

The issue: there is currently no practical business training available to prepare CEOs or leaders with the potential to reach the top job – the most important role in any organisation.

The solution: the School for CEOs is a new executive education concept which helps equip senior executives with the tools they need to perform strongly as CEOs of quoted, private or family companies. The School has assembled a Faculty of accomplished business leaders including CEOs, Chairmen and expert practitioners (corporate finance, PR, etc.) to deliver purpose-designed training and education modules. The emphasis is on practical lessons for immediate use rather than academic theories and models.

The execution: there are two integrated open programmes, delivered to delegates from a variety of organisations. The non-residential *Runway* programme is designed for individuals with the potential to become senior leaders. It helps them realise that potential and position themselves for success, using the School's own 4-Dimensional Management™ framework. The two-day residential *Vital Few* programme helps executives develop the knowledge and skills required to prosper in the first six months as a new CEO. It covers topics such as Setting the Agenda, Managing Key Relationships and Building Your Personal Brand. Coaching support, delivered by the School's hand-picked Coaching Panel, is an integral part of both programmes. 'Standard' executive coaching programmes are also available from the Panel. Finally, the School is developing the non-residential *Leadership Series* of topic-specific programmes, addressing major leadership themes, for delivery as in-house or open programmes.

The School is aimed at:

- High-potential senior executives with the runway and ambition to become CEOs of quoted, private or family businesses (e.g. Finance Directors, Divisional Managing Directors, functional leaders)
- Existing CEOs of quoted, private or family businesses who wish to deepen, broaden and fill their business toolbox.

The Advisory Board: the School is guided by a distinguished Advisory Board comprising senior business leaders from the quoted sector, private equity, family business, executive search, corporate advisers and human resources. The School for CEOs Foundation uses reserved funds to offer scholarships to leaders of, for example, charities, and to broaden the availability of executive learning generally.

The team: the School is led by Patrick Macdonald and David Sole, supported by an experienced team. Patrick is Chairman of Reconomy (a private equity-backed waste recycling business) and former CEO of John Menzies plc (a quoted, family-backed logistics company). He also draws upon his international experience at Unilever, Boston Consulting Group, GE and INSEAD. David is a leading business coach, writer and public speaker and has enjoyed a career as a renowned rugby international (British and Irish Lions, Grand Slam-winning Captain of Scotland) and 11 years' experience at Diageo and United Distillers.

For more information and to apply: go to www.schoolforceos.com