

Common Purpose 20:20

High level briefings for national leaders

“There are no easy answers. And Common Purpose is no easy ride. It challenges every personal and professional prejudice you have. **It’s unsettling. It’s also the best learning I’ve ever done.**”

Susan Rice, Chief Executive, Lloyds TSB Scotland

commonpurpose 

Bring the future into focus

A one-week investment can pay dividends for years, as the future comes into focus.

Participants of 20:20 assess, from the insights and information that they have gained, the key drivers which will shape the future and in the process, glimpse the political, social and economic landscape of the UK in the next 15 to 20 years.

In the course of this intensive and exciting programme, participants have the opportunity to:

evaluate

their strategies in the European and global context

develop

their understanding of the workings of government whether in Westminster, Edinburgh, Belfast or Brussels, so equipping them to work with and influence the decision-making process more effectively

expand

their horizons and develop their strategic thinking by honing their understanding of international trends

generate

new ideas that will take their organisations and communities forward

learn

about the importance and practical implications of managing diversity in the light of demographic changes and increasing globalisation

stand back

back from the day-to-day and consider the long term, thus reducing the risk of getting derailed by the unexpected.



“The opportunities and threats ahead will not come neatly parcelled to fit the department or division or sector or culture or even country in which we have arranged ourselves. They will cross boundaries and come through walls - and our leaders need to be able to do this too.”

Julia Middleton, Founder and Chief Executive, Common Purpose, from her book 'Beyond Authority: Leadership in a Changing World'

About 20:20

20:20 is Common Purpose's programme that brings together senior leaders from across the UK.

Participants explore how these key drivers will affect them, their organisations and the wider community.

The result?

Leaders will be better equipped to see the context, adapt fast in new surroundings and produce change wherever they are, enabling them to lead more effectively both within and beyond their authority.

The intensive, five-day programme provides the cross-sector group of senior decision makers with a wide-angle view of the way the UK works, where it sits in an international context and what its long-term future holds.

The programme is demanding - delivering a combination of hard knowledge, practical anecdotes, team activities, 'live' case studies and the chance to cross-examine prominent practitioners. The process of analysing issues of both local and global importance will stretch the long-term thinking and strategic abilities of each participant.

Through briefings from top-level businesspeople, politicians, civil servants and economists, the participant group assesses the economic, political, technological and social trends that will shape the UK in years to come.

The diversity, range and calibre of speakers is a hallmark of 20:20. Each contributor brings another dimension to a fascinating wide-angle view of the UK and how it is likely to change in the years ahead. Global input with insiders from Delhi to Beijing provide additional insights into the minds of thinkers and doers.

“To succeed in today's fast-moving world you have to know what's happening outside your own field, beyond your patch. Common Purpose's 20:20 programme counters insularity; it's an opportunity to gain an advantage, to equip yourself to visualise and manage the future. Every executive who has the chance to participate should.”

David Bell, Director for People, Pearson plc



20:20 will enable you to raise your game as a leader in the UK

20:20 has two central themes: governance and wealth creation. These are explored using speakers, case studies, debate and team-based tasks. The programme is demanding and highly participatory.

Governance

Participants delve into how government operates and the realities of policy-making in the UK and Europe. The roles of ministers, politicians, civil servants, lobby groups and the media in shaping and deciding policy are explored with the help of the players themselves. The practicalities of the decision-making process are examined against the background of changing structures both in the UK and the EU.

Wealth creation

The strengths and weaknesses of the UK economy and its European and global contexts are viewed from the different perspectives of senior economists, business leaders and politicians from the UK and around the world. Major developments such as the growth of different economies and globalisation are highlighted and their economic and political impact analysed.

“The most enlightening, informative and challenging programme I have attended for many years. The standard both of presenters and participants was first rate. The opportunity to explore a whole range of strategic influences in such an imaginative way was invaluable.”

Darren Hayes-Powell, Financial Controller,
Gas Turbine Operations UK, Rolls-Royce UK



What's a typical day like?

7.30am	Breakfast and coach to London
8.30am	Briefing for the day
9.00am	Visit to No. 10 Downing Street Interview: John McTernan, Political Secretary to the Prime Minister, 10 Downing Street
11.00am	Coffee/Tea
11.30am	Videolink Shirlene Goldsborough, Site Director, Global Manufacturing & Supply, GlaxoSmithKline, Beijing
12.45pm	Lunch
1.45pm	Ketan Patel, Chief Executive Officer, Greater Pacific Capital
3.00pm	Visits: <ul style="list-style-type: none">• BBC• Citibank Trading Floor, Canary Wharf• Houses of Parliament• The Chinese Embassy
6.00pm	Buffet supper at PricewaterhouseCoopers Hosted by Tish Andrewartha Director, Global Risk Management PricewaterhouseCoopers
8.00pm	Panel Discussion: "Effecting Change" <ul style="list-style-type: none">• Shami Chakrabarti, Director, Liberty• Sir Derek Higgs, Chairman, Alliance & Leicester• Dr Musharraf Hussain, Senior Member, Muslim Council of Britain

Recent speakers

Recent speakers have included:

- **Grant Aldonas**, former Under Secretary for International Trade in the Bush Administration, and Managing Director, Split Rock International
- **Helen Alexander**, Chief Executive, The Economist Group
- **Baroness Susan Greenfield**, Director, Royal Institution
- **Liam Halligan**, Economics Editor, The Telegraph
- **Michael Hastings**, International Director – Corporate Citizenship, KPMG
- **Phil Hodkinson**, Group Finance Director, HBOS plc
- **Rt Hon Ms Tessa Jowell MP**, Minister for the Olympics and London
- **Richard Margolis**, Regional Director, Greater China, Rolls Royce International Ltd
- **Geoff Mulgan**, Director, The Young Foundation
- **TN Ninan**, Editor and Publisher, Business Standard India
- **David Normington**, Permanent Secretary, Home Office
- **Chris Patten**, The Rt Honourable Lord Patten of Barnes
- **Ian Pearson**, Futurologist, BT Exact Technologies
- **Dr Hans Reckers**, Board Member, Deutsche Bundesbank
- **Dennis Turner**, Chief Economist, HSBC Bank plc
- **Prof. Kevin Warwick**, Professor of Cybernetics, University of Reading

Previous participants

Since it began 12 years ago, more than 500 high-level decision makers from diverse sectors have participated in 20:20.

Previous participants include:

David Arrell
Pro Vice-Chancellor
University of Portsmouth

Stefan Andrejczuk
General Manager
Nuffield Hospital, York

Gordon Ballard
Chairman
Schlumberger Oilfield UK

Simon Berry
Chief Executive
ruralnet | uk

Vinod Bhatia
Operations Director
Paragon Simulation

Janet Davies
Executive Director
Royal College of Nursing

John Inge
Bishop of Huntingdon
Diocese of Ely

James Kempton
Leader of the Council
London Borough of Islington

Jack Law
Chief Executive
Alcohol Focus Scotland

Nicholas Lee
Director for Corporate
Communications and
External Relations
PSA Peugeot Citroen

Jacqueline Mallender
Managing Director
**Matrix Research and
Consultancy Ltd**

Gerry Marshall
Chief Officer
Thames Valley Probation

Alice Maynard
Director
future inclusion

Seamus McAleavey
Chief Executive
**Northern Ireland Council
for Voluntary Action**

Roisin McGlone
Chief Executive Officer
InterAction Belfast

Penny Morrow
Director of Operations
Liberty

Phil Murray
Chief Executive Officer
Petrotechnics

Ray Norris
Senior Director
Kimberly-Clark Ltd

Mark Ormiston
Managing Director
Ormiston Wire Ltd

Steve Peacock
President
BP Middle East and South Asia

Susan Rice
Chief Executive
Lloyds TSB Scotland

Debbie Robinson
Director – Food
Retail Marketing
The Co-operative Group

Luci Robb
Head of HR – Commercial
Nike UK

Peter Sheridan
Assistant Chief Constable
**Police Service of Northern
Ireland**

Annemarie Shillito
Head of Global Corporate
Responsibility
Experian

Anil Singh
Chief Executive
**Manningham Housing
Association**

Will Spinks
Head of UK Business Services
AstraZeneca

Marie Staunton
Chief Executive
Plan International UK

Emma Stenning
Head of Theatre
Arts Council England

Wayne Story
Managing Director
Capita HR Solutions

Patrick Turner
Director, Directorate
Deterrent Options Policy
Ministry of Defence

Adrian Vinken
Chief Executive
Theatre Royal Plymouth Ltd

Christopher Wade
Director, Australia
British Council

Jon Williams
World News Editor
BBC

Peter Williams
Head of Product Management
O2 (UK) Ltd

Essential information

Dates and venue

16-20 June 2008
Closing date for applications is 7 March 2008

3-7 November 2008
Closing date for applications is 18 July 2008

Held twice a year, the 20:20 programme is residential and runs for five days. Based at Ponsbourne Park in Hertfordshire, the week includes days spent visiting senior figures and key organisations in London and Brussels.

For further information and details on how to apply, please visit our website www.commonpurpose.org.uk
e-mail 2020@commonpurpose.org.uk
or call +44 (0)20 7608 8100

Criteria

We welcome your application if you have a strong record of leadership in your field, organisation or sector, and are looking to effect change at a regional, national or international level.

Application procedure

Please apply online or download a Word document at www.commonpurpose.org.uk

Fees

The fee is £5,525 plus VAT. This includes the week's programme materials, accommodation, food, travel during the week and a copy of 'Beyond Authority: Leadership in a Changing World' by Julia Middleton, Founder and Chief Executive of Common Purpose.

Some bursaries are available for participants who cannot meet the full cost of the programme.

What people say...

“An intensive and fascinating insight into decision-making at the top level. 20:20 has helped me to understand the mechanics of policy-making in the UK and Europe – and how to influence it.”

David Crompton, Assistant Chief Constable
West Yorkshire Police

“I found the diversity of participants a particularly unique and enriching ingredient. 20:20 was informative and thought provoking. It enabled us to examine major political, financial and social drivers both in the UK and abroad.”

Alan McKendrick, Chief Executive
Aylesford Newsprint Ltd

“A fantastic opportunity to raise one's head from the day to day, and to consider the bigger picture. The combination of inspiring delegates and impressive speakers encouraged a vastly improved understanding of the complex political environment in which we operate.”

Kathleen Soriano, Director
Compton Verney House Trust

In addition to **20:20** for national leaders, Common Purpose provides programmes for:

- Leaders - Matrix and Focus
- Leaders who need flexibility - TheKNOW
- Emerging leaders - Common Purpose Navigator
- Pre-career leaders - Frontrunner
- Very young leaders - Your Turn
- Leaders who need a local briefing - Profile
- Leaders who have more to offer - What Next?
- Understanding how power works in:
 - UK - Power Dynamic UK
 - Scotland - Power Dynamic Scotland
 - EU - Power Dynamic Europe
- Individual organisations - Customised programmes

“The programme delivers a fascinating insight into global and national trends and issues, through a unique combination of world-class speakers, actual field visits, and a richly diverse group of participants from all walks of the public and private sector world. Hugely thought provoking.”

Steve Peacock, President,
BP Middle East & South Asia

Common Purpose gives leaders the inspiration, the knowledge and the connections they need to produce real change.

Organisations:

- benefit from more inspired leaders who are better able to lead beyond their authority, both within their organisations and in the outside world.

Communities:

- benefit from more - and more diverse - leaders who are energised and engaging in civil society.

Participants:

- raise their game as leaders
- work more effectively with people from diverse backgrounds and sectors
- make better decisions because they understand the wider context in which they are operating
- generate new ideas and opportunities that will take their organisations and society forward
- develop new networks that can support - and challenge - them in new ways.

As a result, the leaders who have been on Common Purpose programmes think bigger, network more effectively and stand out as leaders not only within but also beyond their organisations.

www.commonpurpose.org.uk

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