities, colleges, organizations and communities as well as to the organizations of their Group Advisors.

### Drive the next Legacy Initiative

Legacy badge holders are invited to be a part of the Advisory Group as volunteers who support the programme development for the following year.

### Networking with Legacy Badge holders around the world

They can also take part in the annual online programme, bringing together Legacy badge holders from around the world both from online programmes and from our face-to-face initiatives. An additional badge is issued to those who complete this annual online programme, based on the skill/topic of the programme in that particular year.

Legacy Badge holders have the opportunity to take part in other face-to-face programmes, for example in Singapore and Nigeria, via our International Exchange Programme. These are fully funded by the donations of our sponsors.

# Case study: Chicago200



**In 2037, Chicago will be 200 years old. In April 2019, Chicago200 brought together 100 young, diverse leaders from across the Chicagoland area to address the question: “What will your legacy be?”**

Chicago200 is Common Purpose’s first US Legacy Initiative in partnership with The Chicago Community Trust. The programme was supported by City Colleges of Chicago, The John D. and Catherine T. MacArthur Foundation, University of Chicago, Northern Trust and Chicago Public Media.

The programme brought together an extremely diverse group of 18-24 year old Chicagoans, together with established leaders from across the city, for a powerful leadership experience. The programme drew on perspectives from different communities, sectors and generations, including immersions into Chicago PD, Urban Farm and Groupon.

**“Chicago200 has developed me as a leader by challenging me to have deeper conversations with people who don't look like me.”**  
Liliana Villa, Chicago200

**“Chicago200 has helped me understand what kind of leader I am, and the way I should think as I move through my leadership journey. Being able to discuss with young people around the city, I was inspired by the goals, visions and work many people have planned.”**  
Oluwaseyi Adeleke, Chicago200

**“It's given me a space to practice my listening skills. Especially when dealing with people who I might not want to hear initially.”**  
Tyler Thompson, Chicago200

## Assessment results from participants:

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**94%** I am more able to lead or work within diverse teams of people

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**93%** I am more able to talk to and understand people who are different to me

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**95%** I will now actively seek out diverse opinions when trying to solve a problem

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**88%** I am more aware of how I respond in different situations

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**95%** I will actively seek out feedback from different people to help develop my self-awareness

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**79%** I will keep in touch with at least 8 participants from different parts of the city

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**91%** I will keep in touch with at least 1 of the contributors

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**73%** I feel more able to work with different generations of leaders

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**94%** I feel more connected to my city

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**100%** I feel a responsibility to shape the future of Chicago

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**92%** The network I built on Chicago200 will enable me to make a difference in Chicago

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**89%** I will recommend Chicago200 to my friends

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**86%** Chicago200 was good value for time



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