

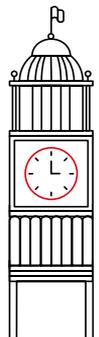


THE LONDON CENTRE FOR
EXECUTIVE EXCELLENCE

The London Centre for Executive Excellence Prospectus

DESIGNING AND DELIVERING HIGH QUALITY MANAGEMENT AND ORGANISATIONAL
DEVELOPMENT FOR THE TALENTED, ASPIRATIONAL MANAGER AND THE FAST
GROWTH-SEEKING SMALL BUSINESS MANAGING DIRECTOR/CEO

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The London Centre for Executive Excellence – Supporting Enterprise, Large and Small

Our competitive advantage lies in our highly qualified team of expert professors and industry professionals.

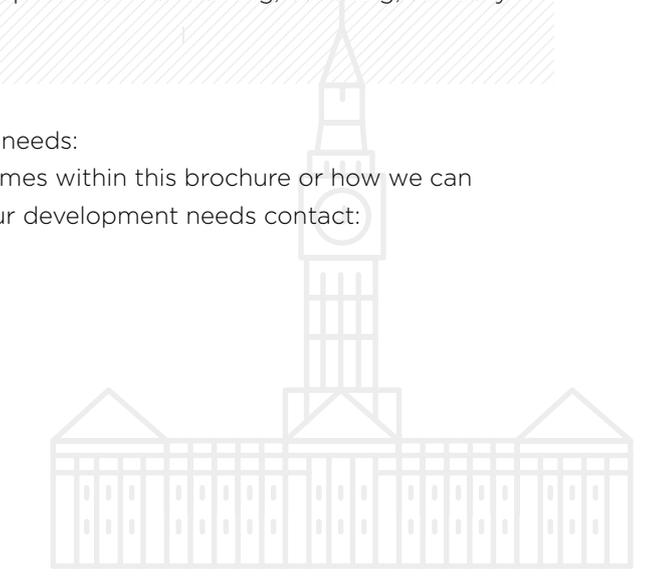
We at the London Centre for Executive Excellence work with organisations of all sizes and in all sectors providing creative solutions and support in serving their individual management and organisational development needs.

We draw upon a state of the art body of management knowledge, coaching, training and consultancy capability embedded within our unique blend of entrepreneurial, academic and executive education staff base. A staff base which integrates lead practicing entrepreneurs, international thought-leaders in areas such as entrepreneurship, world-renowned coaches and advisers in innovation and lead entrepreneurial academics whose cutting edge research has been disseminated across all quarters of the globe.

Whatever your development needs - be it to facilitate your highly talented managers in reaching their full potential and making truly effective contribution to the development of your business, or support in enhancing performance, development and growth of your enterprise - we will work with you to identify and provide an appropriate form of training, coaching, advisory or consultancy support.

Contact us to discuss your support needs:
For further information on programmes within this brochure or how we can tailor support provision to meet your development needs contact:

Head of the Centre:
Professor Peter Wyer
T: +44 (0)207 242 1004
E: peter.wyer@lcibs.co.uk



The Programme Design and Delivery Team



LCIBS Executive Education Provision Head

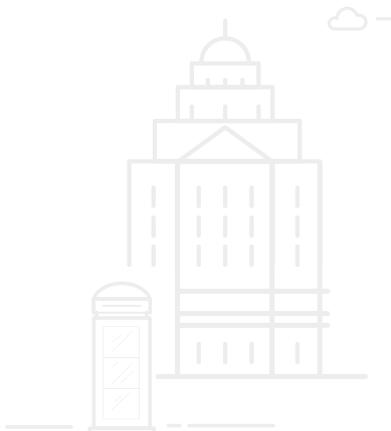
Professor Peter Wyer

Peter is Professor of Entrepreneurship and Dean of the London College of International Business Studies. He has over 20 years of experience in managing and working with growth-seeking small businesses.

His research focuses predominantly upon small business strategy development processes and incorporates a comparative dimension that examines small business development in the developed economy context of the UK, the developing economy context of Malaysia and the transitional economy context of Russia.

His business support provision includes strategic development analysis for growth-seeking small businesses across all sectors, the design, development and delivery of small-medium size enterprise management coaching and training in Russia and Masters level curriculum development in the area of small business management in Malaysia.

He has undertaken consultancy activity for major British companies, based upon the outputs of his academic research activity, including projects for British Aerospace and the National Freight Consortium. His research output in the entrepreneurship and small business development field includes articles, book chapters and conference papers disseminated across nine different countries.



Executive Education Specialists



Practising Professor of Intrapreneurship

Gareth Bullen

Gareth is the CEO of Intrapreneur International and Executive Director of the International Business Diplomat Club.

He is a multi-award winning coach, mentor and facilitator in the area of intrapreneurship and is regarded internationally as a thought-leader in this area.

He specialises in helping organisations achieve impactful cultural change and in developing intrapreneurial leaders who can effectively manage in the highly uncertain modern-day environment. Gareth has run highly complex change programmes and managed a number of multi million pound projects; and was Director of the Inspire Academy, Northern Gas Networks where he successfully focused the organisation on transformational leadership, customer excellence and employee engagement.

Gareth is ongoing executive coach for a number of CEOs and Directors. He is a founding member of the London Centre for Executive Excellence and Practising Professor of Intrapreneurship.



Executive Education Specialists



Practising Professor of Innovation

Cris Beswick

Cris is a successful entrepreneur and CEO in the design and strategy consulting industry. He is an executive coach and strategic adviser on innovation to several leaders of global organisations.

He is a trusted adviser on innovation, specialising in working with CEOs and senior teams and has coached, advised and delivered keynotes to some of the world's most successful companies on how to become exceptional by building game-changing innovation capability and embedding it into organisational culture.

Cris has delivered executive education for a number of leading UK universities, including Cranfield School of Management and Henley Business School. He is the author of the business book 'The Road to Innovation' and co-author of 'Building a Culture of Innovation' which was voted one of the top 5 books on innovation for 2017 by the Chartered Management Institute (CMI). Cris is a founding member of the London Centre for Executive Excellence and Practising Professor of Innovation.



The Management Development Team



Kostantinos Biginas

Konstantinos (Kostas) is the Assistant Dean and BSc Programme Leader at LCIBS. He has extensive teaching and research experience, mainly from his positions at the EU Business School and the External Programmes of the University of Central Lancashire, the University of London, and State University of New York Empire State College.

Kostas has considerable experience in both business economics and international management fields. He has extensive professional experience having worked in several organisations in Greece, United Kingdom, Switzerland and Spain. He has researched and written extensively on International Management, Global Competition, FDI strategies, and Innovation Management. He disseminates his research at international conferences and has had his work published in academic journals and books. As an Associate Editor he has contributed to a number of book series.



The Management Development Team



Antonia Koumproglou

Antonia is a transdisciplinary scholar of communication and multicultural education, who explores the intersections between culture, language and literacy, and cross-cultural, technology mediated communication in a variety of contexts.

She has extensive teaching experience in Global and Transcultural Communication, Cross-Cultural Management, E-Commerce Marketing Communications and International Business Strategy. She has extensive teaching and research experience, mainly from her positions at LCIBS, EU Business School, Coventry University and the external programmes of the University of Central Lancashire and State University of New York College. Antonia has significant experience in developing practicing managers in a variety of industry sectors. She has participated in various conferences and has been a contributing author and editor in a number of books covering a range of different topics such as early year's education, educational management and innovation.



The Management Development Team



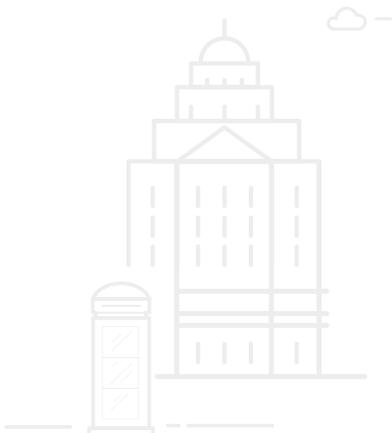
Shaun Bowman

Shaun Bowman is a Management Lecturer for the London College of International Business Studies with over 20 years of teaching and learning experience including the Open University and De Montfort University Business Schools.

Originally trained as an accountant, he now has qualifications in management, finance, teaching and project management and is a Chartered Fellow of the Chartered Management Institute, a Fellow of the Higher Education Academy, and the Association of Accounting Technicians.

He has worked in the private and public sectors for a range of organisations from international corporations to micro businesses, including his own. Latterly he has had extensive experience of running high performing teams delivering outcomes based commissioning in Public Health, Adult Social Care and Children's Services, and prior to that had a wide range of experience in finance and accounting, information systems, marketing and project management.

Research interests lie in the fields of social enterprise and management of SMEs.



Executive Education Panel Lead Advisor



Professor Driekie Hay-Swemmer

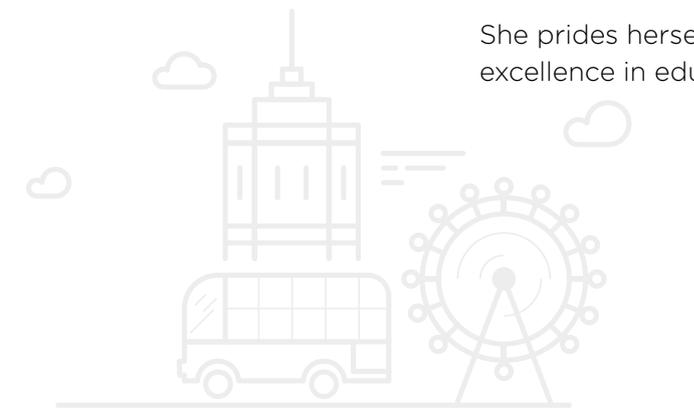
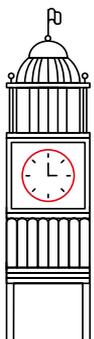
Professor Driekie Hay-Swemmer is founding member of the London Centre for Executive Excellence and lead advisor on the Centre's Executive Education Panel. She oversees and guides provision in in the UK and is linchpin in development of the Centre's overseas provision.

Professor Hay-Swemmer is a prolific researcher in higher education, participating in distinction in numerous national and international research projects on teaching and learning. She has contributed towards expanding theoretical frameworks in the field of higher education as well as enriching research models used in her higher education research.

Her research on postgraduate supervision practices and underlying theoretical understandings has contributed to better comprehension of postgraduate supervisory practices and pedagogies within the South African context.

Professor Hay-Swemmer has supervised 25 PhD students, published more than 100 articles and serves on the Board of Directors of the Golden Key Honours Society.

She prides herself on quality and strives for excellence in education.





What distinguishes the London Centre for Executive Excellence from other management development provision?

Our Unique Advantage Embraces a Number of Complementary Dimensions of Provision:

- **Designed and delivered by a unique blend of leading entrepreneurial academics and practising high achievement entrepreneurs**
 - Academically rigorous and always practically-relevant
- **Utilises state-of-the-art academic perspective, our own-researched management knowledge base and 'best entrepreneurial practice'**
 - Programmes customised and focused to facilitate fast track management development
 - Provision designed to minimise time away from the workplace – and enables the participant to utilise his or her own organisation as a learning vehicle
- **Brings together high achievers and like-thinking managers**
 - Fosters enhanced management knowledge and abilities which provide immediate developmental input for your organisation
- **Produces outcome-driven managers and leadership capability that transforms your business**
 - Draws upon our UK and wider international management research base of understanding
 - **Fosters enhanced, resilient learning capability – to facilitate manager's own blended learning (in the Workshop classroom; through self-development and ongoing learning in the workplace)**

Our Suite of Short Management and Organisational Development Programmes

We offer a choice of short bespoke Executive Development Programmes ranging from 1 to 5 days in duration.

Delivered by Executive Educational Specialists in the subjects of:

- Transformational leadership
- Intrapreneurship
- Building game-changing innovation capability
- Acheiving impactful cultural change

Internationally renowned thought leaders and leading entrepreneurs

Award-winning executive coaches and mentors to some of the world's most successful companies

Lead entrepreneurial academics whose research and scholarly works have been disseminated worldwide

Overview of Our Intensive 5 Day Bespoke Executive Education Programmes

The Innovation and Intrapreneurial Leadership Programme

From Entrepreneurship to Intrapreneurship – scaling the start up approach to drive growth

Building a Next Generation Organisation - transforming your organisation in a VUCA world

Developing Innovation Leaders – building the senior team capability to drive innovation

Building a Culture of Innovation – making innovation part of your DNA





The Innovation and Intrapreneurial Leadership Programme

A 5 day intensive intervention for CEOs

With innovation seen by most CEOs as a strategic priority the time to act is now. The ever evolving VUCA (Volatile, Uncertain, Complex, Ambiguous) world consistently changes shape around businesses daily and that requires senior executives to build organisation-wide innovation capability to stay relevant, drive growth and shape the future.

The Innovation and Intrapreneurial Leadership Programme

The Programme places the strategy, leadership and intrapreneurial culture that innovation requires at the centre of a 5 day intensive intervention for CEOs, senior executives and future C-suite, covering:

- The fundamental components of shifting an organisation in pursuit of innovation
- Building a sustainable intrapreneurial culture and developing intrapreneurs at all levels
- Building the innovation roadmap
- Understanding the intrapreneurial innovator's DNA
- Inspiring innovation champions
- Design thinking and the corporate innovation machine



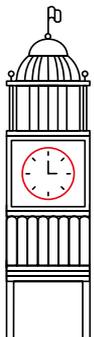
The Accelerated Business Growth Programme

For the entrepreneurial growth-achieving and fast-growth seeking small business CEO or owner manager

Join a programme of elite co-participants selected for their high-level entrepreneurship orientation and capability and desire for fast growth-achievement of their business

We structure the programme to allow you to partnership work with us over a period of 3 months:

- Access **an integrated series of short one-day development workshops** – periods away from the business are short, sharp, intensive and effective to minimise disruption to your organisation
- Thus – attend **6 one-day Saturday Workshops delivered every 2 to 3 weeks**
- Use your **own business as a ‘learning and development laboratory’**
- Participate in **face-to-face Entrepreneurship Development Forum once a month** – discuss and brainstorm your business development issues with, and take on board the perspectives and experience of, the other programme participants
- Round off your programme by ‘partnership working’ with our entrepreneurship specialist in **the undertaking of a strategic development audit within and of your business**. The Accelerated Growth Programme thus culminates in:
 - An in-depth strategic position audit focusing upon the organisation’s historical development context and its current balance of markets, products and processes activities
 - This in turn provides contextual understanding to reveal future potential strategic development paths which the business may choose to follow – and the working through of resource and ability implications of following each development path
 - A parallel coaching support provision to nurture owner manager strategic management and strategic awareness capabilities to facilitate future ongoing strategic analysis and control of the business in its uncertain external operating environment



The Advanced Management Development Programme

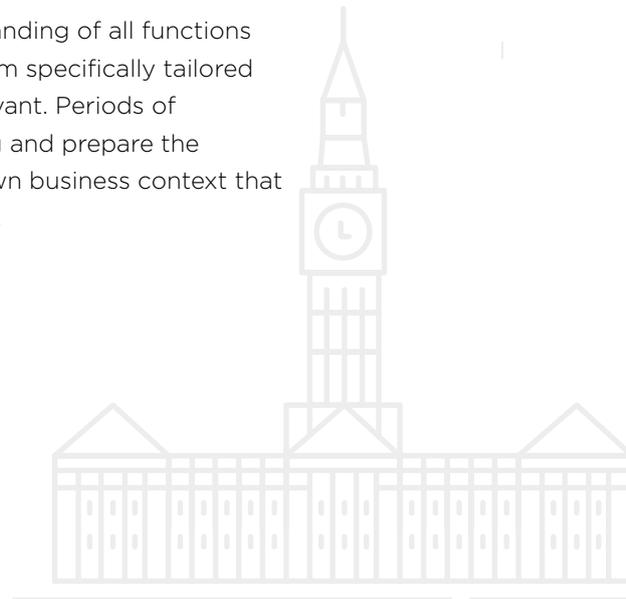
Our 7-Day Executive MBA Programme

Fast track management development for upwardly mobile managers
Learn in own business context - Utilises the course participant's own business as key learning and development vehicle

About the Programme:

The Programme focuses on the essential elements and components of Business Management that traditional Master of Business Administration (MBA) courses embrace. It provides solid foundations of understanding and frames of reference to facilitate 'big-picture' understanding of organisations.

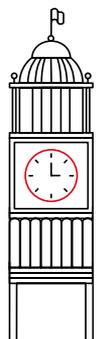
The participants will build-up rigorous insight and understanding of all functions of business in the 'total organisation context' - learning from specifically tailored courses that are academically rigorous and practically relevant. Periods of classroom-based study are short, intensive and challenging and prepare the programme participants to anchor their learning in their own business context that is itself used as a central learning and development vehicle.





Key characteristics of the programme include:

- Enables participants to study and learn with like-minded managers
- Utilises participant's own organisation as the central learning and development vehicle
- Identifies and utilises management theory and concepts which can effectively underpin and inform management practice
- Focuses on learning 'process' as well as course content - thus nurturing the more effective and more resilient learner as key source of competitive advantage in uncertain business environments
- The use of participant's own business as learning vehicle provides organisational development input for the business (including use of project work customised around the development needs of the organisation)
- Programme is led by an entrepreneurial academic with real empathy for the full-time working/part-time advanced study mode of self-development ('failed school leaver progressed to Professor of Entrepreneurship')
- A creative teaching and learning approach which has classroom-based instructional and interactive learning dimensions, an online self-development strand and personal coaching and mentoring of the participants 'in-own work-context' learning and development activities





Programme Structure and Content:

A programme requiring 7 single Saturdays of attendance at the London Centre for Executive Excellence (7 days over a 3 months period); interspersed with self-development project work within own organisation and a final substantial organisation-based project

1. The Classroom-based Learning and Development

- Day 1: Business in Context – Understanding the Uncertain Business Environment
- Day 2: Fostering Marketing Orientation and Capability
- Day 3: Building Financial Awareness Capability
- Day 4: Managing and Leading People
- Day 5: Ensuring Quality Provision underpins Production and Service Process Management
- Day 6: Building a Culture of Innovation
- Day 7: Managing Strategic Development and Building ‘Strategic Awareness Capability’

2. Own-work-Context Located Learning and Development

Ongoing application of knowledge base developed within the classroom (content, theory, concepts and best management practices) in own organisation context – under the guidance and tutoring of a personal coach and mentor

3. Organisation-based Project

Completion of a substantial study of a project relevant to the development of the participant’s organisation – applying knowledge base built up within the course. Submitted as a Consultancy Report (dissertation): maximum 15,000 words

ILM Intrapreneurial Leaders Programme

Creates a culture for leaders to foster and hone the talents of their team. This results in a refreshed intrapreneurial organisation that focuses on the customer. The programme includes coaching sessions and a year of mentoring.

The programme is endorsed by the Institute of Leadership and Management (ILM) and includes a 2-day Workshop, 3 assessments with remote support.

The Programme will enable you to:

- Familiarise yourself with the concept of intrapreneurship and why it is so important
- Understand why organisations are reinventing themselves to deal with key disruptors
- Consider the different levels of organisational development and plot where your business is and where you would like it to be
- Identify the skills and behaviours which effective intrapreneurial leaders demonstrate to achieve change
- Know how to build agility and foresight capabilities around innovation
- Understand the latest thinking and practical applications regarding optimisation of the digital environment and broader forms of emergent technology - which underpin effective business development and intrapreneurial leadership
- Commit yourself to an implementation plan that will transform your business culture





The 2 Days Workshop Component of the Programme

Day 1:

A focus upon understanding Intrapreneurship

Determining where are we now as a business

Reflecting upon own leadership style

Taking the first steps to Intrapreneurship

Creating an Intrapreneurial culture

Day 2:

Utilising digital platforms to establish thought leadership

Emergent online technology trends and making disruption an opportunity

Optimising the capacities of virtual reality, augmented reality and artificial intelligence

A spotlight on open innovation
-Is it core to success?

Identifying and refreshing the skills and behaviours needed to achieve change and optimise success





THE LONDON CENTRE FOR
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