PILOTLIGHT

WORKING IN PARTNERSHIP

HARNESSING BUSINESS SKILLS TO TRANSFORM CHARITIES

ANOTHER SIDE OF CHARITY SUPPORT

USING BUSINESS SKILLS TO HELP CHARITIES HELP MORE PEOPLE MORE EFFECTIVELY

Pilotlight is an innovative charity and social enterprise helping to transform the lives of disadvantaged people in the UK. We do this by partnering with businesses to offer charities access to the strategic business support they need to become more efficient, effective and sustainable. In 2003 we pioneered a new way for senior business leaders to give back and develop themselves, while having a measurable impact on UK charities. Since then, we have expanded our programmes to work with different levels of talent across our business partners, to help a greater number of charities.

MAKE A DIFFERENCE WHILE DEVELOPING YOUR STAFF

Driven by our expertise in effective cross-sector collaboration over the last 15 years, we design, deliver and evaluate award-winning programmes that make a real difference. We have worked with over 100 of the UK's top businesses to develop meaningful skills-giving partnerships that have a positive and long-lasting impact. Our programmes provide a unique experiential learning opportunity for professionals (who we call Pilotlighters). Our facilitation and project management experience enables charities and businesses to work together, effectively, for mutual benefit.

OUR PARTNERS INCLUDE:

BlackRock · Thomson Reuters · EDF · Virgin media · CIPD · sage · Morgan Stanley · Barclays · Hiscox · WM Wavemaker Media. Content. Technology. · bp · lendlease · CMS Law.Tax · Prudential

"The Pilotlighters helped shape the strategic planning process and gave us very valuable critical comment and feedback. Now, a year on, we are clearly reaping the benefits.

Peter Robinson, Director, Safe and Sound Homes
A charity working to prevent youth homelessness.

TRANSFORMING CHARITIES: OUR LONG TERM IMPACT

Two years after working with us, charities increase their turnover by an average of 36%. They increase the number of people they reach through their services by an average of 52%.

INSPIRING LEADERSHIP

THE PILOTLIGHT PROGRAMME

650+
charities and social enterprises have participated since 2003.

1,200+
Pilotlighters have supported our charity partners on the programme.

1 in 3
Pilotlighters become a charity trustee after 3 or more projects with us.

Exclusive to senior leaders, the Pilotlight Programme is our flagship offering. We have delivered over 10 years of measurable results, adding value to both our charity partners and Pilotlighters. It goes to the core of our mission, to help charities help more people more effectively, and offers a unique experiential learning programme for leaders at the top of their game.

The programme is unique because it provides the opportunity for senior leaders to work with other senior leaders from different organisations and backgrounds. Together, as a team, they coach a charity CEO and board to think more strategically about where their organisation is going and help them to plan for sustainability, development and growth.

OUTCOMES FOR PILOTLIGHTERS

Increased leadership skills **73%**

Increased coaching skills **87%**

Increased job satisfaction **73%**

"The Pilotlight Programme is particularly strong because you're always interacting with other senior leaders.

John Keppel, Pilotlighter, UK COO, Zurich

ZURICH

MAMA YOUTH PROJECT: A CASE STUDY

Based in London, **MAMA Youth Project** (MYP) provides media production training to young people from under-represented groups and limited educational or employment opportunities. MYP also works with the media industry to get young people into employment following their training schemes.

Bob Clarke (CEO) applied to the Pilotlight Programme because he had ambitions to grow the charity and needed help to achieve this. At the time he was was filling both executive and line-managerial roles and needed time, support and expertise to develop an overarching strategy. The Pilotlighters helped Bob to explore alternative sources of income, and re-evaluate MYP's growth plans and organisational structure.

"The work that Pilotlight does with charities is amazing.

Bob Clarke, CEO, Mama Youth Project

By the end of the programme, MYP developed a model of business planning that would ensure its sustainability into the future, and had created strategic partnerships with both Sky and the BBC. Bob's confidence as CEO had grown and the organisation as a whole was poised to help even more young people. In May 2017, MYP moved its training programmes to Sky HQ.

Visit our website for more stories about how we transform charities.

OUTCOMES FOR CHARITIES

Increased leadership skills of charity CEOs **93%**

Increased effectiveness of Senior Management and Board **89%**

Increased services the charity delivers **94%**

HARNESSING TALENT

THE PILOTLIGHTER PATHWAY

You directly influence organisations that are trying to scale and grow, which is relevant to the leadership skills we need to develop in Thomson Reuters to meet our growth objectives.

Marion Leslie, Managing Director, Thomson Reuters

THOMSON REUTERS

Business professionals can develop their skills outside of their usual day-to-day environment, giving them a renewed focus and perspective, both professionally and personally.

Laura Caporossi, Global Programme Manager, Leadlease

Leadlease

We also collaborate with our business partners to create bespoke programmes designed to engage and develop professionals at all stages of their career. All our programmes are built around creating a unique, collaborative environment where participants hone their business skills by guiding charity leaders through their toughest organisational challenges.

Offering both personal and professional development, our programmes are truly experiential learning opportunities and they do good. It's a win-win.

EARLY CAREERS

Opportunities to reach out beyond the sphere of their employers and connect with real-time social issues are becoming particularly important to today's socially-minded young professionals, who are looking for a greater sense of purpose. Employers who empower their staff to tangibly make a difference have a competitive advantage. Our Early Careers programmes offer the opportunity for participants to develop their skills in a safe, managed environment whilst making a meaningful impact to charities.

SENIOR LEADERS

Leaders learn from leaders. Engaging with other leaders in a unique, collaborative environment that enables charities to benefit from their years of experience, allows senior leaders to cultivate new approaches and enhance their leadership skills. They test and refine skills akin to those of a Non-Executive Director, learn about different perspectives and approach problems from new angles.

EMERGING LEADERS

High potentials give a lot to the business and demand a lot in return. True leadership development at this level requires stretch assignments that take the company's rising stars out of their comfort zone. The programmes we've created at this level, in collaboration with our business partners, nurture fresh perspectives, increased understanding of different leadership styles, and foster cross-divisional working within the business.

We now have the tools to create real growth, which is so exciting.

Elaine Cook, CEO
Devon Communities Together
A charity helping communities help themselves.

DELIVERING EFFECTIVE PROGRAMMES

OUR EXPERT PROJECT MANAGERS

As experts in our field we understand charities, their needs and operating environment. Our bespoke programmes are developed together with our business partners to ensure a positive and lasting impact for both the Pilotlighters and charities that participate.

All of our programmes are managed by an expert Pilotlight Project Manager who facilitates the relationship between the charity and the Pilotlighters, driving outcomes. They coach the teams to further enhance their skills and understanding, as well as providing the wrap-around administration needed to ensure time is spent effectively.

We're constantly measuring our outcomes for both our charities and business partners to make sure our programmes are delivering impact and value for all our stakeholders.

95% of Pilotlighters on our bespoke programmes rated the Pilotlight Project Manager as good or excellent.

98% of our charity leaders rated the Pilotlight Project Manager as good or excellent.

"It's been one of the most impactful development initiatives I've done. It challenged my leadership style, and gave me the opportunity to observe the styles and skills of others.

Virgin Media Pilotlighter

"Through our work with Pilotlight for the Morgan Stanley UK Strategy Challenge, we have been able to support our charity partners further by providing the business skills, knowledge and expertise to help them achieve their goals.

Emma Tamblingson, Head of Community Affairs, Morgan Stanley

"The guidance that Pilotlight provides to both charities and businesses throughout its skills-sharing programmes is truly unique.

Debbie Phillips, Head of Citizenship, Barclays

"I really enjoyed the programme. It was great to work on something completely different and take on a role that is outside my day job.

Wavemaker Pilotlighter

OUR PARTNERSHIP WITH BARCLAYS

We have worked in partnership with **Barclays** for over 10 years, delivering and developing programmes that not only provide their employees with development opportunities, but also work with charities in different ways. Here's how our partnership has grown:

1 THE EARLY DAYS

Barclays joined us as a business partner in 2008, sponsoring senior leaders on our **Pilotlight Programme**.

2 GROWING THE PILOTLIGHT PROGRAMME

Due to the popularity of the Pilotlight Programme, Barclays grew the number of senior leaders it sponsored.

3 A BESPOKE PROGRAMME

To satisfy additional demand we collaborated with Barclays to create a bespoke programme, **The Strategic Review**, that would enable even more senior leaders to get involved.

4 ENGAGING MORE EMPLOYEES

Over the next three years participants on the bespoke programme doubled, and we extended the offering to include Barclays employees in regional offices.

5 EXPANDING THE PARTNERSHIP

In 2018 The Strategic Review continues to grow in London and regionally. Building on this success we have also designed a new programme for Barclays' emerging leaders.

BARCLAYS PARTNERSHIP IN 2018

33
charities and social enterprises supported

3,500+
hours donated by Barclays' Pilotlighters

198
emerging & senior leader participants

WOMEN'S AID EAST & MIDLOTHIAN: A CASE STUDY

Women's Aid East & Midlothian (WAEML) provides a confidential service and temporary accommodation to women and their children who have experienced domestic abuse across south-east Scotland. CEO Julie Watson came to **The Strategic Review** to seek help with planning a site move that would affect its service users and explore the opportunities this may also bring.

The Barclays Pilotlighters analysed the journey each service user makes through WAEML's services and scoped out potential new sites for the charity to move to. The team recommended a phased approach to expanding services without putting current resources under pressure, and suggested new ways of working to extend capacity while longer-term plans progressed.

> **"We now have a fresh approach and a plan to move us forward."**
>
> **Julie Watson, CEO, Women's Aid East & Midlothian**

OUTCOMES FOR BARCLAYS' PILOTLIGHTERS

Increased motivation to be involved with charities — **97%**

Increased coaching skills — **83%**

Improved team working within Barclays — **83%**

> **"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."**
>
> **Debbie Phillips, Head of Citizenship, Barclays**

BARCLAYS

“”

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

Travis Ritz, Executive Director, Morgan Stanley

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