

The distinction between 'Good' and 'Outstanding' Leadership

The 8th series of Outstanding Leadership breakfasts will start in October 2017 and run for 9 sessions from 08.30 to 10.30 monthly (breakfast from 08.00). This is one of our flagship programmes with around 400 managers, directors and CEOs having attended since its launch in 2011.

Led by myself and Maggie Smith (Cass CCE Leadership Consultants), the seminars are based on the research undertaken by The Work Foundation and published in 2010 which explored the distinction between 'Good' and 'Outstanding' leadership. This qualitative research, conducted with major organisations including: Tesco, Unilever, Guardian Media, EDF and BAE Systems. The research is unique to the UK in the depth of its scope and the focus on moving from 'Good' to 'Outstanding', it has been the underpinning approach for much of the work undertaken by the Centre for Charity Effectiveness in the last few years in addition to being used extensively within the wider world of work (including the United Nations, Ministry Of Defence and the Senior Civil Service).

The first session outlines the main principles of the research followed by a more in depth focus into key areas in subsequent sessions. These areas include: change, communication, vision and values, innovation, coaching for empowerment and motivation. Ideally participants will attend for the whole series, however it is also possible for an organisation or individual to book places to the sessions most appropriate to themselves.

The learning style is one of short stimulus and sharing of key experience, models and behaviours. This is followed by participants exploring how they can apply to their own contact for maximum impact. A limited number of short coaching sessions are available after each session on a first come first served basis.

Ian Lawson

Co-Lead for Leadership Development, Cass CCE

Ian Lawson is the course leader for the Outstanding Leadership breakfast series, for more information on this popular programme, [please visit our website](#).