

Welcome to Conversation for Change



What is Conversation for Change?

90-minutes might not be quite enough time to change the world, but this initiative from Pilotlight means it's enough time to unlock fresh thinking for charity leaders managing the effects of COVID-19 on their organisation.

Conversation for Change has been designed to:



- Provide a space for charity leaders to explore a critical issue, in a confidential and supportive setting



- Unlock fresh thinking and new perspectives with a group of independent and impartial business leaders



- Create connections between charity leaders and business people to strengthen networks

How does it work?

This is a 90-minute virtual session, connecting a charity leader with up to 8 senior business leaders to explore a critical issue the charity is facing.

- The session starts with a presentation of the charity's situation and the type of support it is seeking
- After a round of open questions from the business leaders, a free-flowing and honest conversation is encouraged to provoke fresh thinking and new ideas.
- The final 20 minutes of the session are used to identify and agree actions to take forward as well as to reflect on the conversation and next steps.
- The session will be facilitated by one of our experienced Partnerships or Project Managers
- Following the session, a summary of the key themes and ideas will be shared with the charity leader

How does it work? (continued)

Before the session, Pilotlight will work with the charity leader to develop a brief, incorporating the critical issue to be presented to the group.

Sessions work best when the critical issue (can be a challenge, opportunity, decision):

- Is specific
- Is of strategic importance to the organisation
- Would benefit from independent scrutiny
- Can be articulated easily

Examples include (but are not limited to):

- Prioritising a strategic objective
- Rebranding or redefining the service
- Entering into a new partnership or collaboration
- Acquiring or disposing of strategic assets

Detailed operational challenges, such as how to safely reopen office space in compliance with social distancing guidelines would not be suitable for a Conversation for Change session.

Next Steps

- To apply please submit:
 1. Our Digital Application Form
 2. And the Conversation for Change Proposed Project Information Form as an attachment to this.
- In the 'Working with Pilotlight' sub header, please state in the 'What do you hope to achieve by working with Pilotlight?' section that you are applying for Conversation for Change, giving details on the strategic issue you are hoping to discuss here.
- We will be reviewing applications on an **ongoing basis**. The virtual sessions are due to start from February onwards so early applications are encouraged!
- Once we receive your application, we will arrange to have a half an hour call with you to discuss your application in more detail and to discuss the suitability of the session for the strategic issue you have highlighted
- If you have been selected, our Charity Partnerships team will be in contact with further information on dates and details of the session

Please reach out to charitypartnerships@pilotlight.co.uk if you have any questions!

