

# Do more with your talent

Transform your people,  
ignite their purpose.



**pilotlight**

Since 1996  
**180 top businesses x  
3,000 business experts x  
1,000 charity projects =  
12 million people  
helped**

When we amplify the best of  
ourselves, we can do so much more  
for our world



# Amplify your impact

**Pilotlight is a charity that amplifies the impact businesses and their people can bring to the world. We deliver experiential programmes that develop employees and give charities the skills and expertise they need to thrive.**

Our programmes are not theoretical exercises: they are real-life engagements with a proven impact on the effectiveness and sustainability of charitable organisations. Businesses look to us to transform their people by getting them to help transform a charity.

Working alongside people and organisations in the voluntary sector provides compelling learning and development opportunities for those outside it: charities know how to act in an inclusive and responsible way as well as how to operate with often limited human, financial and technological resources.

By sharing employees' expertise and insight, our Partner Businesses are not just supporting a charity or social enterprise: they are developing teams through experiential learning and improving employee engagement. It builds a diverse and inclusive organisational culture that reflects the increasing emphasis on responsible business practices. Partnering with Pilotlight is a superb way to work towards your organisation's CSR and ESG goals whilst developing your leaders of today and tomorrow.



***"This has probably been the most enriching experience of my career so far."***

Travis Ritz  
Executive Director  
Morgan Stanley

Since 1996 we've built partnerships with over 180 of the UK's top businesses including:

**Associated  
British Foods  
plc**

 **BARCLAYS**

**BlackRock.**

 **citi**

**HAKLUYT**

 **lendlease**

Morgan Stanley

 **NHS**  
Greater Glasgow  
and Clyde

 **salesforce**

 **sodexo**

**WESLEYAN**

# How we do it

We have a suite of programmes, each meeting different needs for our Partner Business and Partner Charities but each following our model: skilled professionals supporting charity leaders to build capacity in their organisation, guided by our expert Delivery Team.

Each person who joins one of our programmes becomes what we call a Pilotlighter.



Most of our programmes are delivered virtually via Zoom. Pilotlight 360 involves a combination of in-person and virtual meetings typically.

Programme name	Programme duration	Time commitment	Scope	Pilotlighter career level
<b>Pilotlight 360</b>	<b>10 months</b>	3 hours each month	Big picture organisation-wide strategy and planning	Senior Leaders
<b>Pilotlight Direction</b>	<b>8 weeks</b>	12 hours	Assessing a specific strategic opportunity for the charity	Senior Leaders
<b>Pilotlight Insight</b>	<b>12 weeks</b>	30 hours	Tackling a specific strategic challenge for the charity	Emerging Leaders
<b>Pilotlight Impact Day</b>	<b>1 day</b>	1 full day	Innovative solutions to a specific operational challenge	All career levels
<b>Bespoke Programmes</b>	<i>Work with us to co-design a programme that works for you.</i>			

## Pilotlight 360

Our longest-standing and most comprehensive programme. We harness the skills of your most senior and experienced leaders as they coach a charity leader and their board through the strategic challenges they face. Pilotlighters work in a team of four with leaders from other businesses and industries to support a charity over 10 months.

*Pilotlight 360* is designed to be flexible to a charity's needs. Most reported outcomes for charities include increased income and reach, more effective staff and boards, improved leadership and confidence of the charity leader. Our Project Managers' skilled guidance of the programme keeps each Pilotlighter's commitment to approximately three hours a month.

[Find out more](#)

## Pilotlight Direction

This eight-week programme is all about focus. For your colleagues, it's an opportunity to work across functions to assess the viability of a strategic opportunity for a charity. Our Partner Charities come with a clear brief of what they want to achieve, needing an outside perspective before they take the next step.

A team of six Pilotlighters, facilitated by a Pilotlight Project Manager, conducts research and analysis around the issue. This culminates in a client presentation to the charity with actionable recommendations and a Q&A session.

[Find out more](#)

## Pilotlight Insight

This programme is designed to stretch aspiring and experienced managers in your organisation. Over 12 weeks, teams of six delve into a specific challenge, spending time to get to know the charity, what it does, its opportunities and limitations.

Supported by a Project Manager from Pilotlight, they conduct in-depth research and analysis, delivering expert consultancy for the charity. With a launch and celebration event, bookending the programme, it is a great way to improve employee engagement and motivation.

[Find out more](#)



## Pilotlight Impact Day

Our shortest programme is no less impactful. An intense, rewarding programme, *Pilotlight Impact Day* is designed to help charities address operational challenges in an innovative and practical way.

On the day, key decision makers from the charity table the challenge and colleagues from your business split into sub-teams to investigate the issue. The charity leader and a Pilotlight Project Manager are on hand to support the teams and troubleshoot. At the end of the programme, each team presents back their conclusions and suggestions.

[Find out more](#)

## Bespoke Programmes

If you have specific L&D and CSR goals to meet, talk to us about co-designing a bespoke programme. We can create a programme that works for you by adjusting the following variables:

- *Duration*: the time taken to complete the programme
- *Skills*: the skills and level of experience required or available
- *Challenge*: the type of challenge faced
- *Method*: how the challenge will be tackled.

However we align these factors, our programmes create a meaningful partnership, tackling social disadvantage, with a focus on long-term impact.

[Find out more](#)

# Results for our partners

## Bringing CSR and L&D together

We've worked in partnership with Barclays for over 12 years, creating programmes that develop staff across the country and help charities overcome their strategic challenges.

Since 2008, in excess of 500 Barclays colleagues have supported 160+ charities that are addressing some of the toughest social issues here in the UK. Starting by sponsoring senior leaders on *Pilotlight 360*, the partnership quickly grew, and we developed *Pilotlight Direction* and *Pilotlight Insight* for emerging and senior leaders both in London and in regional offices around the UK. Working together we have enabled Barclays to bring together its L&D and CSR activities, providing programmes that are a regular highlight of their employee engagement strategies.

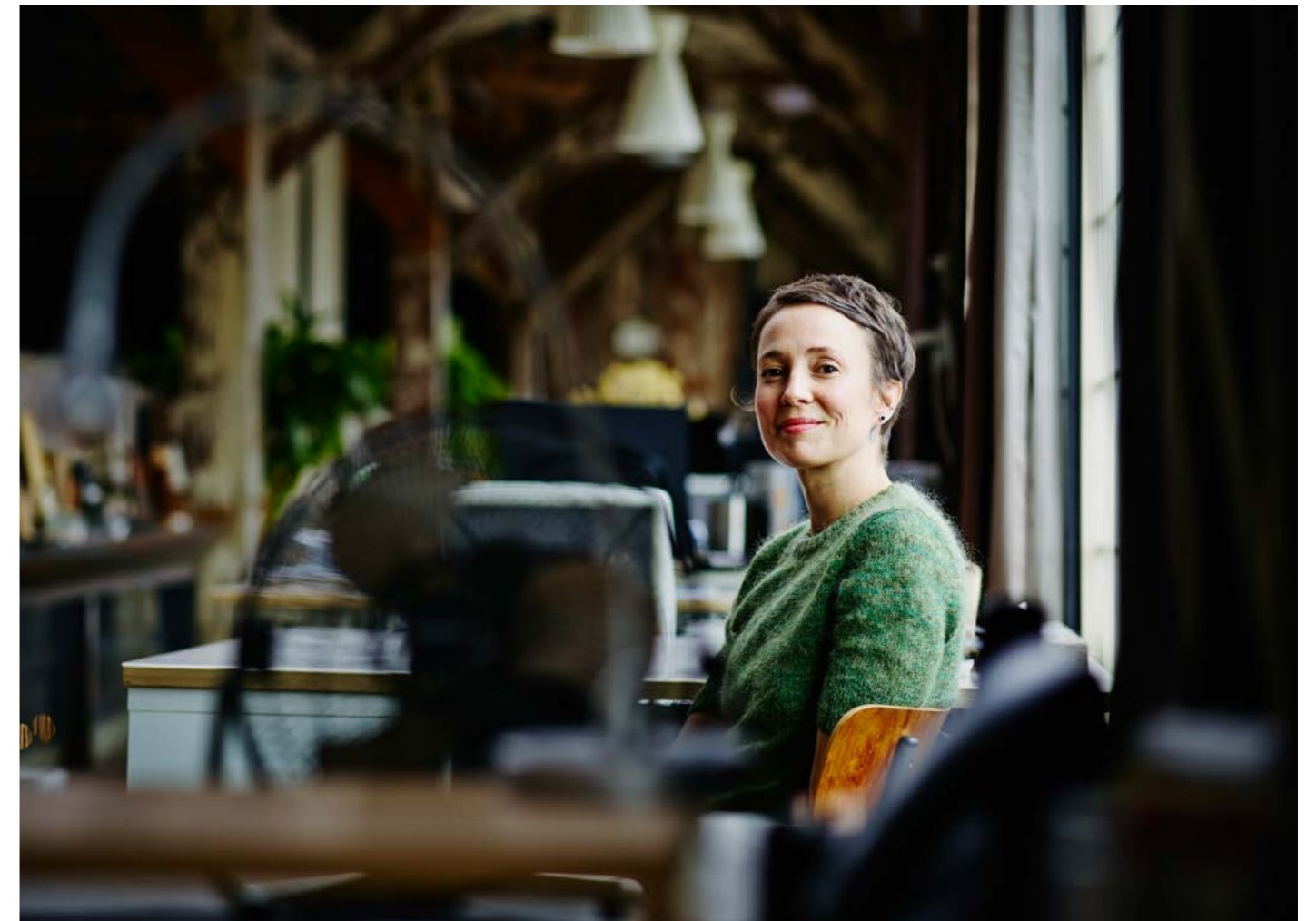
At the heart of this partnership is a desire to turbocharge the charity sector, and it has done so by engaging with Barclays colleagues who share insights and guidance. Barclays recognises that its colleagues have a wealth of experience that they have built up through their career, and the partnership with Pilotlight provides the ideal opportunity for colleagues to share their knowledge to help

the charity sector. With this support, charities are able to address a specific challenge they are facing or take forward an idea that will benefit society.

Barclays and Pilotlight were nominated as finalists for the Third Sector Business Charity Awards 2021.

**"The guidance Pilotlight provides to both charities and business throughout its skills-sharing programmes is truly unique. We regularly hear that the impact staff have is far bigger than they expect, and giving back on this strategic level is personally rewarding too."**

Rachel Murphy  
VP Citizenship, Barclays



## Amplifying culture and values

By delivering skill-giving programmes that amplify Morgan Stanley's own value to 'Give Back', their employees have donated over 20,500 hours, helping over 100 charities. Initially partnering to deliver *Pilotlight 360* in London, over the last 12 years, the partnership has grown significantly. We now work together to offer colleagues a host of opportunities to give back their skills in London and Glasgow, as well as Morgan Stanley's own Strategy Challenge in the UK.

The partnership has helped transform a range of charities tackling social disadvantage across the UK including: *Access Sport, Centre Point, Magic Breakfast, Marie Curie, Power2, Prince's Trust, Rays of Sunshine, Shelter, The Children's Society, Think Forward, and Whizz-Kidz.*

**"Through our work with Pilotlight, we have been able to support our charity partners further by providing the business skills, knowledge and expertise they need to help them achieve their goals."**

Emma Tamblingson,  
Head of Community Affairs,  
Morgan Stanley

Morgan Stanley

## Impacting social issues

Sodexo came to Pilotlight when it's Justice (Custody) Senior Leadership Team wanted to explore ways to give something back to the community and support the company's social value commitments. Five Prison Directors were sponsored by the company to become Pilotlighters on *Pilotlight 360*. They quickly saw how they could help while also exploring areas of interest.

"For me, working in the Women's Estate at HMP & YOI Bronzefield has sparked a real passion and interest in the social issues women face, and the charities that support them," says Sodexo's Ian Whiteside. "When I heard about Sodexo's partnership with Pilotlight, I was very interested in being involved. Due to my interest in women's social issues, I was matched with the charity MASH (Manchester Action on Street Health)."

Ian's team helped MASH develop a short-and long-term strategy, making them more resilient and confident for the future. Since the first cohort of Pilotlighters, Sodexo has since signed up a further 20 leaders to participate in *Pilotlight 360*. At the end of the programme Ian commented "I have found myself in equal parts challenging and supporting their decision-making processes, and genuinely feel that it has been a win-win relationship."

**"We are delighted to be working in partnership with Pilotlight. Sodexo is proud to put small businesses and communities at the heart of its social value agenda. This partnership allows our Sodexo leadership team to go beyond the expected! We will not only create a lasting, social impact for charities in the UK, but also, contribute to the development of our Sodexo Talent pool."**

Angela Halliday,  
Director of Social Impact for  
Sodexo UK & Ireland



## Increasing inclusion and wellbeing

Lendlease founder Dick Dusseldorp said in 1973: "Companies must start to justify their worth to society, with greater emphasis placed on environmental and social impact rather than just straight economics." As part of this commitment to social impact, Lendlease began placing its leaders on *Pilotlight 360* in 2011.

Since then, more than 44 senior managers have participated in the programme, supporting charities and their leaders to build capacity, develop strategy and be more confident in their future. In 2021 the partnership deepened and more Lendlease employees than ever before acted as Pilotlighters, taking part in *Pilotlight 360*, *Pilotlight Direction* and *Pilotlight Insight*.

**"We want to create positive social change by focusing on community inclusion, wellbeing and prosperity. These are ambitious objectives, but it is thanks to our collaboration with Pilotlight, its great work and its wide range of effective programmes, that we feel confident in sharing the same purpose and journey together."**

Laura Caporossi,  
Global Programme Manager,  
Lendlease



## Broadening perspectives

Birmingham-based financial services firm Wesleyan began its partnership with Pilotlight in summer 2020. Working within the limitations imposed by the ongoing Covid-19 pandemic, the two organisations co-designed a bespoke programme: *Conversation for Change*.

*Conversation for Change*, distils the essence of our strategic development programmes into a single, 90-minute virtual meeting between a charity leader and eight senior business leaders. Participants discuss a critical issue facing the charity, giving an expert outside perspective and helping them to overcome it. Meanwhile, business leaders find it an enriching, thought-provoking development opportunity whilst providing vital support to charities at a hugely challenging time.

This began with a single charity in 2020 before being expanded in 2021 to take in eight charities and 48 Wesleyan leaders.

***"Conversation for Change has proven that when business and charity leaders come together, there are significant benefits for everyone involved. The sessions enable personal development, broaden perspectives and lead to tangible change."***

Kirsty Rowlett,  
Head of People Development,  
Wesleyan

**WESLEYAN**

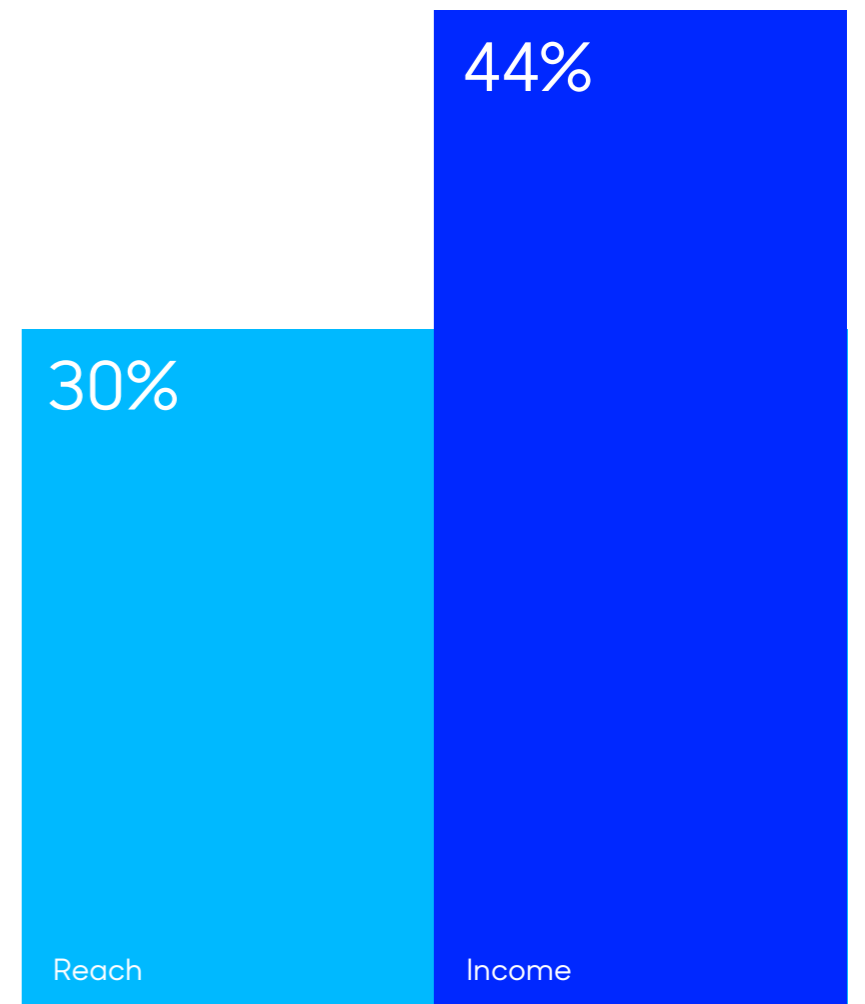


# Helping charities to make a better world

From supporting children with cancer, domestic violence survivors and those with physical disabilities, to fighting homelessness, drug abuse and social isolation, we help charities across the UK to become more effective.

By developing their business skills through our programmes charities go on to increase their reach, diversify their income, improve their governance, raise their profile and much more.

Two years after working with us, on average, charities increase their reach by 30% and their income by 44%.





**We bring together charities,  
businesses and skilled  
individuals. As a result we  
amplify the good work that's  
done in the world.**

## **Do more for your world**

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