



Social Purpose Institute is seeking a seasoned facilitator, passionate about helping business become a force for good in society!

The **Social Purpose Institute (SPI) at United Way** wants to double its activities in the next 12 months to accelerate the Social Purpose in Business movement and assist more companies to make the pivot to Purpose – and contribute to a better world for all!

To do this, we are seeking independent consultant-contractor(s) to partner with the SPI as **Social Purpose Associate(s)**; a person who has demonstrated skill in facilitating group learning and collaboration, and experience working with senior business leaders (with a focus on social purpose or the related fields of sustainability, ESG or CSR).

We will onboard you to become the next social purpose expert in Canada, for you to deliver SPI's proprietary, cohort-based social purpose programs, on a fee per cohort basis.

The Social Purpose Associate works with and supports businesses who join SPI's program, *Social Purpose Innovators*, to define and clearly articulate their unique social purpose as the reason they exist.

This role includes:

- Facilitation of a 12-month cohort program with 8 to 10 client companies and 16 to 20 participants to help them find their 'best fit' social purpose, offering group facilitation, advice, and support to enable their success.
 - The program is based upon a 'How to Define and Articulate your Social Purpose' toolkit and a standardized Lab session curriculum including exercises.
 - It consists of 6, 4-hour virtual lab sessions, offered over the span of 12 months (we have in-person modules developed as well).
 - Individualized support to companies at a few key points in the process, as indicated.
- Opportunity to deliver shorter, one-off Professional Development Workshops and in future the Social Purpose Implementers Program (next phase after Innovators, same delivery model).

If this sounds right up your alley and you are passionate about social purpose in business, please contact Mary Ellen Schaafsma, Director of the Social Purpose Institute to discuss this opportunity <mailto:maryellens@socialpurpose.ca>. Flexible on Canada location. Please use the subject: *SP Associate* and send your resume or other information to introduce your experience and background and why you would like to explore this opportunity.