

# **Legacy: Initiatives that build a model of leadership for a generation**

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# The idea

**Just as many organizations create models of leadership which guide their leaders, we do the same with young people for their generation. Common Purpose engages thousands of young people in a place – usually a city or a country – to capture and create a model of leadership for their generation. They focus on a significant milestone for the city or country which is about thirty years ahead – when they will be the leaders – and ask themselves what kinds of leaders they aspire to be by that date. Together we then work with all the answers and create a model of leadership which resonates with the generation of young people in that place.**

**We then design an online programme to bring the model alive. Large numbers of young people complete it together. It is free, highly social and experiential, encourages exchange and experimentation, and builds the competencies which underpin their model of leadership for their generation.**

The aspiration of all Common Purpose Legacy Programmes 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.

## Who will we impact

- Participants between 18 and 25 will be drawn from every corner of the city or country, from a diverse range of backgrounds.
- Some will be in employment, some in education, some will be local volunteers or passionate activists.
- It is likely to be the most diverse group they have ever been part of. All they will share at the outset of the programme is their generation and a commitment to their city or country.
- We'll find them through social networks, community organizers, youth organizations and by working with all the partners involved in the programme.

## 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:

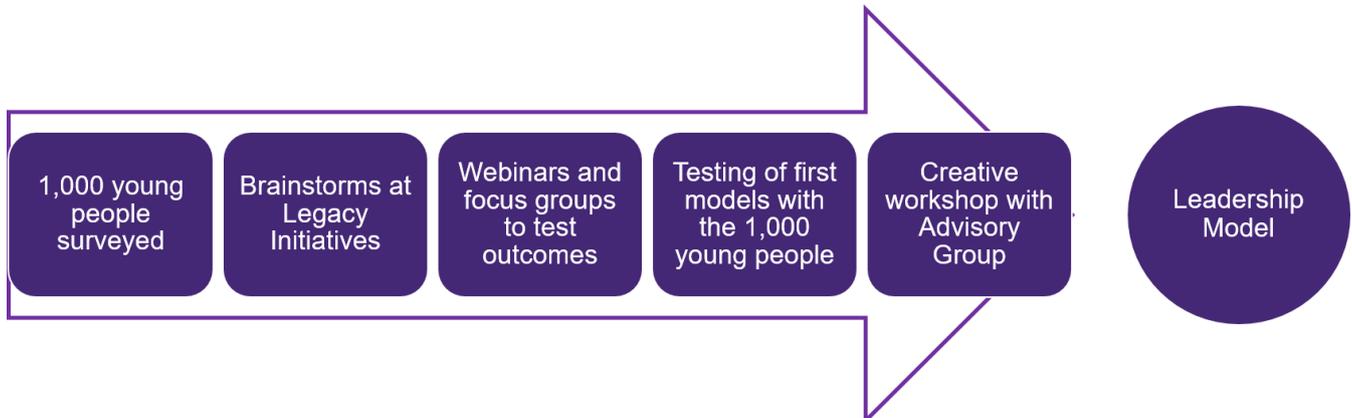
- a new generation of young leaders to come through who have the commitment and ability to bridge divides.
- stronger links across generations, which help them to work better together.
- a broader base of leadership in our cities and countries.
- established leaders to hear and support young people with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

# How it works

Stage one:

## Building the model

The first stage is the co-creation of a leadership model with young people. We will reach out to 1,000 young people to capture their ideas. This gathering of insight and process of feedback and co-creation will take place through a questionnaire, and through conversations face to face in focus groups and on webinars. At each stage the leadership model will be tested and retested by young people. An Advisory Group of young people will guide the process carefully.



# How it works

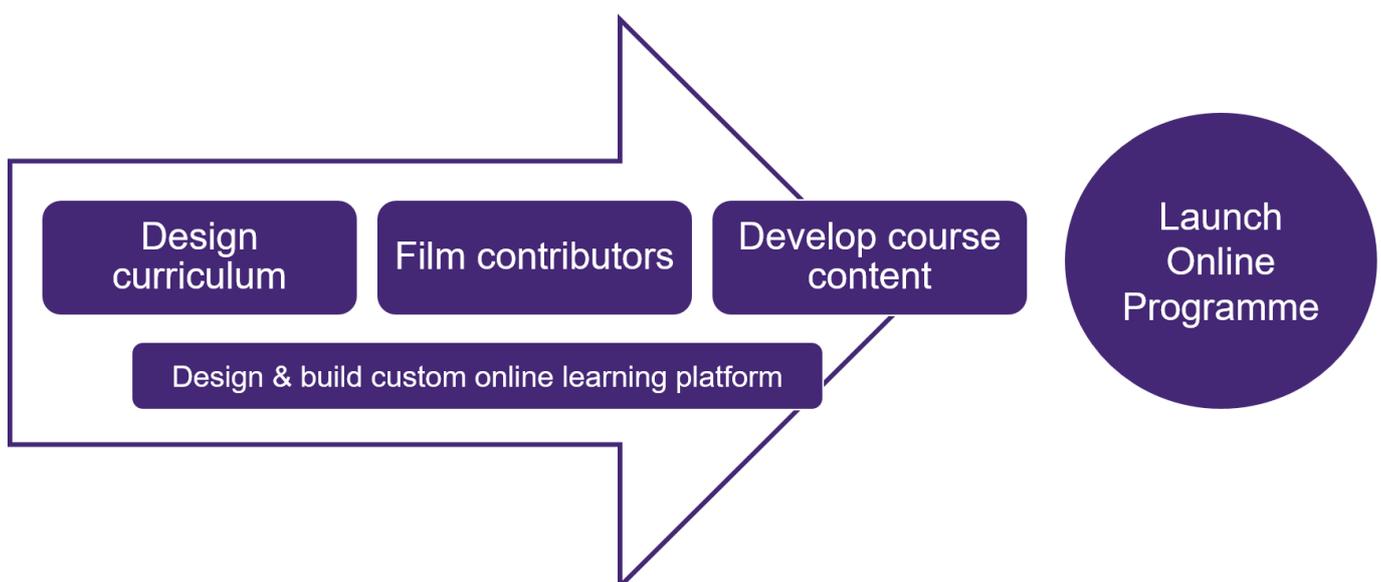
Stage two:

## Designing the online programme

The second stage is the development of an online programme built around the leadership model. This will be hosted on a custom built version of the Moodle online learning platform.

Participants register online at no charge and are enrolled into the cohort they signed up for. The programme runs every two months. Once it begins, they have access to all the modules for seven weeks and are free to complete the programme at their own pace.

The programme begins with an introduction to Cultural Intelligence. Cultural Intelligence (CQ) is the ability to cross divides – between geographies, generations, sectors, specializations, backgrounds and beliefs – and thrive in multiple cultures. This will allow the participants to get familiar with each other and the diversity of backgrounds and identities that their peers on the programme represent.

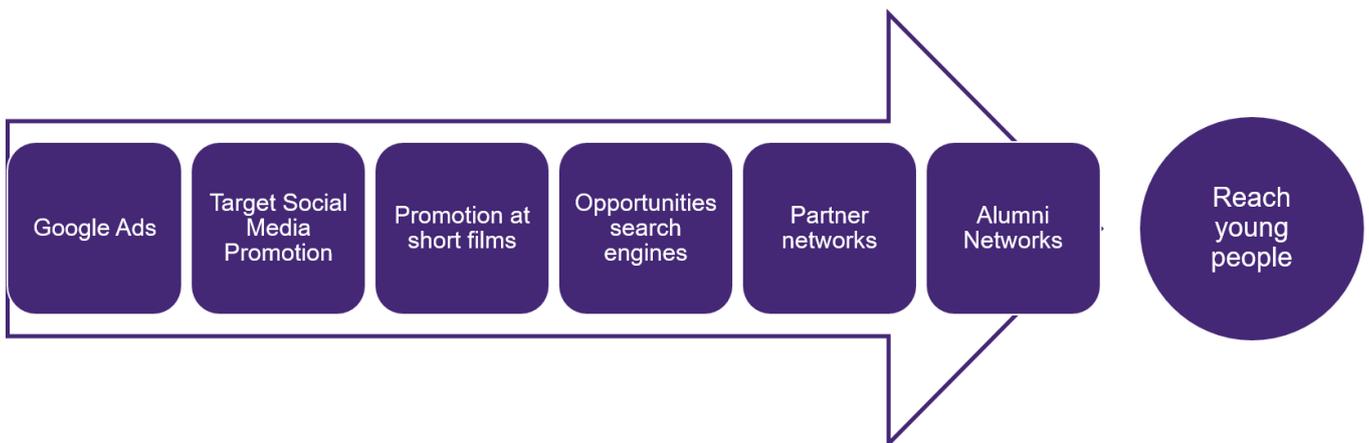


# How it works

Stage three:

## Reaching young people

The third stage is promoting the online programme to ensure that we are able to reach and impact as many young people as possible. The ways we will do this include Google Ads and social media promotion, videos and endorsements from leaders and influencers, and leveraging the extensive networks of our alumni globally and our partner organizations on each programme.



Everyone who completes the online 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. 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.

# Why Common Purpose?

1. Thirty years working across the world, over 85,000 alumni
2. Deep relationships with organizations and institutions across key cities globally
3. The convening power to draw in the help in kind and volunteers needed to make this possible and sustainable
4. The intellectual property and skills to deliver high quality leadership programmes
5. The ability to design and deliver online youth programmes to scale
6. The ability to connect young people across the world, because of the reach of our face-to-face and online programmes

Our engagement and completion rates are far above industry averages for online programmes. Our completion rate is 38.9% (as of July 2019). Typical completion rates for online programmes on edX, Coursera and Udacity are about 15%. Online programmes on other platforms show these rates to be between 3-5%.

Why are we more successful?

We are purpose-driven, targeted, we have a strong track record and brand, and the course is co-created, accessible, short and straightforward.

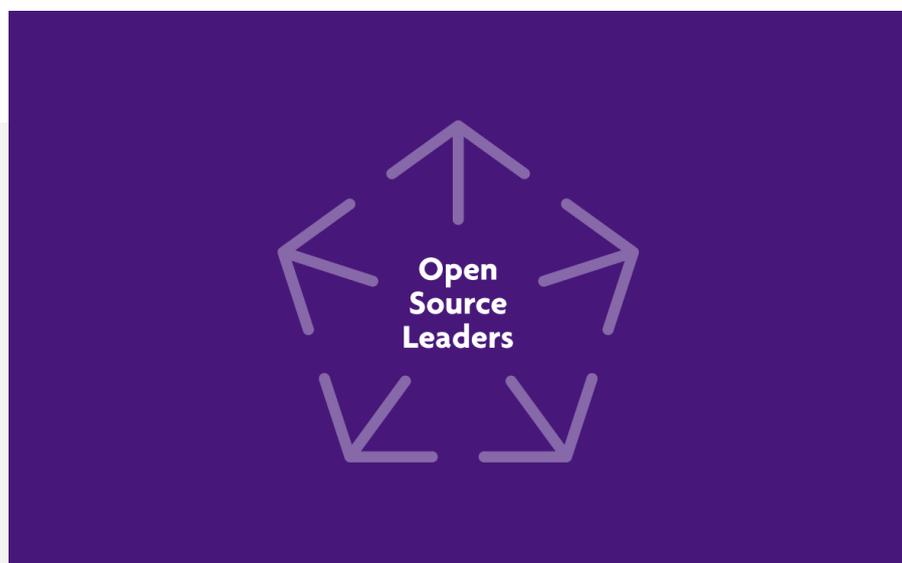
# Case study: Commonwealth100



**Over 60% of the population of the Commonwealth is under 30. That's 1.2 billion young people. By the Commonwealth centenary in 2049, they will be its leaders.**

Commonwealth100 enables young people from across the Commonwealth to define what kinds of leaders they want to be in the future, and then develops these leadership skills together – online. It was launched during the Commonwealth Heads of Government Meeting (CHOGM) in London in April 2018, and is supported by the Bank of Zambia, British Council – Bangladesh and the Scottish Government's Year of Young People project.

<b>11,000+</b>	participants in 11 cohorts
<b>5,000</b>	more on the waitlist for upcoming cohorts
<b>98.5%</b>	found the course high value for time
<b>49.9%</b>	engagement rate
<b>44,000+</b>	conversations on the discussion forums
<b>2,800</b>	Common Purpose alumni leadership badges awarded
<b>96.1%</b>	have experienced a shift in thinking about themselves
<b>96.7%</b>	are more able to work with diverse teams of people
<b>88%</b>	said they have been able to access material they would not have otherwise
<b>More than half</b>	have started a new leadership initiative in their workplace or educational institute



**Awake** - We will be AWAKE to intolerance and determined to counterbalance it.

**Interconnected** - We will work to lift each other up.

**Trustworthy** - We will rebuild trust by being TRUSTWORTHY ourselves.

**Quick** - We will be QUICK to adapt to a world turned upside down by Artificial Intelligence.



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