

# THE CDN EXECUTIVE LEADERSHIP SERIES 2024-25



CDN is proud to present our inspirational series of workshops for aspiring senior leaders in education and related sectors.

The **CDN Executive Leadership Series** supports aspiring leaders in education and related sectors who either currently fulfil executive roles or are looking to work at executive level in the future.

Developed and hosted by one of CDN's Delivery and Engagement Partner **Valerie Jackman**, the series supports participants to build their skills and network, with the option to attend specific workshops or follow the whole series. The ten workshops are designed to offer choice and flexibility.

We offer face-to-face sessions at Stirling Court Hotel, with the exception of two workshops which are held at Tulliallan Police College in Fife.

## Highlights of the 2024-25 series include:

- Business author and Interim CEO **Dr Eve Poole OBE** on the craft of **leadersmithing**.
- Nomadic School of Business guru **Anthony Willoughby** and **Doutzen Groothof** on **territory mapping**.
- Author **Dr Mark McKergow** on **host leadership**.
- **Personal Wellbeing and Psychological Safety**: a workshop with **Judith Parke**.
- **Three Horizons of Change** with **Cath Cooney** and CDN Delivery and Engagement Partner **Valerie Jackman**.
- **Andrew Woodward** on **presence and the power of storytelling**.
- **Communicating in high stakes** with leadership and governance trainer **Margaret Williamson**.
- Two exciting full day workshops with **Police Scotland** on **managing a crisis** and **dealing with the media**.

“ I received glowing feedback from a colleague who took the course last year, and I've been equally impressed. It's been a delightful mix of hands-on learning and thought-provoking content. The course created a trusted space for sharing experiences and stepping out of our comfort zones.”

Lee Lappin, Director of Curriculum and Partnerships, Dundee and Angus College

“ The Executive Leadership Series provides valuable time with leaders who excel in their field, offering new insights, knowledge exchange and discussion to help participants grow and thrive. I would have no hesitation in recommending this development as it is both visionary but with practical application.”

Angela Pignatelli, Vice Principal Learning, Teaching and Student Experience, South Lanarkshire College

Participants can sign up for individual workshops or the whole series at <https://bit.ly/execleaderseries>

For information about the series, and to find out how it can work best for you, please contact [valerie.jackman@cdn.ac.uk](mailto:valerie.jackman@cdn.ac.uk)

Or scan the QR code below to book



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# FULL PROGRAMME DETAILS

**Participants can sign up for the whole programme for only £2500 or, for those wishing to attend specific workshops, they are individually priced.**

The **CDN Executive Leadership Series** offers two distinct tiers of engagement to accommodate your personal development preferences.

## **Tier 1: Workshop-by-Workshop Engagement:**

- **Flexibility**  
Choose individual workshops that resonate with your leadership development needs.
- **Pay-Per-Workshop**  
Offers the convenience of paying for each workshop as you go, allowing you to manage your investment in your professional development.





## **Tier 2: Full Programme Engagement:**

- **Introductory Day**  
Begin your journey with an orientation day designed to set the stage for your leadership transformation.
- **Full Programme Access**  
Immerse yourself in the entire series, gaining the full spectrum of insights and strategies offered.
- **Action Learning Sets**  
Participate in three online sessions where you'll collaborate with peers to tackle real-world challenges and apply your learning.
- **Leadership Network**  
Join a community of leaders from previous cohorts, sharing experiences and growing together.

**Choose the path that works best for you.**



## » WORKSHOP 1: Preparing for your Leadership Journey





 **Face-to-face**  **Stirling Court Hotel**  
 **24 September 2024 – full day**  **N/A**

**For full-programme participants only.** This reflective and interactive session is designed to set the scene and help build your own development plan. You will be invited to reflect on your leadership journey and to share your story with others. With a focus on being a sustainable leader, you will then have the opportunity to identify areas you wish to develop throughout the programme.

**Valerie Jackman**  
**College Development Network**

Valerie, Delivery and Engagement Partner at College Development Network, serves as a Director at the Scottish Leadership Institute and works as an independent Executive Coach. With over 20 years of experience, she has provided leadership development expertise to both the Private and Public sectors.

## » WORKSHOP 2: Leadersmithing

 **Face-to-face**  **Stirling Court Hotel**  
 **25 September 2024 – full day**  **£285**

Leading is a craft like any other, with a series of practices that lead to mastery. But which are the practices that make the difference, and how can they be learned?


This session introduces the concept of Leadersmithing, which uses analysis about the 20:20 hindsight of top leaders to develop a plan for achieving 20:20 foresight, using neuroscience to help prime the development of leadership muscle memory.


This interactive workshop will provide participants with a special pack of leadersmithing cards and the knowledge to use these to curate a bespoke leadership development journey for you to tailor and continue after the workshop has ended.

**Dr Eve Poole OBE**  
**Author and Interim CEO**

Eve has a BA from Durham, an MBA from Edinburgh, and a PhD from Cambridge. Her book Leadersmithing was Highly Commended in the 2018 Business Book Awards. For 15 years she taught leadership at Ashridge, where she pioneered a new approach to the neurobiological development of leaders. Before that, she worked for the Church Commissioners and for Deloitte Consulting, where she specialised in change management for the Financial Services sector. She was Third Church Estates Commissioner 2018-2021; the first female Chairman of Gordonstoun 2015-2021; and interim CEO of the Royal Society of Edinburgh in 2022. She was awarded an OBE in the 2023 New Year Honours list for services to education and gender equality.

## ➤ WORKSHOP 3: Territory Mapping

 **Face-to-face**  
 **29 October 2024 – full day**

 **Stirling Court Hotel**  
 **£285**

The first part of this workshop is designed to help you explore and craft your leadership roadmap, navigating through universal metaphors and simplifying complexity. This will enable you to look at your journey from a fresh perspective. In the afternoon, we will explore the essence of trust-building leadership through the lens of nomadic and indigenous wisdom. We believe this perspective, captured in our Universal Leadership Wheel, is both ancient and futuristic! This afternoon's exploration will allow you to focus on what's most important and where your leadership is most needed.

### **Anthony Willoughby & Doutzen Groothof**


Anthony Willoughby is a British explorer, adventurer, and entrepreneur who was brought up in Africa and lived in Japan for 30 years. Anthony has lived a life on some of the roads less travelled in many of the remotest and hostile parts of the world.

Based on these experiences Anthony has developed an inspirational methodology which helps individuals and organizations achieve greater fulfilment and productivity through the use of metaphors which bring everyone round the same fire and onto the same map.


He founded The Nomadic School of Business which specializes in leadership development, strategy programs and management consulting.

Doutzen Groothof is a Dutch sociologist and Coach based in Rwanda. Doutzen gained knowledge through her work with Global management consulting firms, and that foundation deepened with the wisdom and inspiration from nomadic and indigenous tribes in Africa who are masters at building strong communities.

## ➤ WORKSHOP 4: Personal Wellbeing and Psychological Safety

 **Face-to-face**

 **26 November 2024 – full day**

 **Stirling Court Hotel**

 **£285**


This workshop explores strategies for investing in personal wellbeing and what it means to move from a simple to a wicked working environment. It also delves into the psychological trends impacting people and their performance, the drivers for psychological safety, the relationship between psychological safety and organisational performance, and effective leadership styles for driving psychological safety.


### **Judith Parke**

Judith leads the Wellbeing Outfit in the UK. She has over 20 years senior leadership experience gained in the not-for-profit sector in the UK and Australia and has held a number of directorships for companies and charities. Judith's primary interest is in developing organisational cultures that allow people to thrive. She has an MA in Psychology and English, is a trained workplace mediator and has completed all the requirements for the ISO 45003 Foundations course.

## ➤ WORKSHOP 5: Three Horizons of Change

 **Face-to-face**

 **17 December 2024 – full day**

 **Stirling Court Hotel**

 **£285**

The complexity of the challenges faced by executive leaders has increased as the pace of globalisation has accelerated. If we bring past mindsets, the scale of problems and demands can feel overwhelming, more so when we face several at once. Systems practice helps us act in complex situations where the past is not a good guide to the future – often the case when we want to bring about systems change. A Three Horizons approach allows us to combine the ability to act with an appreciation of uncertainty, helping us shift from a negative mindset to a positive perspective. In this practical workshop you will explore how an understanding of the three horizons framework can strengthen your executive leadership competency in uncertain times. You'll be invited to bring a real-world challenge to work on: mapping the landscape of change; uncovering value tensions and working with dilemmas.


### **Cath Cooney & Valerie Jackman**

Cath is an independent leadership consultant and coach, specialising in supporting systemic, person centred change, bringing over 20 years' experience working across public and population health with a focus on policy, organisational and leadership development, inequalities sensitive practice, in public sector, health and social care systems, and strengthening the third sector and voice of lived experience.

Valerie is a Delivery and Engagement Partner at CDN and a Director with Scottish Leadership Institute.

## » WORKSHOP 6: Managing a Crisis

 **Face-to-face**

 **28 January 2025 – full day**

 **Tulliallan Police College**


 **£380**


Participants will experience an immersive and participatory real-world crisis management scenario. Working together in small groups to respond to a real-time drip-feed of unfolding information, they must draw upon their knowledge and skills to make critical decisions under pressure and maintain effective communication. During the workshop, participants and the facilitators come together to reflect on the experience. In a summative plenary session, experts from Police Scotland dissect a real-world case study and discuss how the crisis was managed; what went well and what was learned.

**Police Scotland**

## » WORKSHOP 7: Communicating in High Stakes

 **Face-to-face**

 **25 February 2025 – full day**

 **Stirling Court Hotel**



 **£285**

This workshop will help raise awareness of your default communication behaviours, helping you make sense of those behaviours. It offers a framework within which you can reflect on the likely impact of your default behaviours – helping you ‘read the room’ and recognise stuck patterns of conversation. The workshop also offers an insight into ‘high stakes’ behaviours and their impact.

**Margaret Williamson**

Margaret specialises in board, executive and non-executive development, development of women and non-executive directors, facilitating multi-national, multi-cultural and multilingual groups. Margaret is an expert in communication patterns and how we communicate in high stakes.

## » WORKSHOP 8: Media Training

 **Face-to-face**  
 **25 March 2025 – full day**


 **Tulliallan Police College**  
 **£300**

**Police Scotland**

During this session participants will learn body language awareness, the ability to manage messages and narrative confidently and media engagement; including working with cameras and microphones.

## » WORKSHOP 9: Host Leadership

 **Face-to-face**  
 **6 May 2025 – full day**

 **Stirling Court Hotel**  
 **£285**

**Dr Mark McKergow**

Host Leadership is about building relationships to engage others. This engagement is the key ingredient that leads to increased performance and results. The art of hosting can provide a rich and inspiring framework for many practical leadership skills. It also provides flexible, agile leadership paradigm for those who want to lead better and seek better engagement and responsiveness.

Mark started his career as a scientist and engineer in the nuclear industry and for the last 30 years as an international consultant, speaker and author, and director of the Centre for Solutions Focus at Work (SFWork). He is author of The Solutions Focus, co-author of Host: Six new roles of engagement for teams, organisations, communities and movements and The Host Leadership Field Book.



## ➤ WORKSHOP 10: How We Show Up and the Power of Storytelling

 **Face-to-face**  
 **3 June 2025 – full day**

 **Stirling Court Hotel**  
 **£285**

Presence is something we are all born with, it is the way our natural energy moves in any relational situation. Others feel our energy and react to it, they can be triggered by it or motivated. In this way our energy is tangible. Learning to use this energy supports and controls our state of presence. As a leader, understanding your embodied presence is critical to carrying out your role, and connecting, understanding and motivating others. During this workshop we will explore how we consciously use our states of presence to hone our listening and speaking skills, using the work of Patsy Rodenburg, one of the world's leading voice and acting coaches. We will experience building relationships at 1-2-1 levels, whilst speaking to groups.

### Andrew Woodward

Andrew has spent the last 25 years working with leaders experiencing personal and organisational change and upheaval. He is an executive coach accredited by the European Mentoring and Coaching Council and has extensive experience in the public and private sectors. Andrew is also a trained storyteller.