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Business Executive Academy

# About

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|---|---|
| C-Suite Executives | The role of Winmark is to improve the performance of C-Suite executive leadership teams and therefore it is important to support the team they rely on. |
| Return on Investment | Winmark research shows that Executive Assistants (EAs) free up 30% of an executive's time and deliver £189,000 of value a year. |
| Replacing Middle Management | Since 2000 there has been a thinning out of middle management and the role of EAs has evolved to pick up on many of their tasks, such as special projects, comms, sales and people administration. |
| Automation of Administration | Technology has freed up many of the administrative tasks, allowing EAs to take on additional responsibilities which has led to a diversification of the role. |
| Historical undervalued | 66% of executives think that their company does not sufficiently invest in the development of their Executive Assistants and 69% of EAs feel the same way. |

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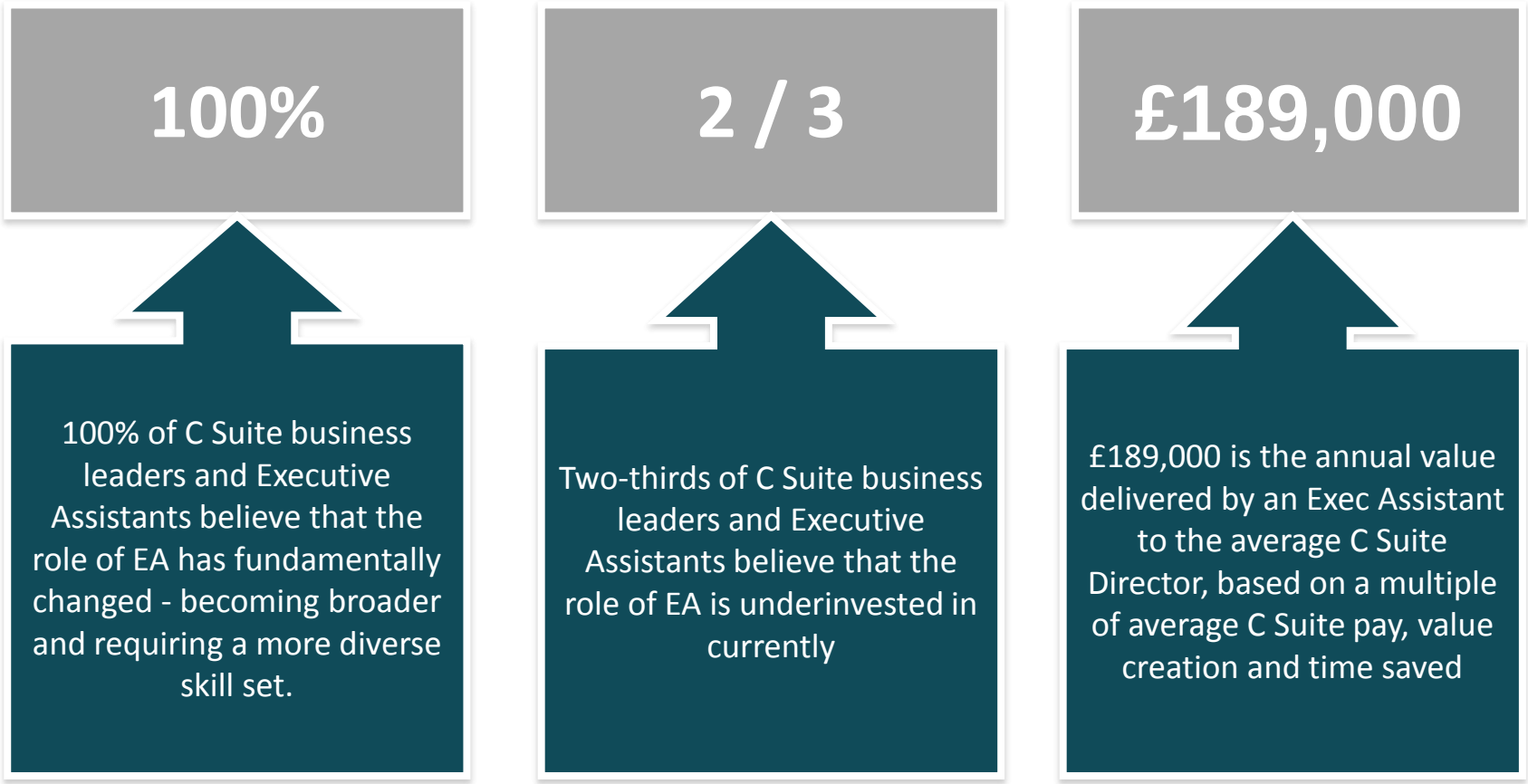
# Why Invest in your Executives?

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Source: Winmark Global, Angela Mortimer and Association of Executive Search Consultants (AESC)

# Winmark Fast Facts

**50%+**

of FTSE 100 and numerous FORTUNE 500 companies are members

**7 Years**

is the average membership duration

**21 Years**

in business winning awards. 2017 & 2018 Network Management Firm of the Year

**175+**

C-Suite roundtable meetings per year

**700+**

multinationals are members

**10,000+**

business leaders read the Winmark C-Suite Report

# Content: Four Imperative Themes & Awards

| | |
|---|---|
| **Management Executive Award** | • Strategic Business Planning<br>• Finance<br>• Marketing & Sales<br>• Networking for Business |
| **Operations Executive Award** | • Operations Management<br>• Project Management & Consulting Skills<br>• Procurement & Supply Management<br>• Premises, Facilities & Future Proofing |
| **People Executive Award** | • HR & People Skills<br>• Learning & Development<br>• Team Management<br>• Career Strategies |
| **Communications Executive Award** | • Leadership & Assertiveness<br>• Reporting & Presenting with Impact<br>• Negotiation & Influencing Skills<br>• Social Media Management |

*"So much to take away! Thank you."*

Nilmini (de Silva) Francis FEPAA
Executive Secretary
QNB Group

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# 2019 Masterclasses and Dates

| Business Executive Academy | | Management Executive Award | Operations Executive Award | People Executive Award | Communications Executive Award | Feb | Mar | Apr | May | Jun | Sep | Oct | Dec |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Finance | Strategic Business Planning | ✓ | | | | 28 | | | | | | | |
| Networking for Business | Project Management | ✓ | | | | | 8 | | | | | | |
| Learning & Development | Career Strategies | | | ✓ | | | | 29 | | | | | |
| Marketing & Sales | Operations Management | | ✓ | | | | | | 3 | | | | |
| HR & People Skills | Team Management | | | ✓ | | | | | | 20 | | | |
| Leadership & Assertiveness | Negotiating & Influencing Skills | | | | ✓ | | | | | | 16 | | |
| Social Media Management | Reporting & Presenting With Impact | | | | ✓ | | | | | | | 17 | |
| Premises, Facilities, and Future-Proofing | Procurement & Supply Management | | ✓ | | | | | | | | | | 10 |

*Elements of the programme are subject to change in order to reflect the dynamic needs of business.*

*"Great exercises and such engaging training to leave me more confident to present and write reports. ."*

Gabrielle To
International Relations Dept
London School of Economics and Political Science (LSE)

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# BEA: Management Executive Award

## Masterclass Descriptions & Faculty

| Strategic Business Planning | Finance | Marketing & Sales | Networking for Business |
|---|---|---|---|
| 4 CPD Hours | 4 CPD Hours | 4 CPD Hours | 4 CPD Hours |
| Derived from Winmark's 'One Day MBA', this masterclass connects strategy, key business models, business planning and personal objectives. Attendees leave with a complete guide that will walk them through the process.<br><br>Contents<br>1. Introduction to strategy<br>2. Generic Tools<br>3. Strategic planning process<br>4. Business models<br>5. Strategy & Implementation | This masterclass covers Key Finance Principles, understanding and using financial statements to manage and improve profit and cash flow, whilst delivering an attractive return on investment for shareholders. It also touches on Performance Management.<br>Contents<br>1. Accounting Ratios<br>2. Direct & Indirect Costs, Marginal Costing, Contributions to Overheads<br>3. Budgets, Cash flow forecasts & Working Capital<br>4. Decision Making and Capital Investments | This masterclass helps attendees to ask the right questions about issues related to marketing decisions. It overviews the main aspects of marketing practice, with a primary emphasis on relating specific marketing language, tools and approaches with the needs of strategic leadership.<br>Contents<br>1. Brand<br>2. Segmentation and Mix<br>3. Marketing<br>4. Differentiation<br>5. Sales | Networking is a core skill for all people who want to further their careers, their teams and organisations. This masterclass utilises research from INSEAD and Harvard, to address both the personal everyday skills with the more strategic career and corporate networking.<br><br>Contents<br>1. Science, Why and Types<br>2. Professional Presence<br>3. Event Networking<br>4. Career Networking |

### BEA Faculty Trainer

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|---|---|---|
| **Craig Hopkins** | | Craig is a chartered accountant and business owner. Starting off his career as a tutor and lecturer of Finance and Accounts at the university of Cape Town, he then moved on to work as and accountant in Real State, Hospitality and Construction. Craig's experience also extends to Audit and Investing. |
| **John Jeffcock** | | CEO of World leading C Suite network business, Winmark, John works closely with FTSE and Fortune companies. John also advises State Departments, leading Institutes and private individuals on the development and management of networks and membership organisations. John's external not for profit work focuses on education and he currently sits on boards and committees for Imperial College Business School, West London College, and the Chartered Management Institute. |

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# BEA: Operations Executive Award

## Masterclass Descriptions & Faculty

| Operations Management | Project Management & Consulting Skills | Procurement & Supply Management | Premises, Facilities & Future Proofing |
|---|---|---|---|
| 4 CPD Hours | 4 CPD Hours | 4 CPD Hours | 4 CPD Hours |
| This masterclass enables attendees to develop their potential in managing operations through discussion, activities, and learning new skills. It aims to increase understanding of different approaches to Operations Management and, combined with real-life examples, explore the scope of these approaches in their own roles and organisations.<br>Contents<br>1. Quality Management<br>2. Supply Chain Performance<br>3. Lean & 6 Sigma<br>4. Business Process Re-Engineering | This masterclass combines project management with the consultancy process – two similar processes that benefit from each other. Attendees leave with two key templates that will enable them to scope and implement successful projects. Contents<br>1. Planning & Control, What is a Project? Project Life Cycle<br>2. Define It: Clarify Requirements, Assemble a Team, Business Case<br>3. Plan It: Project Initiation Document (PID), Exercises, Risk & Probability<br>4. Do It: Monitoring, Resourcing, Comms, Project Steering, Change Management<br>5. Check It: Checking Goals, Closing | This masterclass looks at both the concepts of procurement and supply management, negotiation techniques, and current and future trends. It includes digital transformation, disaggregation of supply chains, and circular economy theories. It will improve attendees' understanding and expose them to cutting-edge and future thinking.<br>Contents<br>1. Procurement & Cost Reduction<br>2. Supply chain management (SCM)<br>3. Strategy framework<br>4. Components<br>5. Major obstacles and common problems | This masterclass looks at physical assets in the form of property and increases awareness of the direct link between premises, facilities and the management of human assets. It demonstrates how facilities are integral to legislative Health and Safety requirements.<br><br>Contents<br>1. Premises: Legal, Organisations, Estate Rationalisation, UON<br>2. Facilities: Herzberg 2-Factor theory, HSE<br>3. Future Proofing: Millenials, BYOD, Agile working, Desk Status, IoT, Materials and sustainability |

### BEA Faculty Trainer

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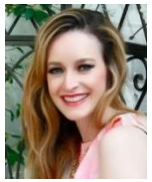
|---|---|---|
| **Emma Rose** | | Emma has extensive training experience, is a lecturer at the University of Northampton and an Ambassador for the Open University. Prior to this she was Head of Academies at Winmark and taught at Fontys Hogescholen (The Netherlands), Digital Marketing Institute and The College of Estate Management. Her business career included management roles in the media, music, stationery and government sectors. |
| **Sarah Bradbury** |  | COO, Sarah has over 15 years experience working in entrepreneurial start-ups and small to medium size businesses.<br>Her qualifications / skills / roles include MBA, languages (French & Italian), Open University Business School Mentor, CMI Chartered Fellow.<br>Sarah also has a background in HR, organisation redesign and restructuring, project management, management accounting, financial reporting and forecasting, marketing services,. |

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# BEA: People Executive Award

## Masterclass Descriptions & Faculty

| HR & People Skills | Learning & Development | Team Management | Career Strategies |
|---|---|---|---|
| 4 CPD Hours | 4 CPD Hours | 4 CPD Hours | 4 CPD Hours |
| Condensing the components of an undergraduate CIPD programme, this masterclass develops attendees' understanding of the different elements of HR practice, qualifications, and the history and purpose of HR. It looks at the responsibilities of planning, recruitment, selection, appraisals, training and development, and connects these elements to the day-to-day tasks of managing people.<br>Contents<br>1. Planning<br>2. Recruitment & Selection<br>3. Legal Issues<br>4. Training & Development<br>5. Appraisals & Exit | This masterclass asks attendees to define on the day what they would like to learn and know, with an experienced and professional educator facilitating an improvised learning environment. The session will give attendees the tools and frameworks to recognise and promote learning in the workplace and to give them a sense of responsibility, excitement, and purpose.<br>Contents<br>1. Training vs Development<br>2. Training Needs Identification<br>3. Development Process & Objectives<br>4. T&D Methods<br>5. Evaluation | Condensing the learning points on the management of people from both of Winmark's full-day 'Maximising Your Leadership Potential' and 'One Day MBA' masterclasses, this session enables attendees to develop their competencies and potential in managing a team through discussion, activities, and learning new skills.<br>Contents<br>1. Leadership<br>2. The Gallop Path<br>3. Motivation<br>4. Essentials of Management<br>5. Characteristics of High Performance<br>6. High Performance Cultures | This masterclass challenges attendees to review and revise their own capabilities and potential in furthering their careers. It aims to increase confidence and understanding of their value as a professional and to focus on their career development.<br>Contents<br>1. Power, Competencies, Example<br>2. Transferable skills, Language<br>3. CV Review, Show and tell<br>4. Networking and professional choices<br>5. CPD / IPD, Mandates |

### BEA Faculty Trainer

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|---|---|---|
| **Dr Jummy Okoya** | | Dr. Jummy Okoya is the MBA Director at the University of East London (UEL) and a visiting lecturer at Imperial College Business school. Jummy is an experienced lecturer and trainer with more than 10 years' experience of teaching both at undergraduate and post-graduate level. Prior to joining UEL she taught at Birkbeck, University of London and the Open University Business School (OUBS). She has extensive capability in providing teaching and training services in Human Resources Management, Learning and Development, Business Information systems, Personal Development planning, Continuous Professional Development and E-Learning. She is also an experienced distance learning writer, blended learning practitioner and a work-based learning supervisor. |
| **Vik Kumar** | | Vik has over 18 years delivering learning as a Consultant and in-house with Oxfam, HBOS, Aviva, Universities and Utilities. Vik is also a Partner working with the leading business schools; London Business School, Cambridge University Judge, Cass and Chicago Booth in Hong Kong, Chicago and London. Vik's extensive experience ranges from L&D Manager and HR Manager at Yorkshire Water, to Consultant, Facilitator, Coach and Business Psychology. |

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# BEA: Communications Executive Award

## Masterclass Descriptions & Faculty

| Leadership & Assertiveness | Reporting & Presenting with Impact | Negotiation & Influencing Skills | Social Media Management |
|---|---|---|---|
| 4 CPD Hours | 4 CPD Hours | 4 CPD Hours | 4 CPD Hours |
| This masterclass covers different elements of leadership, making it practical learning for attendees at any stage in their career. Looking at leadership theory and practice, attendees increase their language of leadership, learn how to recognise and promote their key strengths and skills, as well as recognise that leadership is not predicated on a job title.<br>Contents<br>1. Assertiveness, Manipulation<br>2. Use of language<br>3. Being more assertive<br>4. Saying Yes and No<br>5. Powerful communicator | The masterclass challenges attendees to look at presentation of words, ideas, and themselves by using distinct techniques and reflecting on purpose. The session covers four key areas to help build excellence, and ensures that the Learning and Development opportunity is both effective and unique.<br>Contents<br>1. Written: Purpose, Words in Tables, Graphs<br>2. Presenting: Speaking Styles, Support Devices, Rhetoric<br>3. Speaking: Oratory, Rhetorical Devices, Painting Pictures<br>4. Personal: Legitimisation, Concept of Risk, Congruence, Presentation | This masterclass will enable attendees to harness understanding of difference and manage diversity of opinion in their own and target organisation.<br>Contents<br>1. Theories and models to explore behavioural approaches<br>2. Application of negotiating framework<br>3. Preparation<br>4. Influencing Styles and adaptation<br>5. Leverage techniques<br>6. Creating and building trust | This masterclass covers the six steps to becoming a 'social' business: increasing company website visibility; promoting key social media business channels; LinkedIn; influencing customers, prospects and business partners; social advertising; and online media and customer relations.<br>Contents<br>1. Building a digitally adaptive business<br>2. Aligning marketing with business goals<br>3. Key marketing communication channels<br>4. Creating a sustainable 'pipeline' of content<br>5. What makes a great modern website<br>6. LinkedIn and 'brand ambassadors'<br>7. Media relations and brand protection |

### BEA Faculty Trainer

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|---|---|---|
| **Denise Creisson** | | Formerly an analyst at Santander, BP and Home Retail Group. then an Operations Director, Denise runs a business and lectures. |
| **Chris Hadfield** | | Chris Hadfield is a highly experienced facilitator, creative coach and trainer and has a long and effective track record, developing people. He was a real estate lawyer before training as a classical actor. His work also builds on his background as an MBA tutor in Creativity, Innovation and Change and as an integrative arts therapist and supervisor. He is an NLP master practitioner and trainer and Myers Briggs Practitioner Steps 1 and 2. |

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# BEA Pricing

| Masterclasses and Awards | | CPD Hours | Price (ex VAT) | One off Discounted Price (ex VAT) |
|---|---|---|---|---|
| **Masterclass** | Choose any one of 16 Masterclasses | 4 + reading | **£300 per Masterclass** | **£250 per Masterclass** |
| **Executive Awards** | Management Executive Award – 4x Masterclasses<br>Operations Executive Award – 4x Masterclasses<br>People Executive Award – 4x Masterclasses<br>Communications Executive Award – 4x Masterclasses | 16 + reading | **£1000 per Executive Award** | **£750 per Executive Award** |
| | Business Executive Award (any) – 8x Masterclasses | 32 + reading | **£1,750** | **£1350** |
| **Executive Certificate** | Business Executive Certificate<br>Any 12 Masterclasses or 3 x Executive Awards | 48 + reading | **£2,500** | **£2,000** |

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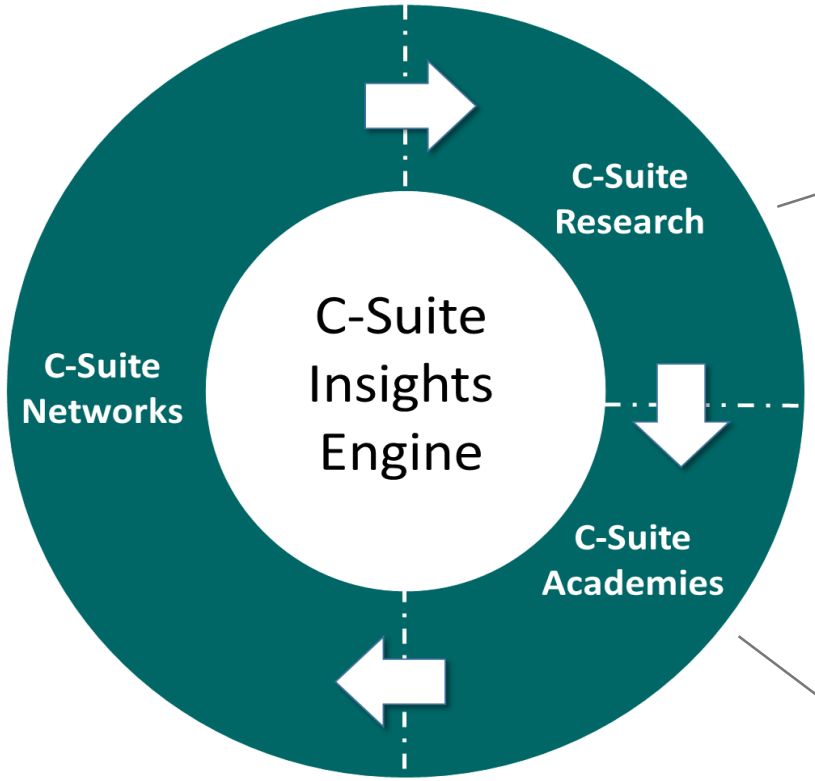
# Our Business Model

## A Virtuous Circle




**C-Suite Research**
These insights are captured, built on and converted into easy to consume knowledge. This knowledge is then published for members and clients and converted into enhanced Academy modules.

**C-Suite Networks**
At the heart of our C-Suite business model is a virtuous circle that makes C-Suite connections within the networks and generates unique and privileged insights for our 2,500 + members.

**C-Suite Academies**
Academy modules fill gaps for existing Board and C-Suite executives and prepares the next generation for these important roles.

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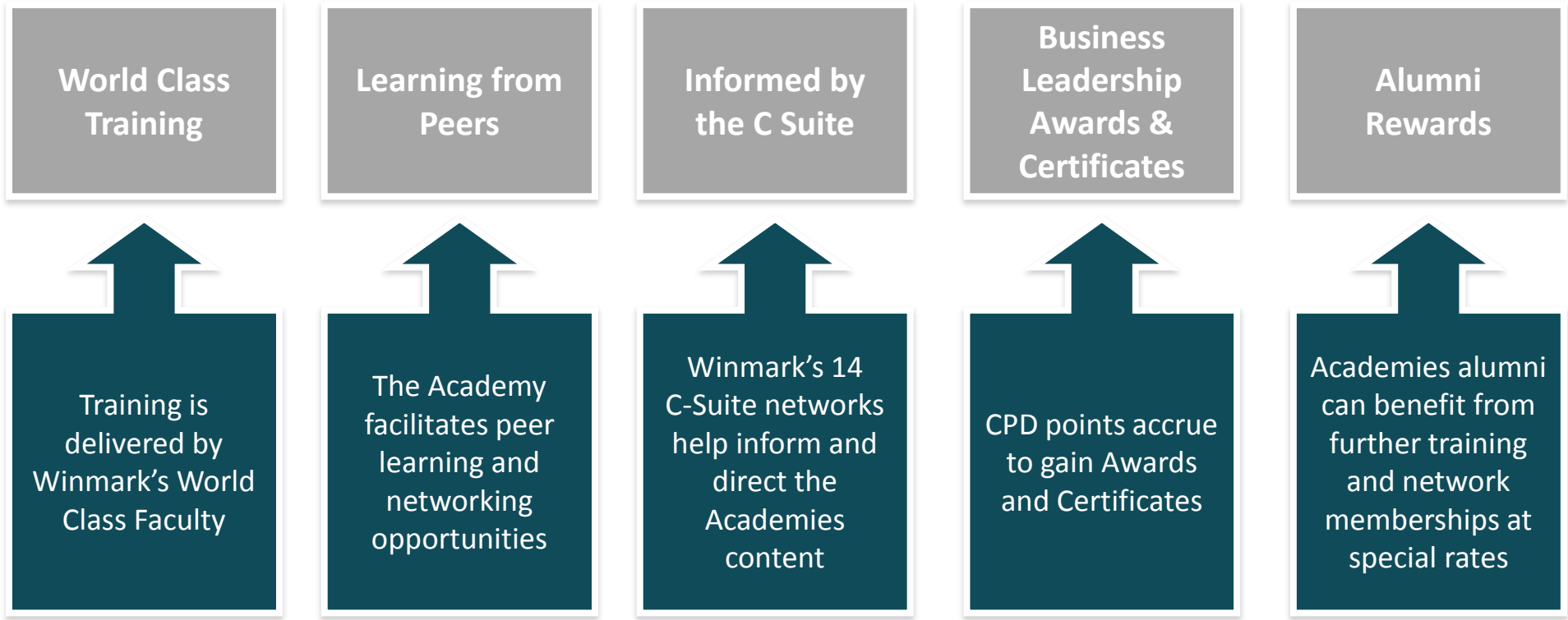
# BEA Benefits

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# Next Steps

## Speak to our Academies Team:

**John Jeffcock**
Chief Executive

**Daniela Garcia**
Academies
Executive

**Natalie Hogg**
Academies
Director

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