



THE ACADEMY FOR CHIEF EXECUTIVES
Experiential Business Learning®

“TEN TO ONE”

New Speakers

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THE ACADEMY FOR CHIEF EXECUTIVES *Experiential Business Learning*[®]

10 FACTS AND FIGURES ABOUT THE ACADEMY

- Founded in 1995 by Brian Chernett, the Chairman
- Owned by a small number of shareholders, including BC
- There are 350+ members across the UK with a number of membership options
- The Academy helps members do things differently, do different things and achieve personal and business transformation
- Members pay a monthly subscription – typical return on investment is in the region of 500-900%
- Majority of members tend to be from SMEs and the not-for-profit sector, typically 25-100 employees
- All groups are different – sectors, age, personality etc and influenced by the culture/demographics of the area and the background of the Chairman
- The Academy operates a Licensee model and, today, there are 19 Chairmen and sub-licensees running 33 groups
- There are 100+ expert speakers on the books
- The Academy is planning a major expansion of its operations across the UK and will double in size by the end of the decade

9 FEATURES OF THE ACADEMY PROCESS

- Each group has up to 15 Members
- Members are from non-conflicting organisations
- Membership is by invitation only
- The group meets on a monthly basis, often at a member's premises
- The Chairman, who is a co-learner, is responsible for co-ordinating the group and ensuring that The Academy adds value and exceeds Members' expectations
- A typical agenda would be to review previous actions and commitments, to learn with an expert speaker, to obtain an insight into the Host Member's organisation and to discuss and resolve members' issues
- "Leaders learning with leaders"- meetings operate in a climate of openness with direct and honest feedback in a confidential and supportive peer group environment
- The Chairman provides ongoing support, usually (but not always) through one-to-one coaching
- National and regional conferences and training programmes are open to the community including coaching, voice dialogue, NLP



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8 BENEFITS OF MEMBERSHIP

- Improved profitability and performance, often leading to a richer life-style
- Better work-life balance, greater sense of meaning and purpose, often leading to a richer life
- Improved knowledge and skills and an insight into best practice/next practice through learning with expert speakers
- Improved awareness of own leadership, coaching and relationship building skills
- A more objective view of one's own organisation through working on the business, not in the business
- Feedback and support from fellow members who are not afraid to ask each other "why?" Often seen as "The Board you Could Never Afford[®]!" the Academy is a trusted friend for life that takes members to places they haven't been to before. It provides a unique opportunity for confidential sharing with a group of objective people who are not stakeholders, shareholders or staff
- Less stress, more peace of mind
- A network and sense of community with a group of like-minded peers and ongoing support from the group Chairman who is a coach, confidant and, if appropriate, advisor

7 THINGS THAT MEMBERS WANT FROM THE ACADEMY

- Engagement – all senses aroused, plenty of involvement
- Enlightenment – new skills, trends that will affect them, best practice, next practice
- Entertainment – a "bit of a show", fun and enjoyment
- Excitement – positive emotions linked to their issues, their business, their world
- Encroachment – providing challenge, stirring up traditional frames of reference, "putting sand in people's beds"
- Encouragement – it is often a lonely job at the top and plenty of support is often needed during major change and low periods
- Enrichment – members want their imagination back richer than it was at 8.00am. The following day, back at the desk, members want to implement their new thinking and learning and look to The Academy to provide the tools, tactics and techniques for creating and maintaining sustainable change



6 KEY QUESTIONS TO HELP YOU PLAN

- In a sentence, what is your area of expertise?
- Why now? Why is your topic of particular interest and relevance to Academy members today?
- Are you the first in your field, the only person in your field or one of many (but doing it better)?
- Why you? How does your approach differ from your competitors?
- If you ran a half-day session for The Academy what would three objectives be and how would you engage and involve members?
- By the end of the session what learning will members have acquired and what actions would you typically expect them to take?

5 TYPICAL MISTAKES TO AVOID

- Inappropriate style – failure to tailor material to The Academy, not answering questions properly, sticking to an inflexible script
- Too much emphasis on speaker input on the day rather than member output the day after – perhaps an Academy session starts with the evaluation!
- Too many big company references – members are most likely to be impressed and influenced by stories about people like themselves
- Lack of involvement – a major crime. Members want to work with speakers, not listen to them
- Too much sales propaganda and self promotion

4 THINGS THE ACADEMY WILL GIVE YOU

- Buzz and challenge from working with members
- Learning and ongoing support
- Many friends, a useful network of contacts and a sense of belonging to a close community connected through its values and beliefs
- The very real prospect of further bookings from member organisations

3 PIECES OF ADVICE IF INVITED TO THE SHOWCASE

- Be yourself, not a karaoke version of someone else
- Relax and enjoy the experience
- Actively listen to the feedback and don't wait to speak - remember that there is no such thing as bad feedback - all feedback is good feedback!



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2 THINGS THAT YOU WILL LEARN

- You will learn more about The Academy community, how it works, its passion for its members and its mission and values
- You will learn about your many strengths and a few areas for improvement – you will leave feeling inspired and richer for the experience

1 SENTENCE THAT SAYS IT ALL

The purpose of The Academy for Chief Executives is to inspire leaders!



*You really don't
have to feel
alone at the top*

Meet the Board you could never afford[®]