



**QUEEN'S  
UNIVERSITY  
BELFAST**

**WILLIAM J. CLINTON  
LEADERSHIP  
INSTITUTE**

# SENIOR EXECUTIVE ONLINE PROGRAMME

**Shape Strong Leadership  
Drive Organisational Change  
Align Culture to your Goals  
Invest in Your Ambition**

**SHAPING  
A BETTER  
WORLD  
SINCE 1845**

# SENIOR EXECUTIVE PROGRAMME

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A BETTER  
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SINCE 1845

## Strengthen your Leadership Skills and Build a Strategic Perspective with the Queen's University Senior Executive Programme.

The **Senior Executive Programme** is designed for experienced senior level managers with progress potential, who are ready to step up and lead at the next level.

### SHAPING YOU AS A STRONG LEADER

Today's experienced leader is leading in a volatile new world, navigating complex internal and external challenges. Successful senior leadership requires a clear strategic focus, a holistic viewpoint and the ability to achieve buy in from the organisation and its employees to drive results and maximise opportunities.

The Senior Executive programme is a dynamic and challenging online programme designed to shape your leadership practice. The course will equip you with skills, insights, tactics and expertise to lead your organisation with confidence. Build your leadership network and share experiences with fellow senior leaders on this high level, accelerator programme.

### REDEFINING LEADERSHIP

Our research-based curriculum will examine Leading Self, Others and the Organisation. Apply a strategic focus aligned to your organisational goals.

Discover how the new world of work is reshaping what it takes to be a leader. Leadership effectiveness is explored using a personality assessment that provides the foundations for a deep understanding of personal motivations and group interactions.

### DRIVING ORGANISATIONAL CHANGE

Develop your skills to balance short term goals with longer term strategic priorities and learn to lead through disruption. Discover how to shape a high engagement culture that supports your strategy.

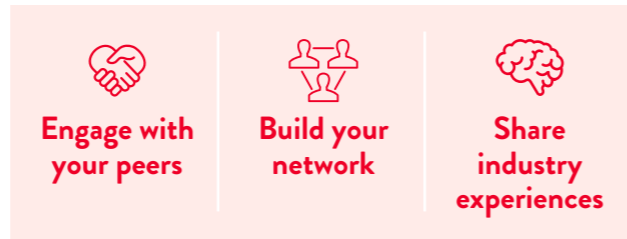
Explore your leadership effectiveness and apply the concepts to successfully engage others and the organisation to achieve goals and get results.

Invest in your ambition and empower your progression with the Senior Executive programme.

### THE WILLIAM J CLINTON LEADERSHIP INSTITUTE

#### THE LEARNING EXPERIENCE AT OUR VIRTUAL RIDDEL HALL

Our Senior Executive programme is delivered interactively from our online classroom in 8 days over 11 weeks. Delivery is through Zoom and supported by our online learning platform. Our expert instructor led programme brings the rich William J. Clinton Leadership Institute Riddell Hall experience to you with our engaging, interactive online classes.



## Apply now and Take Your Leadership to the Next Level

Step up for strategic leadership with a strong leadership framework.

Shape your organisation for sustainable success.

Join the Queen's University Senior Executive programme and empower your progression as a transformative leader.

Places are limited for this exceptional programme, so get in touch today.

**Cost** £1800 (VAT is non-applicable)

View our website for the latest schedule and dates. Get in touch for more information and to discuss the course;

e-mail: [leadershipinstitute@qub.ac.uk](mailto:leadershipinstitute@qub.ac.uk)  
call us on **028 9097 4394**



### Coaching and Mentoring

We have a range of additional package options to support your Senior Executive experience with executive coaching and mentoring. Please contact us directly to discuss your requirements.

### Faculty



#### Alanna Cooke

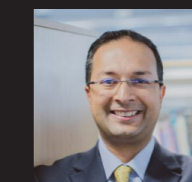
Alanna Cooke is the Programme Director for this programme. She is a business psychologist and executive coach with over 25 years of experience in industry. Her areas of interest include organisational culture, leadership development and employee engagement.

Her clients have included PwC, Henderson Group, Dale Farm, local government, national government departments, HMRC, BP, Middle East Public Sector Institute, Carphone Warehouse.



#### Dr Ulf Bosch

The Leading Through Disruption module is delivered by our accomplished faculty Dr Ulf Bosch. Ulf is a highly experienced business consultant, author and TEDx keynote speaker and is Professor of Practice at Queen's Management School. Ulf has extensive international business experience managing projects and departments transforming the organization and IT landscapes in various consultancy roles. Ulf is an award winning distance runner for his native Dusseldorf and motivates participants with his dynamic, professional, real world approach.



#### Professor Tazeeb Rajwani

International Strategy expert, author and keynote speaker Professor Tazeeb Rajwani joins us to lead on the Strategy for Digital Disruption module. Highly accomplished in the field of international business Tazeeb is the Chair and Head of International Business and Strategy at the University of Surrey. Tazeeb has held a number of prestigious roles spanning industry and was recently appointed as a senior advisor to the UK Government's Accelerator "Sirius" Programme for leading start-ups. He is an Associate at Servator International, a leading security management firm and Oscail Strategy Group, an international strategy consulting firm. He has a wealth of public and private industrial experience in strategy consulting, project finance, corporate finance and international management. Tazeeb is passionate about executive education and lifelong learning for leaders and holds a number of visiting faculty positions at London Business School, Kings College London, University of Warwick, EM Lyon (France) University of Notre Dame, ESMT (Germany) Royal Holloway (University of London) Hult International Business School (London) and University of Nottingham.

### The Senior Executive Online Programme Schedule

- 1 Day 1  
**Orientation and Welcome. Meet your new network.**
- 2 Day 2  
**Leading Self: Macro Context & The New Context for Leadership**
- 3 Day 3  
**Leading Self: Exploring Leadership Effectiveness**
- 4 Day 4  
**Leading Others: Shaping Culture**
- 5 Day 5  
**Leading Others: Leading Across Organisational Boundaries**
- 6 Day 6  
**Leading the Organisation: Strategy for Digital Disruption**
- 7 Day 7  
**Leading the Organisation: Leading Through Disruption**
- 8 Day 8  
**Final Event**



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## How to get more information

Visit our website for the latest availability, dates and fees:

[www.leadershipinstitute.co.uk](http://www.leadershipinstitute.co.uk) or contact us on **028 9097 4394**

or e-mail: [leadershipinstitute@qub.ac.uk](mailto:leadershipinstitute@qub.ac.uk)

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