



# winmark

The Academies  
Programme for  
2024

# Contents

- **Business Leadership Certificate (BLC)**

Masterclasses

- One Day MBA
- Finance for Business Leaders
- Climate Change & Sustainability
- Governance & Leadership

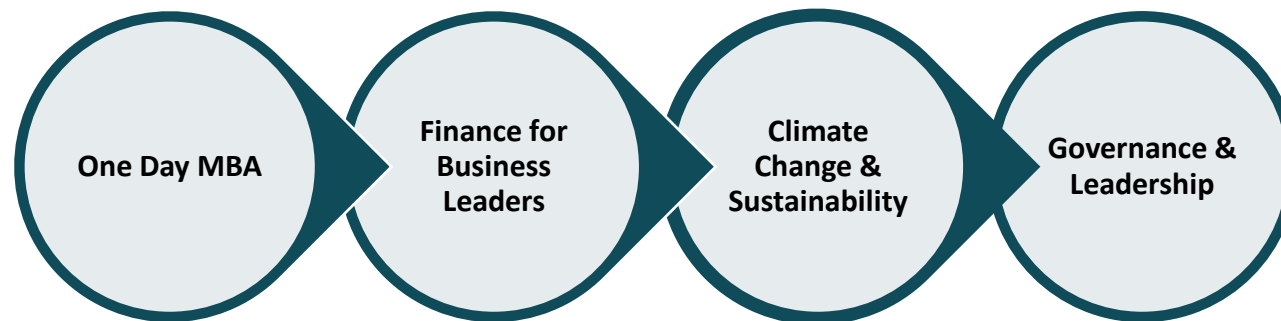
- **People Leadership Certificate (PLC)**

- **Deep Tech Leadership Certificate (DTLC)**

- **Career Development**

# Business Leadership Certificate (BLC)

- **The Business Leadership Certificate** is designed to bring Business Leaders and Executives up to date in the key Business competencies of our time.
- Participants will gain insights into management practices, business impact on their roles and models, and the opportunities and challenges it presents.
- The masterclasses foster active engagement in business conversations and development, enabling leaders to offer valuable advice and feedback to peers, while building strong business capabilities and staying at the forefront of business developments.
- Mastering key business competencies is crucial for boardroom success, enabling executives to navigate profit and loss, make informed decisions, and drive sustainable growth in today's dynamic corporate landscape. These essential areas of expertise will be covered comprehensively through our four masterclasses:



- Earn your Business Leadership Certificate by completing any three of the engaging Masterclasses listed above.
- Alternatively, you can choose to attend each Masterclass individually. Each Masterclass awards 6 CPD points and completing all four will earn you a total of 24 points.

# The Business Leadership Certificate Faculty

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**Suzanne Wise**  
Climate Change &  
Sustainability



**Andrew Kakabadse**  
Governance & Leadership



**Matthew Harris**  
Finance for Business  
Leaders



**John Jeffcock**  
One Day MBA

# Business Leadership Full Day Masterclasses

## One day MBA

This is a great way to get a grounding in, or refresh your understanding of, the key tools and concepts of a full MBA and put them in the context of real-world business challenges, covering four key areas critical to business leadership success:

**Strategy & Models**  
**Finance & Reporting**  
**Marketing & Brand**  
**Leadership & Career**

2023: September & December  
2024: February, June, October

## Finance for Business Leaders

A strong understanding of finance is crucial for business leaders, enabling informed decision-making, improved performance, productivity, growth, and effective communication. This session explores the following key areas:

**Finance Fundamentals**  
**Investment Decisions**  
**City, PLCs and Investors**  
**The Finance Function**

February 2024

## Climate Change and Sustainability

This masterclass tackles the urgent issue of climate change and its impact on businesses and society. Through thought-provoking discussions, we'll examine the role of businesses and individuals in addressing these challenges. Key topics include:

**Climate & Change**  
**Sustainability Leadership**  
**Business Response**  
**Industry Examples**

May 2024

## Governance & Leadership

Designed specifically for board members and individuals aspiring to governance positions, this masterclass explores the essential elements of effective board governance and how you can ensure you drive organisational success as a leader.

**Board Dynamics**  
**Board Mandate**  
**Diversity in Governance**  
**Reputation**

September  
2024

# Contents

- **Business Leadership Certificate**

- **People Leadership Certificate (PLC)**

  - Masterclasses

    - Presence & High Impact Communications
    - Developing a High-Performance Team
    - Influencing & Negotiating Skills
    - Project Management
    - Change Leadership

- **Deep Tech Leadership Certificate (DTLC)**

- **Career Development**

# People Leadership Certificate (PLC)

- **The People Leadership Certificate** is designed to equip Leaders, Managers, and Executives with the essential People competencies needed for effective leadership.
- By enhancing their understanding of risks, opportunities, and challenges in People management, participants can actively engage in conversations, provide valuable advice and feedback, build organisational capacity, and stay at the forefront of People development.
- People are an organisation's most valuable asset, and mastering key people competencies is crucial for success. The below masterclasses provide participants with the necessary skills to effectively lead, inspire, and empower their teams, ultimately driving organisational growth and achieving long-term success.



- Earn your People Leadership Certificate by completing any four of the Masterclasses listed above. Alternatively, you can choose to attend each Masterclass individually. Each Masterclass awards 4 CPD points and completing all five will earn you a total of 20 points.

# The People Leadership Certificate Faculty

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**Denise Creisson**  
Project Management



**David Roylance**  
Presence & High Impact  
Communications



**Vik Kumar**  
Developing a High-  
Performance Team;  
Influencing & Negotiating  
Skills



**Perry Timms**  
Change Leadership



# People Leadership Half Day Masterclasses

## Presence & High Impact Communications

Gain valuable insights and skills to enhance your presence and effectively communicate with impact. This half-day masterclass focuses on empowering individuals to deliver compelling messages and engage audiences effectively.

January 2024

## Developing a High-Performance Team

This masterclass equips participants with the knowledge and tools to build and manage high-performance teams for exceptional results, focusing on strategies and practices enhancing teamwork, collaboration, and productivity.

March 2024

## Influencing & Negotiating Skills

This masterclass provides participants with essential techniques in persuasion, negotiation, and building influential relationships for professional success, enabling them to effectively navigate various professional settings.

July 2024

## Project Management

This masterclass equips participants with the skills and knowledge necessary to proficiently plan, execute, and deliver successful projects. It encompasses fundamental project management principles and best practices for achieving project success.

October 2024

## Change Leadership

Learn how to foster a change-ready environment, encourage innovation, and support individuals and teams in navigating a dynamic business landscape. Uncover principles and strategies for successful change and adaptability in your organisation.

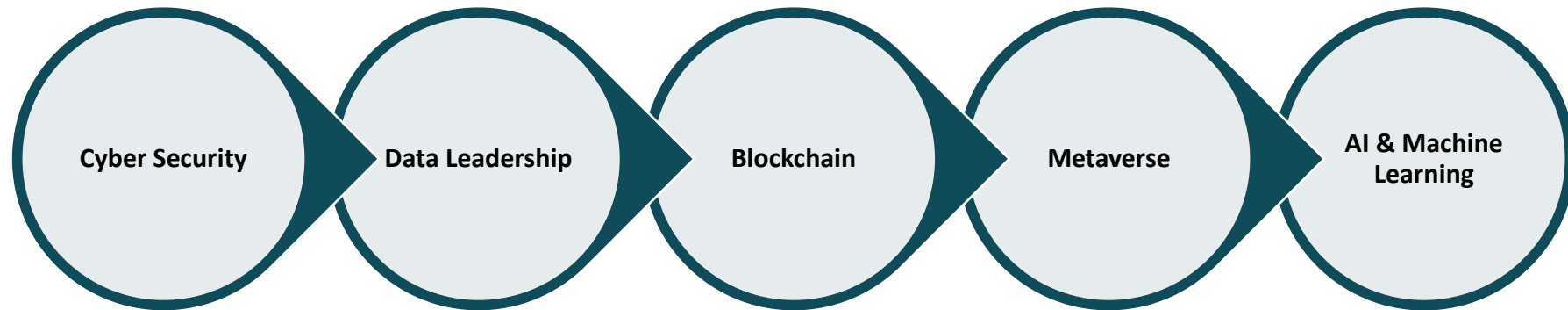
November 2024

# Contents

- **Business Leadership Certificate**
- **People Leadership Certificate (PLC)**
- **Deep Tech Leadership Certificate (DTLC)**
  - Masterclasses
    - **Cyber Security**
    - **Data Leadership**
    - **Blockchain**
    - **Metaverse**
    - **AI & Machine Learning**
- **Career Development**

# Deep Tech Leadership Certificate (DTLC)

- **The Deep Tech Leadership Certificate** is designed to bring Board Directors and C-Suite Executives up to date in the key Deep Tech competencies of our time, ensuring their organisations stay technologically relevant.
- It equips them to comprehend the profound impact of Deep Tech on their roles and business models, while identifying the risks, opportunities, and challenges it presents. By engaging in Deep Tech conversations, providing advice to technology leaders, and building capacity, participants remain at the forefront of business developments.
- Understanding Deep Tech in the boardroom is essential to business success. The key areas to master are covered by the five masterclasses below:



- Earn your Deep Tech Leadership Certificate by completing any three of the Masterclasses listed above. Alternatively, you can choose to attend each Masterclass individually. Each Masterclass awards 6 CPD points (4 CPD points for half-day masterclasses) and completing all five will earn you a total of 26 points. Take your leadership skills to the next level in the exciting realm of Deep Tech.

# The Deep Tech Leadership Certificate Faculty

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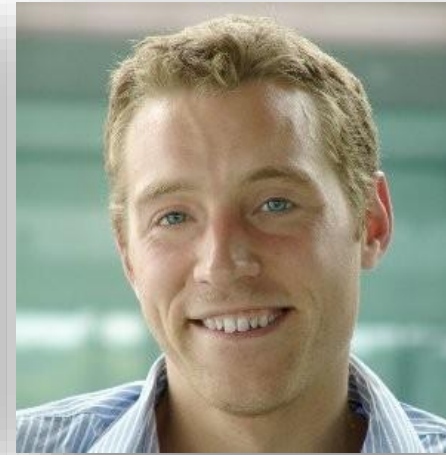
**Dominick Sutton**  
Data Leadership



**Dr Stylianos Kampakis**  
Blockchain & Metaverse



**Edward Wolton**  
Cyber Security



**Ross McKerchar**  
Cyber Security



**Manuel León Urrutia**  
AI & Machine  
Learning

# Deep Tech Leadership Full Day & Half Day Masterclasses

## Cyber Security Masterclass

Deep dive into the following areas, utilising case studies from a wide variety of organisations including Tesla and Uber:

**Cyber Threat Briefing**  
**Governance**  
**Assurance**  
**Risk Management**  
**The Cyber Function**

February 2024

## Data Leadership Masterclass

This masterclass covers various topics, including data types, storage, analysis, protection, and the concept of a data-driven business.

**Data Fundamentals**  
**Data Analysis**  
**Ethics, Legal, and Protection**  
**The Data Function**

April 2024

## Blockchain Masterclass

Unlock the potential of blockchain technology and gain a comprehensive understanding of its impact on finance, technology, and beyond.

**The Evolution of Cash and Payment Systems**  
**Security Concerns**  
**Crypto Exchanges**

September 2024

## Metaverse Masterclass

Demystify the Metaverse, explore popular projects, delve into digital real-estate ventures, and decode the world of Central Bank Digital Currency (CBDC) and Tokenomics.

**Metaverse**  
**CBDC, Tokenomics & Auditing**

October 2024

## AI & Machine Learning

This masterclass explores the AI Mindset, Maturity Matrix, AI Heat Map and includes an NLP case study for insights into AI functionality.

**AI Fundamentals**  
**AI Methods**  
**AI in Business**  
**AI Implications**

December 2024

# Contents

- **Business Leadership Certificate**
- **People Leadership Certificate (PLC)**
- **Deep Tech Leadership Certificate (DTLC)**
- **Career Development**
  - The C-Suite Certificate Masterclass
  - Aspire: The C-Suite Next Gen Programme

# The C-Suite Certificate Full Day Masterclass

- **The C-Suite Certificate** is the only course of its type in the world and is recommended by Moonpig founder and former 'Dragon', Nick Jenkins.
- It is a unique careers course and a key element of MBA programmes including Imperial College, University of London.
- The C-Suite Certificate combines three masterclasses into one and is led by John Jeffcock, CEO of Winmark, the UK's leading C-Suite network.
- The Certificate is based on his book *'The Suite Spot: Reaching, Leading and Delivering the C-Suite'*, described as 'a powerful source of advice' by Dame Mary Marsh, NED, HSBC, ' and 'indispensable' by Peter Cheese, CEO, CIPD. The C-Suite Certificate is divided into three sections:
- The Certificate will be invaluable both to those already in a CXO position, ambitious professionals aspiring to ascend to the C-Suite, and those seeking a clear path to board-level roles.

## C-Suite Roles & Departments

- Corporate Governance
- C-Suite Knowledge & Skills
- Department models and structures

## Career Planning to the C-Suite

- Career Paths & Choices
- Privilege and internal vs external candidates
- The CEO Role

## Future C-Suite, Board & Going Plural

- The Future C-Suite
- What Boards Want
- Post C-Suite & Plural Careers

- By completing this course, you will earn 6 Continuing Professional Development (CPD) points, solidifying your expertise and bolstering your credentials. The C-Suite Certificate serves as a valuable addition to your curriculum vitae, enhancing your professional profile.

# Aspire: The C-Suite Next Gen Programme

A 3 Year Aspire Programme with 4 key learning themes



It's like doing a part-time MBA with business leaders.





# Year One - 2024

## C-Suite Insights (3x a week)

- Aspire participants receive three C-Suite Insight emails a week that capture the best know-how coming from the leading consultancies and business schools from across the globe.

## Business Leadership Certificate (4x masterclasses)

### One Day MBA

December 2023

### Finance for Business Leader

February 2024

### Climate & Sustainability

May 2024

### Governance & Leadership

September 2024

- Includes 24 CPD points and a BLC Certificate for completing 3 of 4 of the above masterclasses.

## Career Talks by Business Leaders

Previous speakers:

- CHRO of Aviva
- NED of 3i & Legal & General
- CFO of Headlam Group
- CLO of National Grid
- CIO of HSBC
- CFO of August Leadership
- CEO of Origin Housing

## Virtual & F2F C-Suite Meetings (12 a year)

- Virtual – regular invitations to C-Level meetings where they can learn and engage with business leaders.
- Face-to-Face – drinks party and other fun events with peers on the Aspire programme.
- Supported by a member hub:



# The Overall Offering

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Certificate

Awarded on completion of either three or four of the Masterclasses included in the programme.

Complimentary  
for Members

All Masterclasses are available at no cost to all full Winmark members.

CPD

Each full-day Masterclass earns you 6 CPD points, while half-day Masterclasses are worth 4 CPD points.

CV

Enhance your CV and LinkedIn profile with the Certificate.

# Your Academies Contacts

## Delivery

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