

Welcome to Setting Directions



What is Setting Directions?



Setting Directions is an opportunity to work with a team of 4 to 6 senior executives over 6 to 8 weeks, who will provide **clear, actionable recommendations** on how to address a **key strategic issue** you and your organisation currently face.

The benefits:

- ✓ Focus on a specific strategic issue, through a short engagement
- ✓ The opportunity to reflect on your current position and potential next steps
- ✓ Continuation of strategic planning from your initial Pilotlight engagement (for previous Charity Partners)

What makes a good project?

Working with an organisation which:

- Is open to new ideas and change
- Is clear about what it wants to achieve
- Has decision-makers who are willing and able to engage
- Will be responsive to requests for information and gathering of data

Organisations which have moved out of their start-up phase are best-suited to the programme.

An issue to explore during the programme can be a challenge, opportunity, decision which:

- Is specific
- Represents the charity's business change ambition clearly and succinctly
- Is of strategic importance to the organisation

Example Briefs

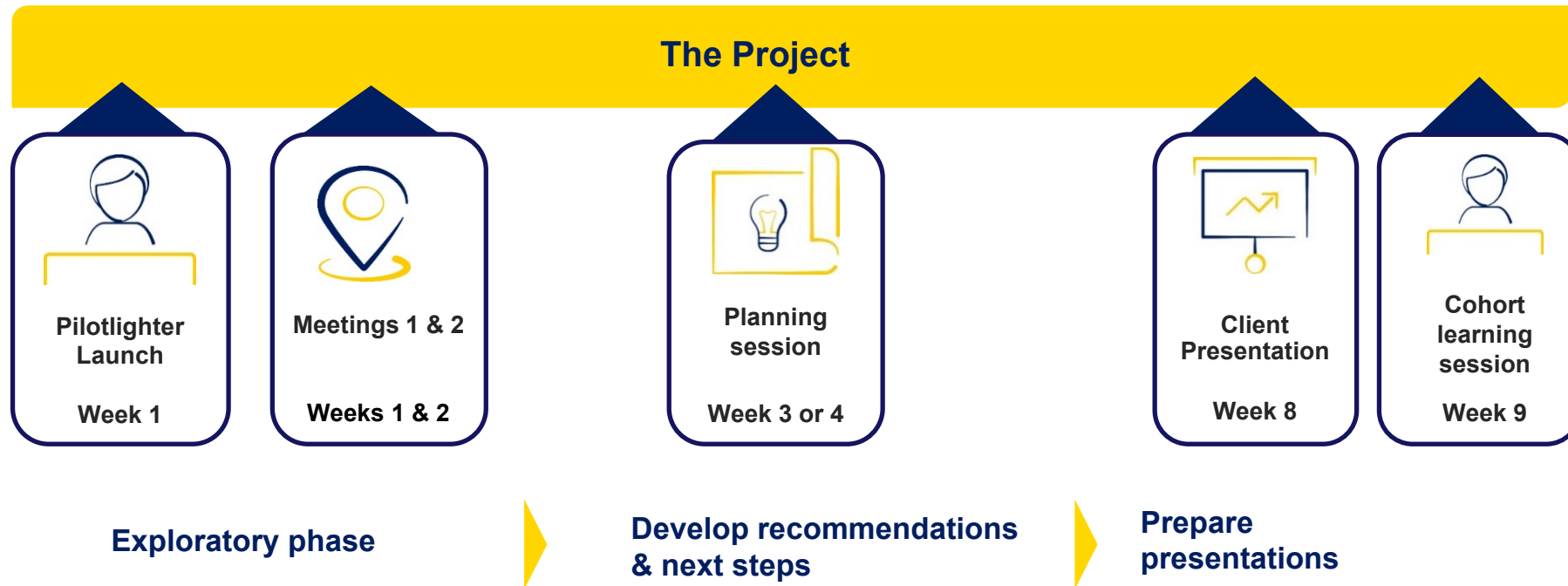
- 1. How can Charity A create a plan that maximises limited human and financial resources, while enabling sustainability?**
- 2. How should Charity B best proceed with the opportunity to acquire x commercial enterprise?**
- 3. How can Charity C scale its programme to every school in the three cities where operates?**
- 4. What would be the best way for Charity D to monetise its services to generate commercial income?**

How does it work?



A Pilotlight Project Manager organises and facilitates all meetings, shares notes and materials, and provides a conduit between you and your Pilotlighter team.

Programme Timeline*



* Exact project timing TBC, with the first cohort of charities expected to start from January 2021

Roles & Expectations of Charity/Social Enterprise Partner



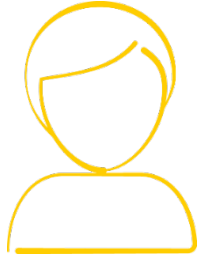
The Charity/SE Partner needs to provide a key contact, who is responsible for:

- Providing information on the organisation and strategic issues presented.
- Responding to contact in a timely fashion.
- Connecting the team to contacts and resources for additional data as necessary.
- Ensuring buy-in from senior staff and trustees as relevant.
- Maintaining contact with the team and Pilotlight PM to provide feedback and address any concerns from any party.

The final recommendations will be presented to the Charity/SE key contact and any other relevant individuals.

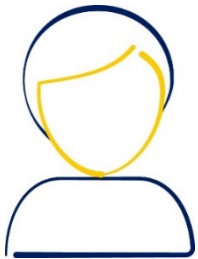
During the course of the project, although the Pilotlighter team will have a designated Charity/SE key contact, individual members of the team may be in touch with other staff members at the Charity/SE Partner according to their area of focus.

Roles and expectations of the Pilotlighter team and Pilotlight



6 Pilotlighters

- Manage relationship with the Charity/SE Partner
- Inform the Project Manager of developments
- Plan and implement information gathering, research and analysis
- Present recommendations and implementation plan



Pilotlight Project Manager

- Facilitate early meetings and host all Zoom meetings
- Provide insight into the not-for-profit sector
- Support Charity/SE/Pilotlighter team/mentor relationships
- Support and coach the team to deliver on the brief

Next steps



- Deadline for applications 11th December 2020
- Applications will be reviewed on a rolling basis



- Applications require a submission of the Digital Application Form and the Proposed Project Information Form as an attachment to this.



- You can attend one of our info sessions on the 19th of November or 2nd of December to learn more about the programme before applying. Visit our website at to book your slot here: <https://become-a-charitypartner.eventbriestudio.com/>
- We will be in touch with successful candidates to schedule an assessment meeting to discuss your application in more detail
- Please submit any queries you have to charitypartnerships@pilotlight.org.uk



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