

Our key people



Sarah Gillard
CEO

Sarah is a passionate advocate for making business “more human” – places where people flourish, communities prosper, and long-term sustainability is the driving force. She has over 25 years of experience leading in fast-paced commercial environments at some of the UK’s largest retail companies.

Sarah joined Blueprint in May 2022, from her role as Director of Purpose and Special Projects at John Lewis Partnership, responsible for rearticulating and embedding the purpose of the John Lewis Partnership so that it continues to be a source of inspiration, innovation, and strategic differentiation. Sarah joined the John Lewis Partnership in 2010. She held senior positions across several different areas: trading, commercial strategy, and people strategy. Sarah became a Trustee of the John Lewis Foundation in 2017. Prior to John Lewis, Sarah worked in commercial roles with other major high street retailers.



Dee Corrigan
Head of
Corporate
Engagement

Dee leads our corporate engagement. She is a certified coach with 14 years experience working in various corporate cultures including market-leading technology and telecoms companies (IBM, Inmarsat) and a high-growth and partner-owned professional services company (Turner & Townsend).

Her work focusses on engaging with corporates and their leadership team to adopt meaningful and purpose-led strategies. Her approach is to challenge leaders to think more broadly and deeply about the change they want to lead and why. She also facilitates forums to instigate learning and connections and to stimulate a different way of thinking and behaving in business



Soulla Kyriacou
COO

Soulla joined Blueprint in December 2012 and together with the then CEO, helped to grow Blueprint from an initiative that was launched with a conference looking at how corporate purpose and personal values could be united to serve society, to an independent charity that is engaged with a growing number of major global companies.

As well as overseeing the operations of Blueprint, Soulla runs workshops for teams in large corporates, manages a network of coaches and consultants to business and leads a number of other projects.

Soulla is a trained coach who was previously a director at KPMG. Initially a tax professional, having previously worked for the Inland Revenue, her 20 year career at KPMG included a series of management roles including working with the Global CEO to help implement change projects across KPMG worldwide.

Our work:

We seek to stimulate and energise a different way of thinking and behaving in business through presenting a different way of thinking about the purpose of business and what motivates people:



Delivering value by serving society:

Profit is an outcome and condition of a well-run business that has a positive impact on people and planet



Each person is a someone not a something:

A business is a series of relationships and the quality of these relationships will be stronger if people are treated with dignity and they feel connected to a meaningful enterprise

Our focus:

Senior leaders in large companies:

We engage 1:1 with senior leaders of large corporates to inspire and provoke a different way of thinking, offer challenge and support and stimulate action

Changemakers:

We support and convene forums and communities of practice for practitioners in business and coaches, consultants and advisers to business to facilitate exchanging experience, building capacity and learning from each other to activate change within organisations

Influencers:

We seek to influence those who influence senior people in business such as investors, academics, NGOs, policy makers, regulators and others, through forums, conferences, events, social media and through collaboration with organisations with similar objectives.

“ They [Blueprint] understand the issues and provide direction. They are a sounding board, like having a mentor, to think through solutions. But they also hold a mirror to us to keep us honest through the process and ask the tough questions.”

“ Blueprint has been a crucially important critical friend throughout our purpose journey. Without them, I doubt we would have been able to achieve the depth of understanding we now have about the value our business could bring to society. Working with Blueprint has broadened our thinking and given us tools to openly, critically and collectively make decisions which positively impact a wider group of stakeholders than we ever thought possible.”

“ We continue to partner with the Blueprint for Better Business, whose framework informs our purpose-led decision-making and helps us to create and protect value for customers, suppliers, colleagues, communities, future generations and our shareholders”

“ Charity status gives Blueprint the ability to believe that they are on your side. . . It is a genuinely mutually beneficial relationship.”

“ [Our] understanding of purpose was too simple. The sense of human dignity is something we never thought about. That philosophical challenge about humanity, spiritual thinking, changed [our] thinking. . . We realized how smug we were about our systems. In many cases, we were pretending to do things. So the tools, the methodology of questioning [from Blueprint], is very valuable.”



PAS 808: Purpose-Driven Organisations



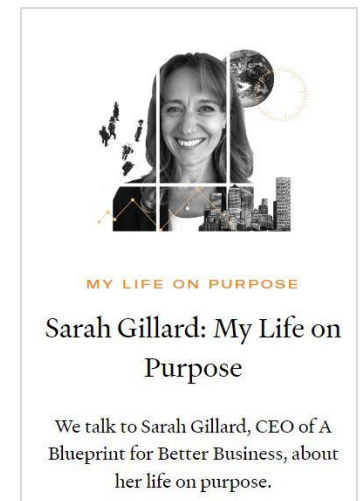
We helped co-create 3 of the panel discussions at the [Anthropy](#) event in early November 2022, as part of the Future of Business working group. These were well attended and well received and our CEO was invited to join 3 further panels. Our Chair, Sue Garrard, also chaired a panel which framed the end of the event offering a leadership perspective. We are also involved in co-creating the content for Anthropy 2023

We were part of the steering group chaired by for the [Sustainable Purpose British Standard on purpose driven organisations \(PAS 808\)](#) which was launched in July 2022. Our CEO Sarah Gillard was invited to be on a panel at the launch event and has been invited to be part of a new national committee to provide input and direction for the development of an international standard on purpose-driven organisations.



We hosted a [seven-part podcast series](#), exploring the realities of purpose-driven business, and the pioneers who embody the Blueprint principles including David Blood, Generation Investment, Mark Cutifani, former CEO Anglo American, Alison Rose, former CEO Nat West Group and others.

The first podcast in the series was launched in June 2023



Thank you!

Contact us

 enquiries@blueprintforbusiness.org

www.blueprintforbusiness.org

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