



## Common Purpose alumni embrace the challenge of European Green Capital 2015

### FOR IMMEDIATE RELEASE

19 March 2014 |

Contact: Derek Tanner

Over 60 leaders from key public, private and not for profit organisations in the area gathered at a Common Purpose graduate event on Thursday 6th March at Armada House Conferencing and Events to discuss what Bristol's new role as European Green Capital 2015 means for the city as a place, as well as for its businesses, employment, communities and transport systems.

Common Purpose alumni discussed this question with some prominent leaders from Bristol and the wider area including Mohammed Saddiq, Director at Wessex Water Enterprises and Swiss Combi Technology and General Manager at GENeco; Mike Zeidler, Founding Member at Happy City and Director at modoto ltd; Darren Hall, Head of Partnerships and Legacy at Bristol 2015; Rebecca Tregarthen, Director at rejoove ltd and Chairman at Bristol branch of Institute of Directors; and Zoe Willcox, Service Director Planning and Place Strategy at Bristol City Council.

The consensus with the Common Purpose graduates was that Bristol's new status as European Green Capital 2015 should be much more than an international showcase of Bristol's environmental credentials. It represents a real opportunity for leaders to engage, transform the city and creating a lasting legacy.

Hillcroft House recently reported that the quality of essential leadership and engagement skills necessary for a manager halved between 2008 and 2012. To make a success of 2015, Bristol needs to buck that trend.

For 25 years, Common Purpose has been challenging leaders to make a real difference. Each year more than 4,000 new leaders connect with Common Purpose internationally through our courses and in Bristol we have a thriving and supportive alumni community who highly value the chance to share experiences and gain insight into the rich mix of challenges facing leaders across the city.

At Common Purpose, we believe that future leaders must have new key skill sets that enable them engage and influence effectively outside of their organisations.

A study commissioned by Common Purpose showed that 51% of leaders found influencing outside their organisation to be very difficult. We found that leaders identified leading diverse teams (49%), networking (42%) and spotting opportunities and threats outside of the organisation (42%) as top confidence crushers. It is, therefore, not surprising that 40% of leaders felt ill equipped, having received no formal training on how to manage external stakeholders.

If Bristol is to make a real impact internationally and generate momentum through European Green Capital 2015; it must find and invest in leaders who can embrace this challenge and demonstrate the passion, courage, innovation and skill to deliver a better, more equal and sustainable future for the city.

In every society, there is an invisible, vital 'space' where people come together and act for the greater good. At Common Purpose, we have a passionate belief in the importance of this space. In our view, this is at the core of society. Active, not passive and involving the best leadership from all parts of the community. Our aim is to fill this space with as many people as possible and to give them the knowledge, inspiration and connections they need to be effective.

We believe that Bristol needs to grow its transformational and connected leadership culture to fully achieve its aspirations during its time as European Green Capital 2015 and beyond.

To get involved leaders can either take part in our courses or contribute to them. We are running three courses this year: Meridian (for senior leaders), Navigator (for emerging leaders) and Profile (the two day introduction, or refresher, to the city). Meridian starts in April 2014 and the Navigator and Profile courses take place in June 2014. All of the courses are currently open for applications.

We are always looking for leaders who are interested in contributing to our courses and have a range of opportunities to offer, including the chance to provide leadership insights, take part in cafe conversations, as well as host course days and challenge visits.

- ends -

#### **Notes for editors**

Common Purpose is an international organisation dedicated to leadership development. We give people from the private, public and not-for-profit sectors the inspiration, skills and connections to become better leaders at work and in society. Common Purpose is both local and global. We run local courses for leaders in 35 cities (and growing) across the world and global programmes for leaders from over 100 countries across six continents. 4,000 leaders each year become Common Purpose alumni.

[www.commonpurpose.org.uk](http://www.commonpurpose.org.uk) & [www.commonpurpose.org](http://www.commonpurpose.org)

#### **For further information please contact:**

**Derek Tanner**

**Course Director**

**T:+44 (0) 117 376 2171**

**M:+44 (0) 7889 650272**

**E:derek.tanner@commonpurpose.org.uk**