

Business Schools & Universities



winmark

**Teaching graduates and
post-graduates about the
world of business**

Business School & Academic Experience

- Winmark has unique access and understanding of the C-Suite and the most modern of management practices, supported by powerful case studies.
- Winmark also has a unique understanding of careers and how to plan your career into the Executive Committee and C-Suite.
- Winmark can share this wealth of experience and know-how with business schools, offering their students an opportunity to gain real-world insights and learn from the best organizations today.
- The following slides provide a brief introduction to the business schools Winmark collaborates with, the programs offered, and student feedback
- Beyond these masterclasses and workshops, Winmark engages with business schools in various ways, such as internships, mentorships, Winmark faculty collaboration, and joint projects, including research initiatives.

Recent Business Schools & Programmes

The Winmark team, led by John Jeffcock, is regularly asked to deliver both long and short masterclasses for business school students. Below are some examples of the schools and programs lectured on.

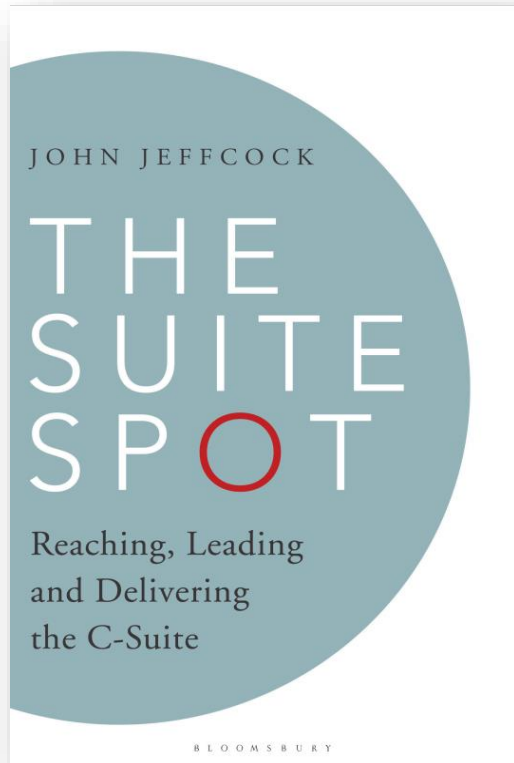
Business Schools	Programmes
Imperial College Business School	Master of Business Administration (MBA)
University of East London (UEL)	MSc in Management
Nottingham Trent University	BSc / BA in Management
Pearson College London	MSc in Entrepreneurship
Bournemouth University	Inspirational Guest Speaker

Imperial College MBA – May 2023 Case Study

Career Usefulness Ranking	Speaker Feedback Ranking	MBA Student Feedback
95% Really Useful 	88% Excellent	<i>"Excellent session! Very enlightening and has definitely made me realise how I need to shift my work behaviour moving forward."</i>
		<i>"Really good. Practical advice, honest and to the point."</i>
		<i>"It was informative and a well-paced session. The presenter made it engaging through using feedback and anecdotes."</i>
		<i>"Great insights."</i>
		<i>"This helped me put into perspective what I need to do going forward if I want to be seen as a CxO. Already have two action points."</i>

The Suite Spot

Reaching, Leading & Delivering the C-Suite



The Suite Spot is career and social mobility book written by John Jeffcock, aimed at enhancing C-Suite diversity and leadership performance.

It is not a single-idea book, but rather a compendium of wisdom that has been sourced from hundreds of leading executives over a period of 20 years and has been collated into a portfolio of tools and anecdotes. It will challenge existing thinking while also bringing new ideas to the business world.

The book explains what today's C-Suite looks like and how it is evolving. It provides unique guidance on how to break into the C-Suite, and then how to be successful in the space through a unique combination of models, case studies, tables and images which illustrate the key points in a practical and meaningful way.

Internships, Mentoring, Projects & Research

Internships - Winmark regularly welcomes business school students as interns and offers them proper projects to work on that are valuable to the C-Suite community.

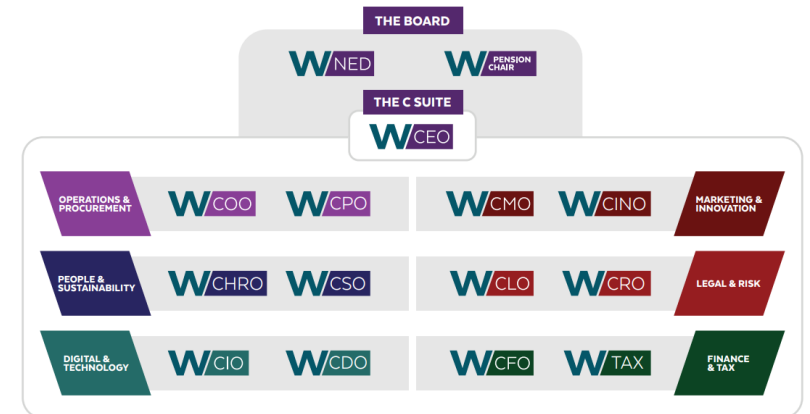
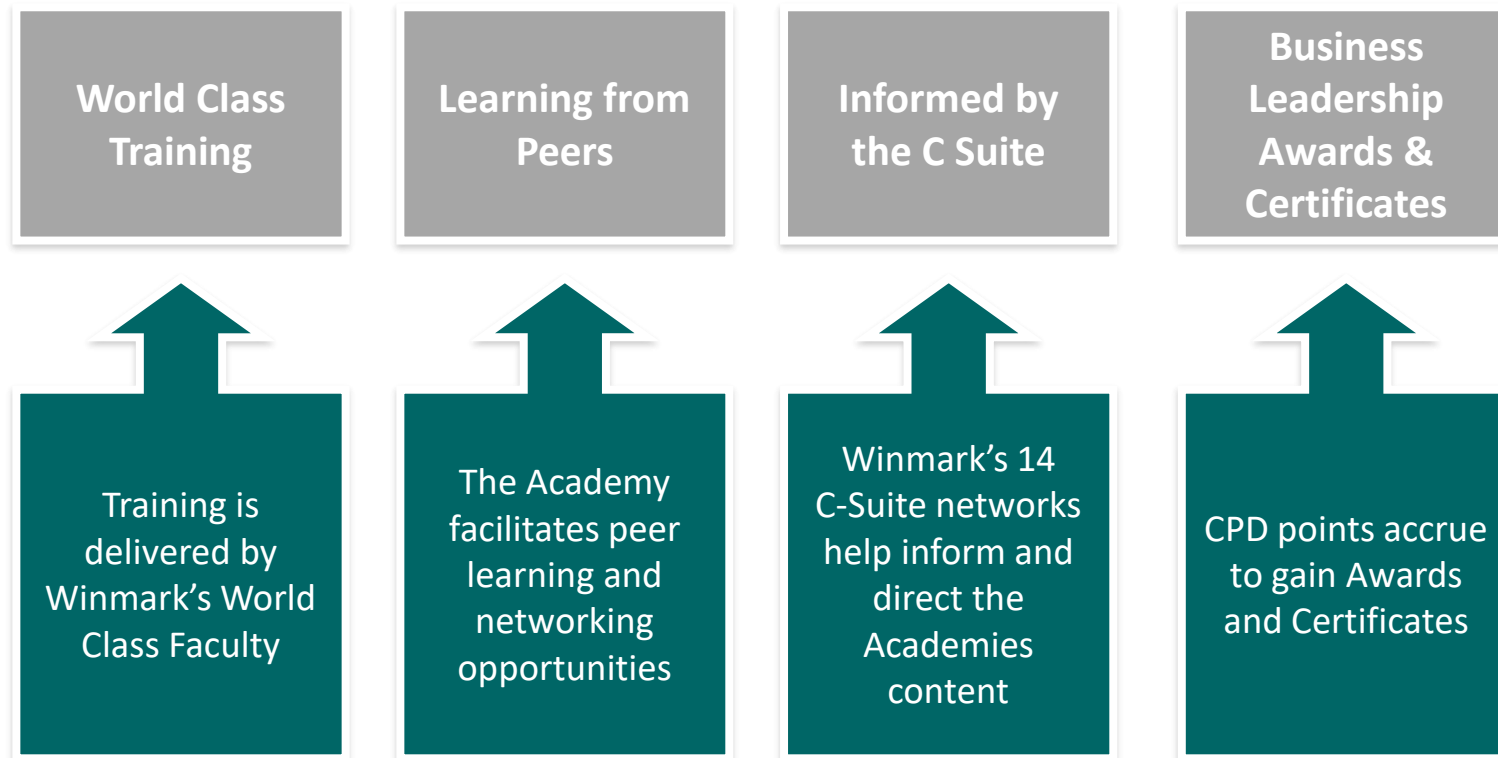
Mentors - Winmark provides mentoring support for both students and executives, offering both informal and formal mentoring arrangements, including reverse mentoring with CEOs.

Winmark Faculty - Winmark welcomes the best academic Professors into its masterclass faculty, offering them access and compensating them for their time.

Joint Projects - Winmark runs occasional joint research projects with leading academic institutions, management consultancies and mainstream media organisations.

For further information about the above areas with Winmark please see the contact details at the end of this presentation.

Winmark Benefits



Winmark C-Suite Networks

winmark OUR GOOD BUSINESS CHARTER

THE VALUES AND PRACTICE BEHIND OUR
COMMITMENT TO BEING A GOOD BUSINESS



GOOD GOVERNANCE The Governance of Winmark and its entities supports its purpose 'to inspire the global C-Suite to create value for all'

EMPLOYEE VOICES The Board of Winmark has employee representation and the CEO and Executive Team have an open door

PUBLIC TRANSPARENCY Transparent reporting on diversity, pay and the environmental impact of Winmark

SOCIETAL SPONSORSHIP Winmark has a Profit Share, a Family Fund and invests in Charity Memberships, Diversity Bursaries and Social Mobility initiatives

A GOOD VALUE CHAIN Winmark operates a part of a sustainable supply chain featuring long-term relationships with suppliers, partners and clients

CLIENT COMMITMENT Winmark reports to external client advisory panels and has a public commitment to deliver value and excellence to clients

"Absolutely amazing course. Really great trainer with lots of experience. Facilitated really well and with fantastic senior participation."



Sarah Williams
Director EMEA
The Walt Disney Co.

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