



Candidate information pack

We're delighted that you're interested in becoming a member of the board at Larger Us. We hope this document will help you to get to know us a bit better before you apply.

About us

Larger Us works to support a new kind of change-maker: one who works towards a shift from 'them-and-us' to a 'larger us' world.

We do this by working with people who want to change the world for the better - at every level from neighbourhoods to nations - to help them understand more about the links between psychology and politics.

The approach to change-making that we champion involves:

- bridging divides rather than deepening them, including through recognising the humanity in 'the other side' and what motivates them to act as they do;
- being adept at reaching out beyond our usual support base to build broader and more durable coalitions for change;
- recognising how different campaigning and communication strategies 'land' in psychological terms, and designing them in ways that bring people together rather than dividing them; and
- understanding and acting on the personal inner work needed to do this emotionally demanding kind of change-making.

There are five questions at the heart of our work

We believe that *how* we go about making change in the world really matters. All too often change-makers become caught up in the polarisation game themselves, firing up their supporters against a shadowy enemy who must be defeated at all costs.

Larger Us offers new ways for change-makers to think about their work by asking them to consider five questions:

1. How do we create belonging through our work?
2. How can we bridge divides?
3. How can we appeal to love not fear?
4. How can we help people to navigate crises?
5. How can we tell better stories?

Alongside these questions we invite change-makers to consider how their own personal states of mind impact the way they create change.

Our story

Larger Us was founded by Alex Evans in 2018. Alex became interested in the connection between political polarisation and psychology while leading a campaign for a second referendum on the UK's membership of the EU, when he realised his work was potentially deepening political divides rather than helping to heal them. This sowed the seeds of our predecessor organisation, the Collective Psychology Project (CPP).

CPP published its first report, [A Larger Us](#), in 2019, which pulled together ideas from more than 200 conversations with psychologists, politicians, counsellors, campaigners, psychiatrists and peacebuilders.

In 2021 we became Larger Us, indicating that our aim is not just to publish research but also to bring people together to share ideas and learning, ask big questions and think about how we can put larger us change-making into practice.

Over the last 18 months we have developed the [Larger Us Programme](#), an immersive, small group-based training for change-makers over 6-12 weeks during which people can explore the idea of 'larger us change-making' and the research and real world examples which underpin it. It includes time for people to reflect on their 'inner world' and personal development and its connection to the change they want to make in the world around them.

Alongside the Programme we regularly bring together change-makers for [events](#) both on- and offline where they have the opportunity to connect and discuss the questions at the heart of larger us change-making and the implications for their work.

Finally, we continue to undertake research on the ideas and practice of larger us change-making, including on our [podcast](#), [blog](#), and our recently published guide for change-makers, [Building a larger us: five questions for change-makers](#).

What's next

We have exciting plans for the next 18-months and we're looking for Board members who can give us good counsel as we bring them to fruition.

Our pipeline includes:

- Developing our Programme by testing new delivery methods including running the course jointly with partner organisations, testing a train-the-trainer style of delivery as a route to expansion, and developing a short 1-2 day workshop version of the core ideas.
- Building the evidence base for larger us change-making through research and case studies as well as new partnerships with higher education institutions.
- Engaging a communications agency to support us in making the case for larger us change-making.
- Working with partner organisations to influence political strategy in the run up to the next UK general election.
- Convening change-makers at online and in-person events designed to engage and connect people who resonate with our mission.

Organisations represented on our Programmes to date include: Oxfam, European Climate Foundation, Aid Alliance, Save the Children, Mind, Global Acts of Unity, Children's Investment Fund Foundation, and Child Poverty Action Group.

Our people

We have a small, committed team who work together remotely.

Alex Evans (Executive Director)

Alex founded the Collective Psychology Project in 2018, which then became Larger Us in 2021. He is the author of *The Myth Gap: What Happens When Evidence and Arguments Aren't Enough?* (Penguin, 2017), a book about the power of deep stories to overcome political polarisation and unlock systemic social and political change.

He's a Senior Fellow at New York University's Center on International Cooperation, and until March 2018, was a Campaign Director at Avaaz, the 50 million member global citizens' movement.

He's previously been a special adviser to two UK Cabinet ministers, a policy expert in the UN Secretary-General's office, and research director for the Business and Sustainable Development Commission.

Kate Pumphrey (Design Director)

Kate is particularly focused on field building and small group design. Her recent career has been dedicated to exploring ways to bridge disciplinary and demographic divides, build social capital, nurture innovation and help drive momentum for positive change.

She is the founder of The Hot Breakfast, a hub that connects and supports inspiring change-makers from different backgrounds and sectors. She speaks, writes and hosts events around the subjects of connectivity, power dynamics, community growth, collaboration and positive impact. Kate began her career as a corporate finance lawyer before moving into the sustainability sector.

Claire Brown (Head of External Relations)

Claire has spent most of her career living/working in and with communities that have been disadvantaged by inequality. This includes time spent as a journalist reporting on the issues impacting former coal mining towns in Nottinghamshire and South Yorkshire; helping to design and find funding for programmes tackling problems like youth crime, homelessness and health inequality; and making it fun and easy for locals to cook and eat with refugees who are new to their area.

Communication and proactive community engagement has always been at the core of her work, spanning journalism, education, charity and the arts.

Kirsty McNeill (Chair of the Board)

Kirsty has spent her career at the intersection between public opinion, public pressure and public policy.

As Save the Children's Executive Director for Policy, Advocacy and Campaigns she leads teams to galvanise the public and influence policymakers on humanitarian action, global development and help for children here in the UK.

Previously, she founded a consultancy advising some of the world's leading social purpose organisations and spent three years as a Special Adviser in Number 10. She came to Downing Street having led the policy and influencing work of DATA, Bono and Bob Geldof's advocacy organisation, in Britain, Germany, France, Italy and the EU institutions.

Before joining DATA she was on the board of Make Poverty History and managed the Stop AIDS Campaign, successfully negotiating a commitment to universal access to AIDS treatment from the 2005 G8.

Today she is on the boards of Larger Us, the Holocaust Educational Trust, the Coalition for Global Prosperity and the Center for Countering Digital Hate.

Structure and governance

Larger Us is a company limited by guarantee with charitable objectives.

[We are registered with Companies House](#). Please note that because we are not a charity, board members will become non-executive directors of this company rather than trustees.

Our current funders are the [Children's Investment Fund Foundation](#), [Cisco Foundation](#) and [Unbound Philanthropy](#).

Diversity and inclusion

We would like our Board to reflect the Larger Us community which includes people of different ages, genders, racial and class backgrounds, who hail from a number of locations across the UK and internationally, represent a broad spectrum of professional and volunteer roles, and political orientations.

As such, we welcome applications from Black, Asian and other racially/ethnically diverse people, and/or people who are LGBTQ+, and/or people with a disability, and/or who live outside of London and/or who are from working class backgrounds.

Whatever your story, we know that bringing together different voices, ideas, perspectives and knowledge will strengthen our organisation and help us to achieve our goals.

Application process

If you would like to apply, please send us:

- a CV or link to an online profile (e.g. LinkedIn or similar)
- a covering letter outlining why you'd like to join the board and the skills and experience you will bring to the role (of no more than 2 pages)

Applications should be sent by email to hello@larger.us with the subject title 'Board recruitment' by midnight on Sunday 6th November.

If you would like to chat informally about the role and/or ask us any questions please email hello@larger.us and one of the team will be in touch.

We aim to conduct interviews online before the end of November and questions will be provided in advance.

Everyone who applies will receive an email to let them know the outcome of their application.

Further resources

Resource	Details
Evaluation and ' 10 takeaways from our independent evaluation' blog	Independent evaluation report by Hidden Depths Research into our activities for 2020-21 including the delivery of our Programme. Link to a blog post in which we summarise our findings.
Why build a larger us?	Video introducing the five key questions for larger us change-making. Released in June 2022.
A Larger Us	The first report from the Collective Psychology Project, Larger Us's predecessor organisation published in 2019.
Programme invitation	Document outlining the second iteration of the Larger Us Programme for potential applicants.
Building a larger us: five questions for change-makers	Guide by Alex Evans encapsulating everything we've learned about larger us change-making, including a number of case studies. Published in June 2022.
Larger Us podcast	Interviews with experts in fields relating to larger us change-making.
Larger Us blogs	Commentary on current events through the lens of larger us change-making.