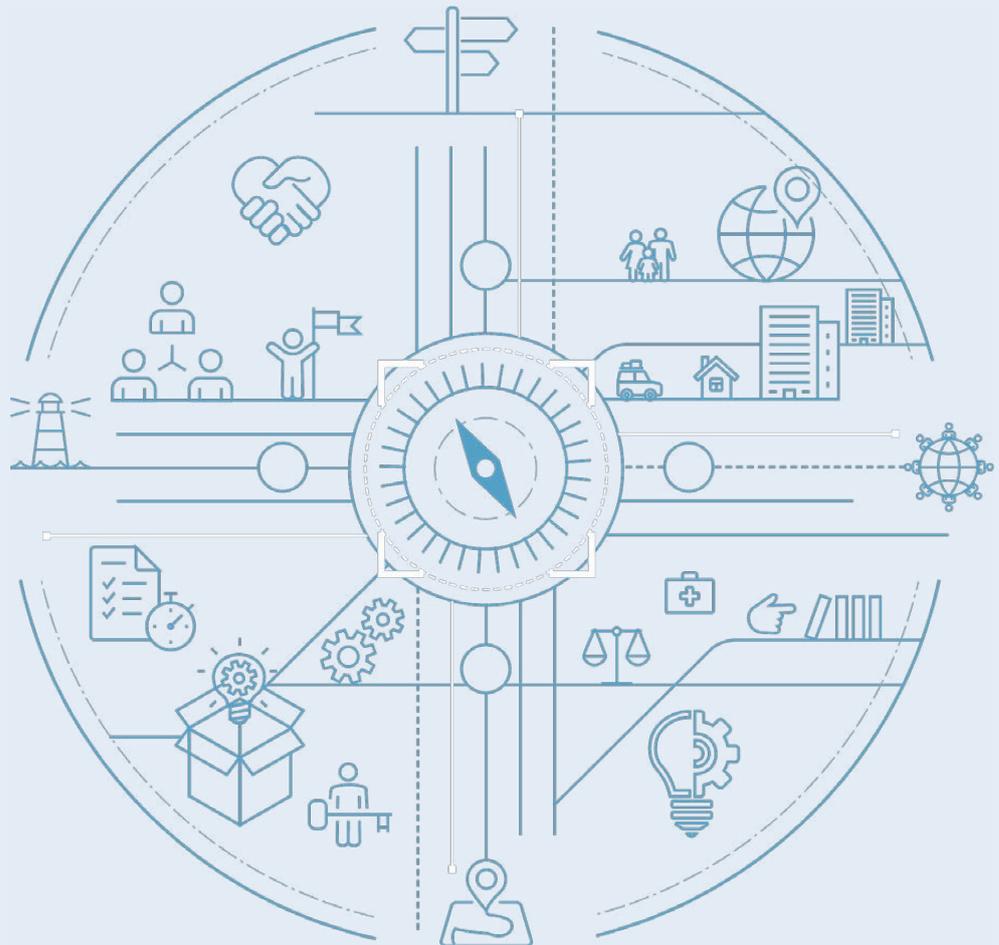
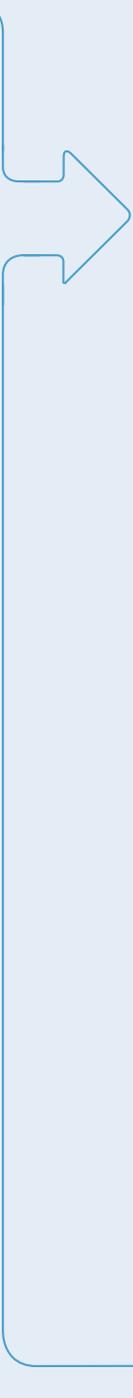
 a blueprint for
better business

Appointment of Chief Executive Officer

June 2021





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Introduction

Letter from the Chair

A Blueprint for Better Business is a unique charity with a vital mission. Founded after the financial crisis it set itself a bold ambition to help create a better society through better business. Armed with a deeply thought through approach it has worked highly effectively as a catalyst for change, working with leaders to help major companies to become purpose led – better businesses that are also better for society and better for people. Over the last six years, Blueprint has established a strong reputation among leaders of major UK business through the quality and thoughtfulness of its work, and that value is reflected in the strong financial support Blueprint has attracted from a range of donors, enabling its work to grow and develop as an independent and non-commercial catalyst for change.

In May 2022, our founder CEO will be moving on, and we are therefore now seeking a new CEO. It is an exciting and important moment for the charity. We make this change against a backdrop of dramatically increased momentum and interest in purpose led business (in which Blueprint itself has played a significant role), and an extraordinary set of challenges facing society, not least climate change and growing inequality, further exacerbated by the COVID pandemic.

We are looking for an exceptional person to lead the charity who can build on the strong foundations already laid, and who will take full advantage of the opportunities now before us to lead the next phase of our work: to work with business, influencers of business and to collaborate with others to help make authentic purpose-led business truly mainstream.

We seek applications from people from a broad range of backgrounds and perspectives. You will need to have a deep passion and conviction about the potential of business to be a force for good in society, and share the foundational beliefs about purpose and people which drive our work. In particular you will be as inspired as we are by the need to put the good of people at the heart of business success, recognising that respect for the dignity of each person matters and that everyone should be treated as ‘a someone not a something’. You will be an inspiring and authentic leader who can challenge and accompany business leaders, help raise Blueprint’s profile and further develop a small passionate team.

We very much look forward to hearing from you.

Sue Garrard
Chair of Trustees

About Blueprint

Business as a force for good

We act as a catalyst to help businesses be inspired and guided by a purpose that benefits society and respects people and planet.

Our purpose is to create a better society through better business

Our work is about stimulating and energising a different way of thinking and behaving in business. We believe businesses across all sectors and sizes can be a force for good. To maximise our impact we work primarily with senior people in large companies. We focus our efforts primarily on large businesses because of their scale and reach, and believe that the most effective way to initiate the involvement of these businesses is through engaging with their CEOs and other senior leaders.

We also convene forums and events, and work with investors and influencers from wider society, including NGOs, academics, business schools, coaches and advisors, to help create the environment for purpose-led business to thrive.

Our focus goes beyond environmental and social impact and emphasises respect for human dignity. This past year has drastically shifted community expectations for businesses and leaders are now, more than ever, seeking guidance to understand how they can create better businesses that are also better for wider society.

The core beliefs that underpin our work are:

- **The purpose of business** – Profit is not the purpose of business, but rather the outcome of a well-run business living out a purpose that benefits society.
- **Human motivation** – People are not purely self-interested. People within and beyond business can and will contribute to the well-being of others if they feel respected and connected to a meaningful enterprise.



About Blueprint continued

Five principles of a purpose driven business

Blueprint's Five Principles offer a picture of what a purpose-led organisation might look like:

Honest and fair with customers and suppliers

- Seeks to build lasting relationships with customers and suppliers
- Deals honestly with customers, providing good and safe products and services
- Treats suppliers fairly, pays promptly what is owed and expects its suppliers to do the same
- Openly shares its knowledge to enable customers and suppliers to make better informed choices

A good citizen

- Considers each person affected by its decisions as if he or she were a member of each decision maker's own community
- Seeks and provides access to opportunities for under-represented groups
- Makes a full and fair contribution to society by structuring its business and operations to pay promptly all taxes that are properly due

Has a purpose which delivers long-term sustainable performance

- Operates true to a purpose that serves society, respects the dignity of people and so generates a fair return for responsible investors
- Enables and welcomes public scrutiny of the alignment between stated purpose and actual performance

A responsible and responsive employer

- Treats everyone with dignity and provides fair pay for all
- Enables and welcomes constructive dialogue about its behaviour in keeping true to its purpose
- Fosters innovation, leadership and personal accountability
- Protects and nurtures all who work for it to ensure people also learn, contribute and thrive

A guardian for future generations

- Honours its duty to protect the natural world and conserve finite resources
- Contributes knowledge and experience to promote better regulation for the benefit of society as a whole rather than protecting self interest
- Invests in developing skills, knowledge and understanding in wider society to encourage informed citizenship

Our Work

Our work falls into three main areas:

1. Working directly with senior leaders in a selected group of major corporates in order to:
 - Showcase what it means to be purpose-led to encourage and inspire others to follow.
 - To create a group of committed CEOs who are prepared to personally commit to living out a purpose that benefits society and can provide inspiration to others.
2. Contribute to a wider system shift by influencing those who influence senior business leaders such as investors, regulators, academics, coaches, consultants and advisers to business and others.
3. Catalyse change more broadly through amplifying our work and actively sharing what we are learning to influence the work of others and through collaborations with others with similar objectives.

Blueprint aims to contribute to the following impact:



Our Team

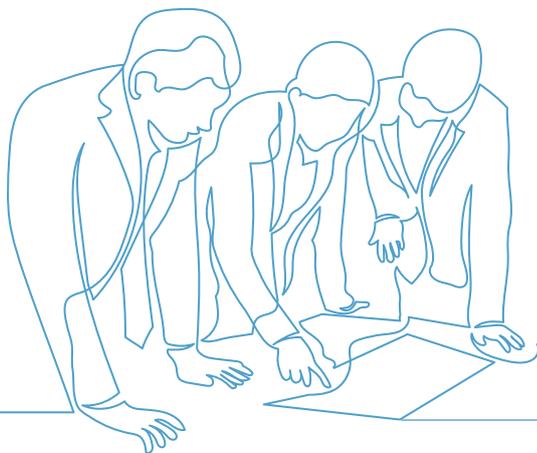
Our organisation is comprised of a small, mighty, and dedicated **team**.

- **Dee Corrigan**, Head of Corporate Engagement
- **Lucy Kay**, Executive & Operations Assistant
- **Soulla Kyriacou**, Chief Operations Officer
- **Amelia Watts**, Communications Manager

We are governed by our **Board of Trustees** who uphold and promote the Blueprint Principles and Framework:

- **Sue Garrard, Chair**, Former EVP Sustainable Business and Communications at Unilever
- **Mike Barry**, Former Director of Sustainable Business at Marks & Spencer
- **Maaïke de Bie**, Group General Counsel and Company Secretary of easyJet
- **Kate Glazebrook**, Former CEO and co-founder of Applied
- **Loughlin Hickey**, Former Global Head of Tax, KPMG
- **Julie Hirigoyen**, CEO, UK Green Building Council
- **Brendan McCafferty**, CEO, Brightside Group
- **Andrea Ponti**, Vice Chairman of European Investment Banking and Global co-Head of Healthcare, J.P. Morgan

Our Trustees are advised by our **Advisory Council** whose role is to advise the Trustees and which is broadly representative of business and wider society.

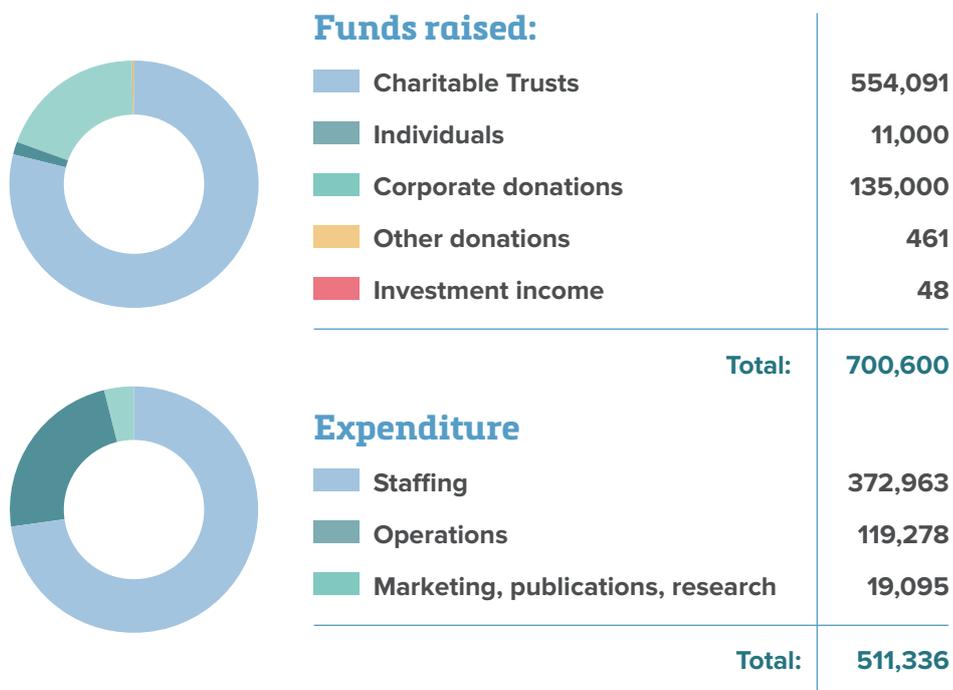


Our Finances

We are funded through charitable donations from grant-making foundations and individuals, and more recently corporate donations which are not linked to any specific activities.

In order to maintain a clear sense of independence we do not charge for our services. You can learn more about our finances and our work from our [Annual Report and Impact Report](#).

Income and Expenditure – Year ended 30 April 2021





Job Description

We are seeking a credible, proven leader with the utmost commitment to integrity and purpose-led business to serve as our next CEO. They will raise the profile of Blueprint while securing our financial sustainability and maintaining our ability to be independent.

Most importantly, they will be an authentic, principled leader who can serve as a trusted advisor to leaders across business, government, NGOs, and academia and represent Blueprint's strategy as a guiding force for a more sustainable and inclusive society.

Responsibilities include:

Strategic leadership and management

- Together with the Board of Trustees, develop the strategy to deepen and scale the impact of Blueprint's work.
- Oversee the development and exploration of new ideas, approaches insights and research that support and advance Blueprint's work.
- Ensure operational plans are delivered on time and to budget.
- Manage the staff team in a way that exemplifies Blueprint in practice.
- Ensure good, effective working relationships with the Trustees, maintaining accountability for all aspects of the day-to-day management of the Trust and best practice in charity leadership.
- Ensure good, effective working relationships with the Advisory Council, helping guide their work to enhance and support the Trustees and the wider movement.
- Nurture strong and mutually beneficial relationships with funders, senior people in corporates, influencers and others with similar objectives to help create the environment for purpose-led business to thrive.

External engagement and partnership building

- Inspire senior business people to adopt Blueprint's thinking and approach through outward-facing, enthusiastic representation of our work.
- Work with CEOs, Chairs and relevant senior leaders to provoke and challenge their thinking and help them to make their businesses purpose-led and to become external advocates of purpose-led business.
- Oversee and diversify fundraising by maintaining, cultivating and expanding strong personal relationships with key trusts, foundations, individual major donors and corporate donors.
- Build strong and effective relationships with key collaborators including academics, investors, NGOs and other civil society leaders.
- Be a credible figurehead for Blueprint in the external environment, ensuring Blueprint builds an appropriate public profile in the aforementioned related sectors and in the media.
- Build collaborative relationships with other organisations with similar purposes whilst maintaining and safeguarding Blueprint's independence.
- Be committed to the Blueprint Principles and Framework and the thinking that lies beneath them - drawing on Blueprint thinking as a primary source of the approach to business and others.



Person Specification

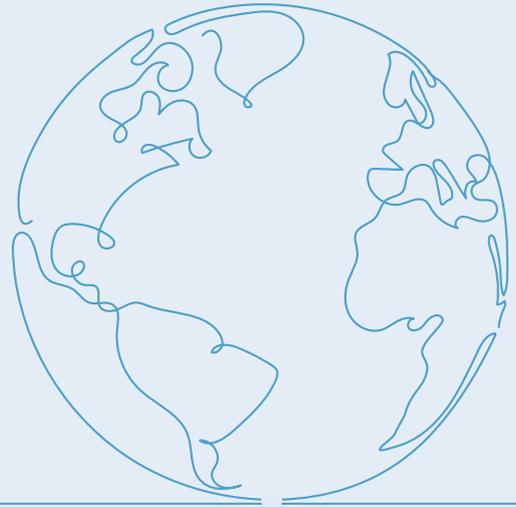
The incoming Chief Executive is expected to demonstrate:

- A deep and authentic personal commitment to the crucial difference that business can and must make and a personal conviction in the fundamental assumptions about business purpose and the dignity of people that lie at the heart of our work.
- An instinct, desire and ability to engage with, and contribute to, the deep thinking that makes Blueprint distinctive, alongside their own skills and experience.
- A good understanding of business either through periods of time working in the private sector and/or through significant engagement with business while working in other sectors.
- A dynamic forward-looking approach which will take Blueprint to the next stage of its development. This includes the ability to deepen and scale the impact and reach of the organisation whilst optimising the use of scarce resources (paid, collaborative and pro bono).
- Gravitas to have the right impact with target audiences, including the credibility to work with CEOs and Boards.
- A charismatic and thoughtful leader who commands the respect of senior leaders and who is able to provide valuable constructive challenge through coaching type conversations aimed at helping to equip others to come to conclusions themselves.
- Strong skills in influencing, the proven ability to engage and partner with individuals and organisations, and to seek out new contacts.
- A confident spokesperson who is media-savvy and keen to develop alliances with like-minded thinkers.
- The ability to motivate and develop a small, committed team and to engage others to give pro bono work in support of Blueprint. An empowering leadership approach to develop and co-create with a high-calibre team.

- A proven commitment to diversity and inclusion, with an understanding of privilege, power and race, and a passion for building a more equitable and inclusive society.
- Prior experience working with Boards in a non-profit organisation will be advantageous. A willingness to work with both the Chair and Trustees of Blueprint to make sure Blueprint continues to satisfy the requirements of a charity.
- A keen sense of humility, empathy, and humour.

Working for us:

- We believe that it is important to have diversity among both our employees and our wider network of Trustees, Advisory Council and Senior Advisers.
- Our Trustees and Advisory Council are intentionally chosen to represent different groups in society.
- We work to support the wellbeing of all our team members, both through team discussions and one to one relationships.
- We strive to operate in line with the Blueprint Principles and Framework, and where possible choose suppliers that reflect our ethos.
- We believe it is important to build relationships with our suppliers and always treat them fairly.
- We encourage them to look at our Principles and Framework and consider how they relate to their own business.
- We are committed to minimising our environmental impact. While it is not realistic for us to measure our carbon impact due to the nature of our shared space, we actively take environmental considerations into account in our decision making.



How to Apply

If you feel you have the skills and values to further Blueprint's impact on society, please apply by submitting a CV and covering letter, detailing how you fulfil the role description and personal specification to <https://candidates.perrettlaver.com/vacancies/> quoting reference **5160**. The deadline for applications is **9am BST 26th July 2021**

Longlisted candidates will be invited to interview with Perrett Laver in mid-August and shortlisted candidates will meet with Blueprint in mid-September.

The role is based in London although the team are currently all working virtually, and the salary is c£95,000 + pension.

The dignity and value of people is at the core of Blueprint's ethos. We are committed to providing equal opportunities for all regardless of who they are, their circumstances or their background. We acknowledge that people from a number of backgrounds and communities are underrepresented both in our team and in the wider movement advancing purpose led business. We are committed to doing what we can to address this as we believe this will enrich our work and is crucial to ensuring the legitimacy and effectiveness of this movement. If you believe you would bring greater diversity to our team, we are keen to hear from you.

For further information about Blueprint's work visit: www.blueprintforbusiness.org

Blueprint Trust is a registered charity no: 1159150. Registered in England & Wales as a Company Limited by Guarantee no: 9006403. Registered Office: 12A Charterhouse Square, London, EC1M 6AX.

Protecting your personal data is of the upmost importance to Perrett Laver and we take this responsibility very seriously. Any information obtained by our trading divisions is held and processed in accordance with the relevant data protection legislation. The data you provide us with is securely stored on our computerised database and transferred to our clients for the purposes of presenting you as a candidate and/or considering your suitability for a role you have registered interest in.

Perrett Laver is a Data Controller and a Data Processor, as defined under the General Data Protection Regulation (GDPR). Our legal basis for much of our data processing activity is 'Legitimate Interests'. You have the right to object to us processing your data in this way. For more information about this, your rights, and our approach to Data Protection and Privacy, please visit our website <http://www.perrettlaver.com/information/privacy-policy/>.

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