



CASS
BUSINESS SCHOOL
CITY UNIVERSITY OF LONDON
EST 1894

Executive Education Open Programmes

Fees

£1,995 (no VAT is charged)

Includes all meals, refreshments and programme materials.

Duration

2 days

Admissions criteria

Candidates embarking on their first management or leadership role are encouraged to apply. All candidates must submit an application to ensure a qualified, executive-level cohort experience.

Becoming an Effective Leader

Are you an aspiring leader? Enhance your understanding of the complex and contingent nature of leading in an engaging way and develop the skills, knowledge and capabilities which are central to effective leadership with this intensive two-day programme.

Programme overview

Effective leadership is critical to the success of all organisations. Traditional command-and-control leadership styles are becoming less tenable in a complex and digitally connected world. Successful leaders need to be agile, adaptable, have a strong level of self-awareness, and a firm understanding of their impact upon others (especially followers).

Who is the programme for?

The programme is designed for individuals who have leadership aspirations. It is particularly relevant to professionals, technical staff and administrators who have recently taken on formal responsibility for managing others. Given that the emphasis in leadership development is on interpersonal competence rather than detailed technical knowledge, the programme is suitable for participants from organisations of all sizes and irrespective of industrial sector.

Focus and structure

The programme is structured in a way that combines contemporary theoretical insights with a practical and grounded understanding of how to apply the content to the day-to-day work of being an effective leader. Using a variety of techniques including face-to-face teaching, case studies and experiential exercises, the programme is delivered over two days.

The first day focusses on leading oneself insofar as it looks at self-awareness, individual leadership predispositions and preferences, dominant behaviours, and personal effectiveness.

The second day is primarily concerned with leading others insofar as it looks at leading teams, motivating followers, managing conflict, delegating and influencing others.

Programme benefits

- Recognise your preferred leadership style and appreciate how to adapt and modify your behaviour in order to lead effectively
- Develop the ability to select from, and apply, a range of situationally-determined leadership strategies and lead in a context sensitive way
- Demonstrate a heightened awareness of the needs, capabilities and expectations of followers
- Learn how to delegate effectively, offer positive encouragement, and to meaningfully motivate and engage subordinates
- Enhance your capacity for giving and receiving meaningful, honest and authentic feedback
- Understand and draw upon a repertoire of approaches for handling poor performance and constructively managing conflict
- Increased awareness of team dynamics and how to leverage diversity in group situations.



Apply now at
cass.city.ac.uk/execed

Open personal development programmes

- Strategic Decision Making for Leaders
- Becoming an Effective Leader
- Effective Negotiation Skills
- Practical Accounting and Finance for Entrepreneurs
- Leading Digital Transformations
- Finance for Non-Financial Leaders
- Developing your Core Consulting Skills
- Leadership Communication: Present Yourself with Lasting Impact.

World class faculty lead by:

Prof. Cliff Oswick



Cliff joined Cass in 2011 as a Professor in Organisation Theory. He also served as Head of the Faculty of Management and

Deputy Dean at Cass between January 2011 and January 2016. Before coming to Cass he spent 4 years at Queen Mary, University of London as a Professor of Organisation Theory in the School of Business and Management and served as Dean of the Faculty of Law & Social Sciences (2007-2011). He has also previously held posts at University of Leicester (2002-2007), King's College,

University of London (1990-2002) and University of Westminster (1988-1990).

Before becoming a full-time academic in 1998, Cliff worked as a HR manager in local government. Cliff's research focuses on the application of aspects of discourse, dramaturgy, tropes, narrative and rhetoric to the study of organisations and organising. He is particularly interested in the study of leadership processes, employee engagement, and organisational change. He has published over 120 academic articles and contributions to edited volumes. Beyond his academic responsibilities, Cliff has also undertaken a variety of consultancy projects, senior coaching activities and executive development assignments with a number of high profile corporate clients.

An experience at the heart of global business

London is one of the world's great business centres and a hub of creativity and innovation. With the Lord Mayor of London as our Chancellor, we provide unparalleled connections to an elite network of businesses and organisations. Learn with the people shaping markets and leading new trends in our executive development facility, designed with active, collaborative working in mind.

Apply now at
cass.city.ac.uk/execed

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