



CONNECT with C-Suite peers across roles, sectors & globally

BE INSPIRED by insights from those who are best in class

SUPPORT your colleagues to fulfil their potential

ACHIEVE your ambition

FULFIL your purpose

winmark

Membership Pack

In challenging times, it's more important than ever to be one step ahead of the field and take advantage of the opportunities available.

Now is the time to listen to your peers, to examine what best in class looks like and to share experiences. It's time to join an exclusive network of senior C-Suite professionals that are already recognised for their outstanding leadership and contribution to the business community.

A Winmark membership provides unrivalled access to resources, insights and meetings tailored to the needs of business leaders like you. Our dedicated account managers engage with members to shape the programme of activity and toolkits, focusing on delivering what you need, when you need it.

For nearly 25 years Winmark has offered C-Suite directors, and their teams, the knowledge and connections to achieve greater impact. We specialise in peer-led learning so that you gain access to those who lead the way in managing the issues which you face.

Not only do we deliver 14 role-based and specialist peer networks, but we are opening in over 16 cities across Europe, Asia, Africa and the Middle East. This brings exciting opportunities for enhanced global connectivity and new perspectives.

I believe that no organisation better understands the challenges directors face in today's rapidly changing business environment, and we continue to invest in our people, research, technical partnerships and digital platforms to respond to this new landscape.

Sign up to Winmark and join our global C-Suite community!

John Jeffcock, CEO, Winmark

Welcome to Winmark

Inspiring the global C-Suite to create value for all



Winmark understands C-Suite challenges

In the Boardroom

Understanding of the external landscape, now and in the future

- As a member of the C-Suite leadership team you need to keep up with trends and dynamics of the market environment in which your business operates.
- You need to be able to input to the development and forward planning of the business strategy, to challenge colleagues and advisors, and to understand how issues impact other functions so that you can collaborate to deliver results.

In Management

Breadth of strategic and technical skills beyond your function

- As a business leader you need to be able to: lead and inspire, motivate and manage people; manage budgets and interpret financial data; understand technologies and use digital opportunities to innovate; and grow the business collaborating with marketing.

In your Function

Deep knowledge and leadership skills

- Your original technical specialism now needs to be complemented by wider knowledge across your functional remit in order to lead and direct multiple teams with confidence.
- You need to benchmark performance and measure against KPIs to ensure that targets are being met.

Choose your network but enjoy access to all

Annual membership is offered on either a corporate, individual and/or team basis. As a member of one network, you can also access insights, research and events relating to other networks.

Corporate Membership for your full C-Suite team

Or **individual/team membership** of one of the following networks:

Chief Executive Officer

Chief Financial Officer

Chief Legal Officer

Chief Information/Digital
Officer

Chief Marketing Officer

Chief Sustainability
Officer

Chief Procurement Officer

Chief Human Resources
Officer

Non-Executive Director

Tax Director

Chief Operating Officer

Affordable Housing

You'll be in good company! Our 500+ members include:



A global network offers diverse thinking on common issues

The pandemic has highlighted the value of diversity of thinking on common issues to find solutions. Winmark's digital community enables members to work together to share knowledge and solve problems.

Headquartered in **London**, we have members across the UK with hubs in **Manchester & Edinburgh**.

We also have network hubs in a growing number of cities across Europe, America, Asia and the Middle East including:

**Amsterdam, Dublin, Budapest,
Madrid, Vienna, Atlanta, Los Angeles,
Hong Kong, Tel Aviv, Singapore,
Johannesburg and Dubai.**

Our members represent many multi-national organisations so, if you are looking for information or contacts in new markets or considering an international move, your Winmark membership gives you the global reach to achieve your goals.



Included in your Membership:

- ✓ **Dedicated Account Manager** to ensure you maximise the value from your membership
- ✓ **Intimate roundtable network meetings** with best-in-class peer level speakers
- ✓ **Cross-network events** on topics such as people, innovation, technology and sustainability
- ✓ **Global webinars** with speakers, panel discussions and new contacts from around the world
- ✓ **Winmark Academy leadership training** for you and your team
- ✓ **Toolkit** of resources including Function Map, KPIs and First 100 Day Plan
- ✓ **Access to private online community** to connect with peers and access content on demand
- ✓ **Opportunity to consult the membership** with anonymous questions on challenges you face
- ✓ **Access to mentoring and buddying programmes**
- ✓ **C-Suite Insights newsletter** of global thought leadership 3x week
- ✓ **Monthly Network News** collating recent insights, upcoming events, latest research and partner news
- ✓ **Research studies** on C-Suite issues and option to sponsor or commission research
- ✓ **Access to Technical Partners** for expert advice and insight
- ✓ **CPD points** for professional development.



At Winmark it's personal

At Winmark we put our members at the centre of all that we do. At your induction meeting we explore your personal goals, your leadership challenges and your business ambition.

Your account manager will work with you throughout the year to ensure that you get the most value out of your membership.

Our Network programmes, content and insights are created to deliver what you need to achieve your potential and to deliver your business purpose.

Access to 150+ exclusive meetings per year

Our events programme includes:

- **Intimate roundtable meetings** of members of our 14 networks with speakers who are best-in-class CXOs from industry leading organisations who bring real life experience and share insight into practical solutions
- **Issue-led cross-network events** on topics such as people, innovation, technology and sustainability
- **Global webinars** with your peers from around the world.

Currently on-line, events are recorded and shared on the private members portal to access on demand when required. Face-to-face meetings will resume when possible, alongside digital alternatives.

Visit our events programme at: <https://www.winmarkglobal.com/event/?themes=&department=clo&locations=>

BEYOND THE NEW NORMAL – REDEFINING THE
WORKPLACE

THE PSYCHOLOGY OF LEADERSHIP: MOTIVATION
AND RESILIENCE

IBM: THE CUTTING EDGE OF B2B MARKETING

INTERNAL TALENT: IDENTIFYING & DEVELOPING
RISING STARS

THE BURNING ISSUES ON THE COO PLATE

LEADING THROUGH LOCKDOWN: INTEGRITY,
PURPOSE & GOVERNANCE

EMBEDDING SUSTAINABILITY & SOCIAL VALUE IN
PROCUREMENT

BUILDING AND DEVELOPING THE TAX TEAM – HOW
ARE THE CHALLENGES EVOLVING?

SETTING SUSTAINABILITY TARGETS AND
ORGANISING TO DELIVER

BETTER DATA & DECISIONS: HOW TO
UNDERSTAND & MANAGE YOUR DATA TO
MAXIMISE INSIGHTS & REPORTING

PUTTING DIGITAL INNOVATION AT THE HEART OF
HOUSING INDUSTRY

IN CONVERSATION WITH SAJ ARSHAD CHIEF
CUSTOMER & INNOVATION OFFICER AT
SANTANDER

THE LANGUAGE OF RISK: ARTICULATING RISK
CONCEPTS

Winmark Academy : Leadership training & mentoring

Included in your membership:

- **One-Day MBA for Executives** and **One-Day MBA for your Executive Assistant**
 - Modules cover Strategic Planning, Finance, Marketing and People Management

Other Masterclasses available during the year at discounted member rate:

- Maximising Your leadership Potential
- Leading a high performing team
- Personal Impact and Gravitas
- Negotiating and Influencing Skills
- Developing an Anti-Racism Culture in Your Organisation
- The 7 shifts to the mastery of great leadership

Mentoring programmes for Premium Members

- Your Account Manager can arrange mentoring by an experienced Non-Executive Director with functional or sector expertise to help your personal development
- Buddying is also available to help your strategic and operational development by pairing you with an Executive from a different function to understand broader perspectives on common business goals.

Your joining pack includes role-related insights and tools such as:

Function map

A single page framework of the strategic, operational and deliverable elements of your function.

KPIs

A guide to the Key Performance Indicators related to your function.

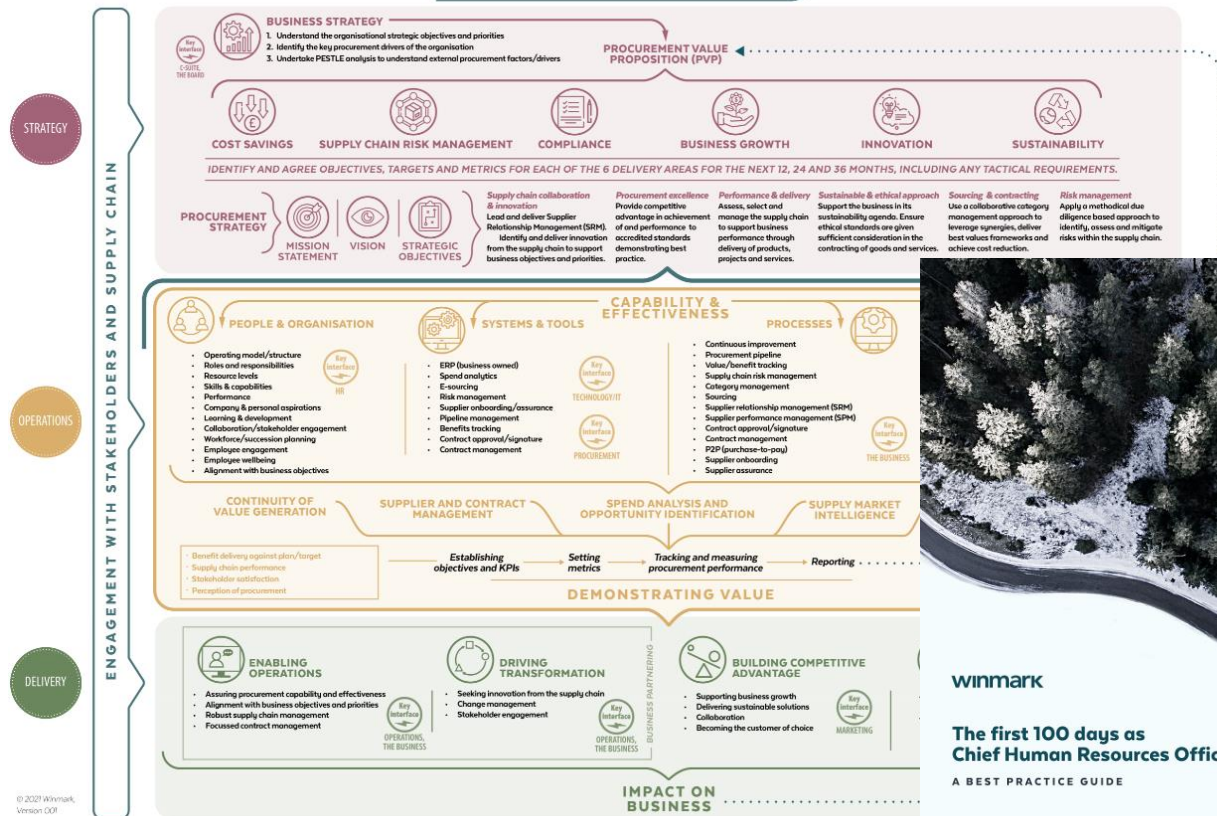
First Hundred Days

Whether you are new in role or taking a fresh look at what you do, this guide will structure your planning.

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PROCUREMENT FUNCTION MAP

W/CPO



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The first 100 days as
Chief Human Resources Officer

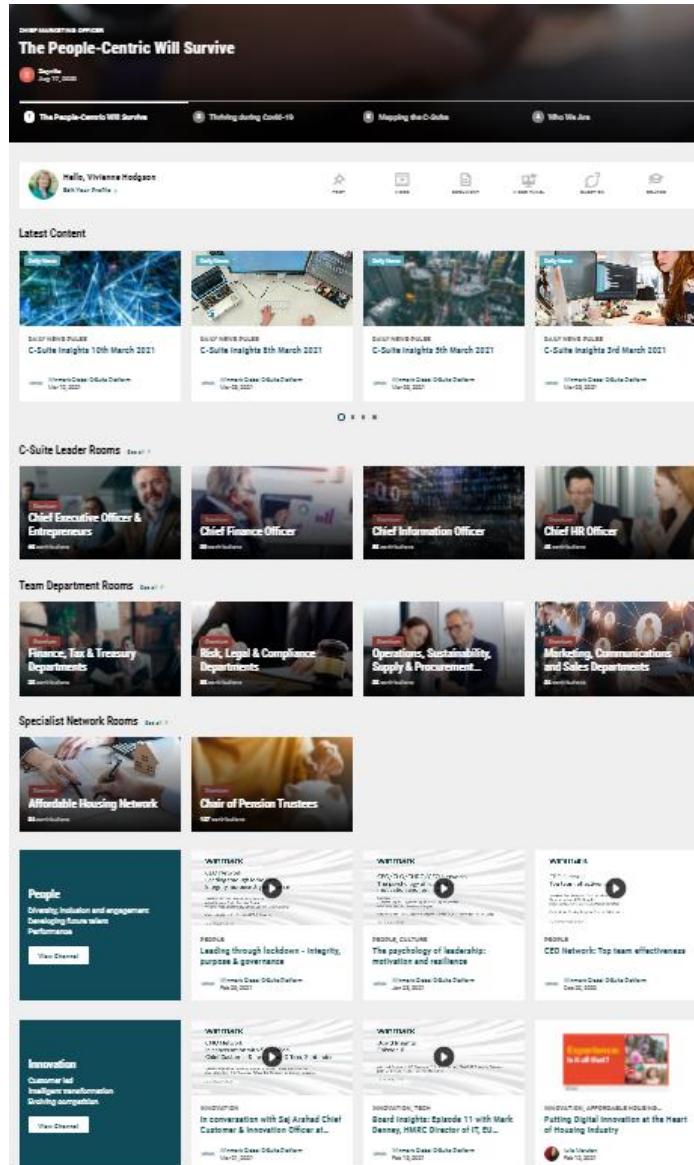
A BEST PRACTICE GUIDE

W/CHRO

Exclusive access to online community

Winmark's private digital platform enables members to:

- Access recordings of network events on demand at a time that suits you
- View C-Suite Insights uploaded three times a week featuring the best thought leadership from global consultancies, advisers and leading business schools
- Connect with other members and share information or best practice
- Ask a question to your peers to get information or inspiration for a challenge you face that others may have experienced.



Network News

1 x month

Each month we provide an at-a-glance round-up of:

- Recordings of recent meetings
- New research
- Welcome to new members
- Global news
- Upcoming events
- Technical Partner insights.



C-Suite Insights

newsletter 3 x week

Winmark collates thought leadership from the world's leading consultancies, professional advisers and top business schools. This is hosted on our digital membership community and the top insights land in your inbox Monday, Wednesday and Friday relating to:

- People
- Technology
- Innovation
- Governance
- Sustainability.



C-Suite Research

Each quarter you will receive a C-Suite report collating the key learnings from our membership activities and surveys.

Annually we also produce:

- C-Suite and Beyond
- Technology Benchmarking report
- Pension Chair Remuneration report
- Looking Glass report into the changing role of the CLO
- Bespoke research commissioned by members and partners
- Best practice guides.



Access specialist expertise from our Technical Partners

Each of our Networks and Global Cities is supported by Technical Partners who chair meetings, secure industry-leading speakers and offer specialist knowledge, connections and technical insights for our members. These include:

Cambridge Centre for Housing and Planning Research (CCHPR)	Housing Diversity Network	Lane Clark & Peacock LLP (LCP)	MHA MacIntyre Hudson	School for CEOs	FTI Consulting	Multiverse	MHA MacIntyre Hudson
Executive Network Group	Sheridan Resolutions	CIO Connect	A-One Legal Recruitment	Pennell Hart	The Panel	Wolf Theiss	Whiteoaks International
Zapnito	Georgia State University	Constellia	Procurement People	Barnett Waddingham	Sackers	Kempen Capital Management UK	Ninety One
RSM UK Management Limited		Penfida	Rothsay Life	XPS Pensions Group	Redington Ltd		

What our members say about us...



"Peer learning is key for C-Suite executives and Winmark is simply brilliant at this."

Stephen Pierce, Deputy MD & Chief People Officer, **Hitachi Europe**



"The Winmark C-Suite networks are diverse and stimulating. They offer fantastic opportunities to meet senior executives and address the business challenges that we all face"

Jaimie Patrick, Global Channel Transformation Director, **Unilever Prestige**



"Winmark networks offer cross-functional insights that are invaluable in a leadership role. They help us deliver more value through peer learning and practical knowledge sharing."

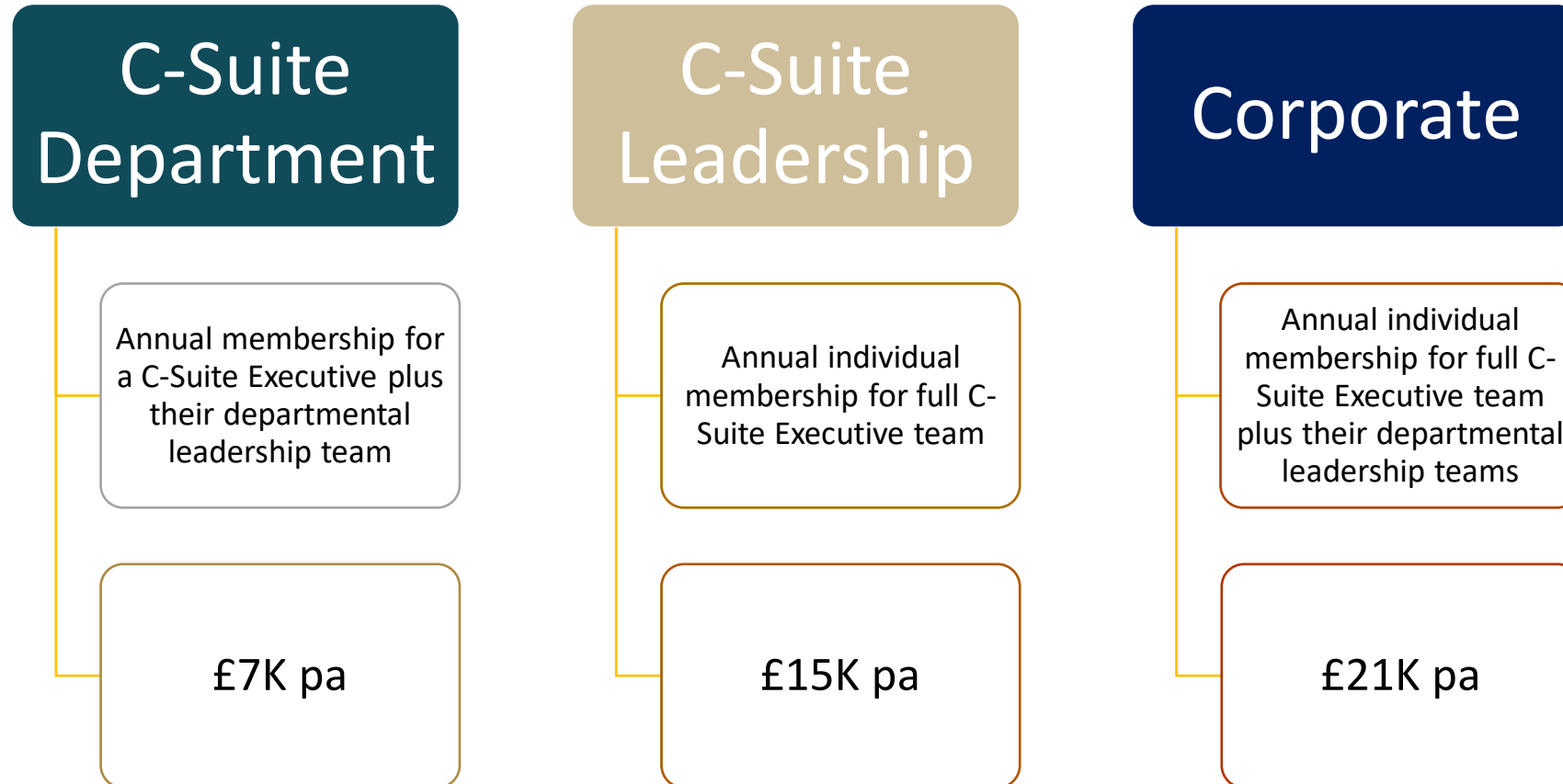
Marina Shevtsova, Chief Finance Officer, **UK ABN AMRO Bank N.V.**



"Being able to talk to peers and understand how they have addressed issues is so important because you can learn from their experiences. Winmark sessions have helped me think about the way I address areas such as strategy, planning & risk and have really had a positive impact on me."

Wendy Barnes, NED, **BMT Group, OCS Group, Scottish Power**

Membership Options



Your Winmark contacts

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