

Futurist Talent Programme

Building disability confidence from the inside out

Opportunities 2022 – 2023



January 2022

This document is available in other formats on request



Contents

This prospectus provides a summary of:

Contents	2
A collaborative purpose	3
Three Challenges	3
When organisations get super-charged	4
Background	4
Building on Success of the HSBC UK Secondments	4
Criteria	7
Secondees	7
How to apply, ...	8
Deadline for applications and interview dates:	8
Development	8
The training and support available through the scheme	8
Secondment roles	10
Questions and Answers Potential Futurist Secondees	12
Questions and Answers Potential Futurist Secondees Employers	13

A collaborative purpose

The PurpleSpace Futurist Talent Programme is in an innovative scheme that delivers both for the individual, the organisation and a social purpose. The secondee talent programme at PurpleSpace enables organisations to identify individuals for a year-long experience that will see them finding out first-hand the challenges of being part of a small social enterprise that is experiencing rapid customer growth on a global scale. Learning how a true matrix team needs agile thinking, creative diplomacy, and organisational delivery.

The secondee roles will give each secondee an opportunity to fast track skills in communications, project leadership, learning and development of people. The experience will transfer back to the seconding organisation, generating a return on investment that will super charge the organisations own internal disability confidence mission. All whilst enabling the continued growth of PurpleSpace to empower more disabled employees on a global scale.

PurpleSpace's mission is to help employers to build disability confidence from the inside out. We have a successful formula to achieve this:

- Enhancing the leadership capability of disability Employee Resource Groups / Networks.
- Putting empowering content into the hands of employees with disabilities.

We know this is how to build a sustainable better, more accessible working world for employees with disabilities.

The secondee talent programme will give individuals first-hand knowledge of exactly HOW to do this – transferring that skill back straight back to their own roles in their employing organisation.

Three Challenges

Three opportunities exist for the right talent

- PurpleLightUp Campaign Director
- Communications Director
- Learning / leadership content curator role



Each of these roles will demand individual thinking, problem solving, team engagement, stakeholder management, creativity, and a mindset to deliver real impact.





When organisations get super-charged

PurpleSpace launched in 2015 with the help and support of ‘impatient change-makers’: imaginative employers who were the early adopters of our cost-effective membership proposition. Since then, we have established PurpleSpace as the world’s only community of employees with disabilities working with their employers to build a better, more accessible, working world.

Membership stands at 2,000+ leaders across 180+ organisations, together reaching approximately 500,000 employees with disability. We are most known for our innovation, collaboration and connectivity as we deliver world-class “Networkology” know-how to disability ERG/Network leaders all over the world.

In September 2021 we launched our pilot secondee programme and following early success that is demonstrating mutual benefits for all stakeholders we now open the second scheme. This will offer 3 one-year secondment places between July 2022 – June 2023.

PurpleSpace want to partner with Futurists that share our belief that the next phase of change within organisations will be employee-led via the vehicle of high impact disability ERGs. Futurists will also have a high profile association with the outputs of PurpleSpace’s strategic working groups.

Background

Building on Success of the HSBC UK Secondments



HSBC UK are members of the PurpleSpace #PurpleLightUp Strategic Founders Group. Working with Gavin Bounds, Chair of PurpleSpace the investment partners meet routinely to share insights and shape strategy as to how to grow the community of disability ERG / Network Leaders around the globe. As a result, the growth of the #PurpleLightUp movement is now deemed one of the four key strategic pillars for PurpleSpace growth. To support the capacity development of this pillar HSBC UK agreed to offer secondees for one year to super-charge activity, growth and impact.

Following a rigorous application process 5 secondees joined PurpleSpace in September 2021 to work for 12 months with the business. Each member of the secondee team have a rich and varied skill sets and a range of leadership experiences.

The programme was designed to ensure success in three areas:

- To provide opportunities for **secondees** to develop their skills sets, build their inner confidence, have new work experiences, build their networks, and plough insights back into the business
- To enable **HSBC UK** to gain new insights in how to build an accessible working world and enable it to consider the inclusion needs of people with disabilities in all aspects of its commercial work. To gain new skills and connect with other networks to apply to their strategy planning
- To provide **PurpleSpace** with core-capacity on mission-critical tasks skills and introduce new creative capabilities and fresh talent on live projects

While a formal review will take place at the close of the scheme to assess outcomes, the results are already far-reaching. The secondees have been asked to use their experience at PurpleSpace to bring external knowledge to 3 distinct areas, Disability Inclusive Recruitment, Global Workplace Adjustments and Digital Accessibility.

All secondees are involved in regular feedback to HSBC UK, they are part of HR working groups to support change in the recruitment process, Ability ERG working parties, website accessibility brainstorm and supported with the social media and marketing plan for HSBC UK's involvement in Purple Light Up. The team have been able to engage with many ERG leaders and D & I specialists from different industries globally while at PurpleSpace and take these innovative ideas back to HSBC UK and all its ERG leaders.



Gavin Bounds Chair of PurpleSpace:

“The HSBC UK Secondee team are creating true transformation, including the roll out of our most successful global #PurpleLightUp campaign, digitising our accounts and streamlining our ability to analyse customer relationship data. Not to mention further step-changes in how we deliver high-quality learning for disability employee resource groups. With HSBC’s investment we are increasing our capability to supercharge disabled employees around the globe”



Ian Stuart, Chief Executive for HSBC UK and executive sponsor of HSBC’s global Ability Employee Network



“HSBC UK is incredibly proud to be one of PurpleSpace’s global Strategic Partners. We value difference and are keen to explore new and meaningful ways of attracting and retaining diverse talent – opening up opportunities for our people, customers and the wider communities we serve. Real change happens best when we work together. The HSBC UK secondments to PurpleSpace are a significant investment aimed to make a meaningful difference in raising awareness about the valuable contribution that people with disabilities make to workplaces across the UK; in turn, the deepened understanding and expertise gained by our colleagues will help us make HSBC UK a more inclusive, diverse and sustainable business.”

Sally Owen Interim Operations Director PurpleSpace, HSBC UK Secondee

“The knowledge that I and the other secondees will return with will support HSBC UK to continue transforming the way we work to achieve disability inclusion. We will have the tools to get involved and support our colleagues within diversity and inclusion, accessibility for our web page, the hiring process for staff with disabilities and much more. For all of us personally we have grown in confidence and built our skill set, but more importantly we are able to talk openly about disability and make it easier for employees to navigate the experience of ill health, disability or the experience of an accident or injury, at the same time as flourishing at work.”



Criteria

Eligibility of supplying organisations and applicants

In order for organisations to supply secondees they must:

- Be prepared to offer at least one employee for one-year from 1st July 2022 - 30th June 2023. Throughout the secondment the individual will remain an employee of your organisation and remains contracted by you for the duration of the programme.
- Be prepared to offer the secondee the opportunity to feedback their learning for personal and organisational benefit during the year – and to use their learning in practical ways after the secondment year has ended.
- Be prepared to share publicly your commitment to the Futurist programme and their reasons why it is so important to build the inner confidence of employees with disabilities.

Secondees

In order for applicants to take up the opportunity they need to secure permission from the organisation in which they work.

To be eligible, potential secondees must:

- Be prepared to step away from your organisation for one-year from 1st July 2022 - 30th June 2023. Throughout the secondment you will remain an employee of your organisation and bound by your existing employment contract for the duration of the programme. You are likely to be asked to record your personal and professional learning experience and be able to offer practical recommendations for change both during and after the end of your placement
- Be flexible, curious, enjoy working on your own as part of a tight-knit collegiate virtual team. We do not have offices and work as a super-charged digital power-house. We work hard, we have fun and we change the world.
- Be prepared to be challenged to think differently and to learn a lot, we are an agile team that have to all pitch in at times to get the task done.



How to apply,

Deadline for applications and interview dates:

There are three roles on offer, and the deadline for applications is 1st May 2022.

You must write an application letter detailing why you wish to be considered as a suitable candidate. In your letter you must cover:

- Why you are suitable for the role
- The experience and skills you will bring to the role
- Why your employer is supporting your application
- Five things you are most proud to have achieved (does not have to be work related)

Following a shortlisting process, you will be invited for a virtual interview during the week of 9th May.

The interview panel will include Brendan Roach, Director of Strategy & Networkology and Sally Owen, Interim Operations Director, HSBC UK Seconded Team.

A final interview will take place the week of 30th May. The interview panel will include Kate Nash, Founding CEO and Gavin Bounds, Chair, PurpleSpace.

The scheme will start on 1st July 2022.

Development

The training and support available through the scheme

Each secondment role will be refined according to the skills set of the successful candidates as well as specific project roles. Objectives and milestones will be developed to achieve throughout the year. PurpleSpace would work with the secondees provider and selected individuals to take account of learning requirements and individual career needs.





In addition, we provide a rounded programme of learning and training with weekly development sessions including the opportunity to meet and learn from Key Ambassadors and Founding Partners of PurpleSpace and Disability Influencers.

Weekly topics would include:

- What the law says in UK & globally
- The 10 fundamentals in setting up an ERG/Network (Networkology)
- Sharing personal information about disability & why it is so hard (often referred to as 'declaration & disclosure') – and an explanation of our Five Trust Tests briefing paper
- An overview of PS Membership Benefits and return on investment
- Purpose of #PurpleLightUp & the impacts it creates
- The Magic Trio (ERG Leader / D&I lead / senior disability champion)
- Creating an Allies programme
- Creating a Story-Telling campaign
- 10 great Leadership Traits of ERG / Network Leaders

Secondment roles

1. #PurpleLightUp 2022 Campaign Director

Lead the delivery of #PLU Campaign 2022 and ensure all objectives in high-level plan are delivered.

The specific tasks & opportunities include:

- Work to deliver the high-level PLU 2022 plan which runs Jan 22-Jan23
- Leverage the Leader2Leader theme to grow PLU with international external partners.
- High-level liaison with all 180+ PurpleSpace members answering questions about the purpose and objectives and supporting 'script' development.
- Finding creative means by inviting new organisations to take part
- Ensuring the PurpleSpace team create a systematic way of congratulating & applauding those organisations that take part – personalising our message of thanks on social media
- Conducting a qualitative and quantitative impact review of 2022 gig after delivery

2. Communications Director

Lead the communication strategy and ensure all brand objectives are delivered.

The specific tasks & opportunities include:

- Develop the public profile of PurpleSpace, putting in place a plan that continues to position us the only disability ERG/Network change agent.
- Design and deliver a plan to support the new PurpleSpace strategy, which will launch in Jan 2022, and associated major initiatives and projects.
- Use customer engagement tools and google analytics to benefit communication strategy.
- Grow PurpleSpace's following on social media and ruffle some feathers.
- Increase PurpleSpace's reach globally, focused around USA, Oceania and Asia.





The specific tasks & opportunities include:

- Support the L&D team's creation of other evidence-based guidance on disability ERG / Network approaches that maximise impact in global companies
- Support the L&D teams research of a range of 'maturity models' that promote both behavioural and systemic change
- Desk top research into topics that relate to how people build inner confidence & resilience
- Basic administration to invite members to take part in the new book, "52 ways to get on at work" and secure contributions from all 130 members (this includes the setting up of diary appointments , attendance at meetings, creation of short summary of main points / discussions)



Questions and Answers Potential Futurist Secondees

Any questions not covered here please get in touch with us at recruitment@purplespace.org

1. Will I be able to use my usual workplace adjustments ?

Any adjustments or working patterns/arrangements you have in place will remain whilst you are at PurpleSpace

2. I'm a job share/key time worker, can I still apply?

We welcome applications from all employees, regardless of working pattern.

3. I am only able to offer less than 12 months for the placement?

Unfortunately, the opportunity is only available for 12 months to be able to hand over with current secondees and to ensure that PurpleSpace, the Seconding Company and the Secondee benefit from the whole experience.

4. Can I work for my organisation as well as PurpleSpace?

These roles are fast paced and vitally important to our business critical mission to build disability confidence from the inside out, therefore we need all secondees to be fully focused on PurpleSpace. You will be expected to report back any knowledge and learning from PurpleSpace and its members to your organisation as they would require.

Questions and Answers Potential Futurist Secondees Employers

1. How do we ensure the employee is supported contractually to comply with employment law?

The employee remains an employee with the Futurist Secondee company, all benefits and arrangements will be honoured by their employer. PurpleSpace and the employee's company will sign a contract provided by PurpleSpace to ensure that the company and employee are protected.

2. Who supplies the kit I need?

To be agreed following secondment role offer.

3. Can we use PurpleSpace knowledge and information to guide our D and I/Disability ERG/Network?

This secondment allows secondees to gain significant deeper learning in how to 'understand the full anthology of "change techniques" that are required to build disability confidence from the inside out which they are then able to bring back to their organisation.

Please contact recruitment@purplespace.org for any further information or questions.