

THE

INNER CEO

UNLEASHING LEADERS
AT ALL LEVELS

Conference Sessions
Masterclasses
Assessment
Resources

A NEW AGE OF EMPOWERMENT FOR
THE MODERN WORKPLACE

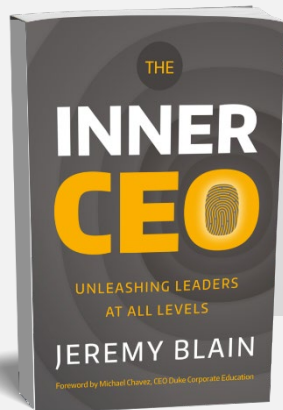
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Introducing a new age of empowerment: **The Inner CEO**



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Unleashing the power within our people

We are entering a new age of empowerment. Leadership at all levels can become the reality many have been striving for. We must create the conditions where everyone has the opportunity to contribute beyond their job role, more strategically across the broader organisation. This is what unleashing the inner CEO within our people means.

Empowering contribution beyond individual job roles creates *in-role CEOs* at all levels, and drives a more collective and collaborative approach to organisational growth. It releases executive leaders, non-executive directors and boards to focus on navigating an increasingly uncertain future.

This socialised approach to leadership will help tackle the operational and strategic challenges of today by unleashing the power within our people, at all levels, across all organisations, everywhere.

In his ground-breaking book, conference keynote sessions and series of masterclasses, author and business transformation expert Jeremy Blain sets out exactly how to achieve this reality.

Praise for '*The Inner CEO – Unleashing leaders at all levels*'



In today's uncertainty, success will come to those who embrace their Inner CEO and a culture of experimentation, boldness and trust. Jeremy Blain's practical tools and pragmatic insights are road tested in leading organisations. Use them to invite your inner CEO to thrive."

Joanne Flinn,

author of '*Karma: How to Stay Calm and Productive through Crisis to the Recovery*'. Former Country Head Financial Services Consulting, PwC



In today's world of exponential change and uncertain future '*The Inner CEO – Unleashing leaders at all levels*' is extremely relevant and action orientated. It shows clearly how change can be accelerated by unleashing leadership skills in each and everyone in the organization."

Sunil Narang,

President & CEO, WDH Inc. Denver, CO, USA



Jeremy Blain's book is full of examples, interviews, new models, tools and even a complete 90-day roadmap to accelerate such action. It's practical, well researched and will help many organisations as they embrace the age of empowerment and unleash leaders at all levels."

Dan Sodergren,

Co-Founder YourFlock.co.uk; Head of Diversity, Manchester Publicity Association; Founder, Great Marketing Works; Technology futurist and advocate BBC TV and News, BBC Radio



'*The Inner CEO – Unleashing leaders at all levels*' is packed with compelling insights on the forces driving unprecedented change in the workplace and underpinned with comprehensive strategies, at both organisational and individual level, to make leadership at all levels a reality. With easy-to-use tips, examples and tools this book gives you the why, the what and the how to meet the transformational needs of the modern workplace, while ushering in a bold new age of empowerment for organisations everywhere, and of all sizes."

Tara Treanor,

Ex-Head of Commercial Capability PepsiCo Australia and New Zealand. Executive Coach



If Jeremy Blain's excellent book had been around years ago, it would have helped our journey enormously particularly in helping avoid some of my many mistakes along the way! Jeremy has long been well ahead of the curve in transforming businesses to be led by everyone, not just its leaders, and if ever there was a time to accelerate that process, it is now. If you want to be in a growing dynamic business in the 2020s, then read this book."

Paul Hargreaves,

CEO, Cotswold Fayre, UK. Author of the book '*Forces for Good – Creating a better world through purpose-driven businesses*'

The INNER CEO

UNLEASHING LEADERS AT ALL LEVELS



Conference
Sessions



Masterclasses



Assessment



Resources



Keynotes, conference presentations and executive leadership briefings

Target audience

- Full organisation conference or keynote session
 - For those interested in, committed to and involved in leadership at all levels
 - All employees
- Executive leadership briefings, for:
 - C-suite and executive leaders
 - Directors and senior management
 - Human Capital leaders, leadership development and Talent leaders
 - Learning leaders and experts
 - Team leaders



Summary

Welcome to the age of empowerment. We live in unprecedented, challenging times. Many organisations are juggling short-term security with longer-term opportunity and risk management. Transformation continues to accelerate and the next normal for many is a digitally enabled, increasingly distributed workforce. With the need to navigate the operational and strategic challenges for business over the next decade, a more collaborative, curated and human-centred approach to leadership will make the difference.

Jeremy Blain, author of the book '*The Inner CEO – Unleashing leaders at all levels*', argues that the time is perfect to create in-role CEOs who go beyond their job description, supporting strategy aims and execution while contributing with others to secure the operational health of the business. This session will be tailored to the specific audience and will paint a picture of what is possible, why it is important, what needs to happen across the organisation and how to go about unleashing leaders at all levels. The session is supported with case studies and interviews from some of the most enlightened organisations, executive leaders and expert professionals operating today.

The interactive sessions will be modified for the specific audience and cover:

- the business landscape of today and need to curate leadership
- the Inner CEO concept and making leading at all levels a reality
- organisational and individual contributor must-dos
- a case study / interview with a leading organisation, committed to unleashing the inner CEO
- polling and group activity for interaction and discussion
- next steps.

Optional supporting activity:

- The opportunity to purchase the book at a discounted rate for your organisation.
- A suite of supporting training interventions (virtual classes or face-to-face) – for those working at organisational level and for those individual contributors stepping up to unleash their inner CEO.
- Group and individual coaching (executive and individual contributor level).
- Access to further case studies, experts and organisations who have been through the journey.
- The possibility to invite those interviewed in the book and others to speak directly with your organisation, to discuss their journey and to further supplement next practice sharing.



Transforming into an empowering organisation: **Challenges, opportunities and must-dos**

Target audience

- C-suite and executive leaders
- Directors and senior management
- Human Capital leaders, leadership development and Talent leaders
- Learning leaders and experts
- Line managers and team leaders

For executive leaders, directors and management

Summary

As organisations everywhere entered the 2020s, there was already huge pressure to transform both digitally and in respect to workforce evolution. Then the pandemic hit, and for some already on the right track, accelerated transformation. For others it forced the issue and multiplied challenges being experienced by businesses, leaders and employees.

There are **five major forces of transformation** that need to be understood as executive leaders navigate the challenges and opportunities faced within the post-pandemic workforce. This understanding represents the foundation to build a more empowering culture, unleashing the inner CEO within people at all levels, so that they are able to contribute to the business beyond their job description.

This interactive session will cover:

- the forces of transformation that executive leaders need to acknowledge in order to create a more empowering culture
- examples of companies and leaders getting it right...and wrong
- actions and activities to adopt now to create the foundation for a thriving, modern workforce
- how this relates to unleashing the inner CEOs within organisations everywhere.

Optional supporting activity

- A copy of the electronic or physical book '*The Inner CEO – Unleashing leaders at all levels*' for all participants.
- Group and individual coaching (executive and individual contributor level).
- Access to further case studies, experts and organisations who have been through the journey.
- Community best practice sharing – bringing together leaders and management from different industries and businesses to share experiences and ideas.

The five forces of transformation



Digital transformation



The emperor's new clothes – leadership readiness



Organisational culture shift



The future workforce and ways of working



Broadening diversity lenses



Creating the conditions for success: Organisational level mindset, culture shift and actions

Target audience

- C-suite and executive leaders
- Directors and senior management
- Human Capital leaders, leadership development and Talent leaders
- Learning leaders and experts
- Line managers and team leaders

For executive leaders, directors and management

Summary

Unleashing the inner CEO within our people does not happen by accident and it is not a quick change. Prior to asking potential leaders at all levels to step up, we must work hard to create the appropriate culture, foundation pillars and support infrastructure to make it happen successfully.

There is a fundamental shift required at executive leader and management level into new ways of leading and managing that are more empowering, and more coaching-led. These new ways recognise the efforts of those stepping up beyond their job description.

This session will underpin the concept of unleashing the inner CEOs within our organisations, with concrete steps and supporting activities to support its successful implementation.

This interactive session will cover:

- creating the right conditions and culture to unleash leaders at all levels
- the role of executive leaders, in particular Organisational Development, HR, Talent and Learning teams
- a new Human Capital framework appropriate for a flatter, more empowering organisational structure
- organisational level action to identify and assess in-role CEO suitability
- executive leader and line management action to unleash and support the inner CEOs across the business
- suggestions for how to support those unleashing their inner CEO (training and on-the-job)
- sharing best practice examples.



Optional supporting activity

- A copy of the electronic or physical book '*The Inner CEO – Unleashing leaders at all levels*' for all participants.
- A special guest speaker as part of this session to share experiences from another company / industry.
- Group and individual coaching (executive and individual contributor level).
- Functional management group coaching or training sessions to support the creation of leaders at all levels.
- Access to further case studies, experts and organisations who have been through the journey.
- Community best practice sharing – bringing together leaders and management from different industries and businesses to share experiences and ideas.



Unleashing the inner CEO: The personal roadmap and actions for those ready to step up

Target audience

- Line managers and team leaders
- HR / Talent and Learning leaders
- Individual contributors at all levels
- Existing in-role CEOs who are already stepping up beyond their job descriptions.

**For individual contributors
stepping up as in-role CEOs
Line managers and
supporting functions**

Summary

Once organisational-level activities have been implemented, and executive leaders, functional heads and line management understand their role in the brand new age of empowerment, it is time to accompany those ready to lead at their level to step out and step up.

These sessions are designed specifically for those individuals unleashing their inner CEO, beyond their job description; as well as accompanying line management and supporting functions like HR and learning and development.

It is of vital importance that our people who step up as in-role CEOs are supported to succeed and not set up to fail. This session will provide the structure, roadmap and tools to make it happen successfully for all involved.

These sessions will be supported by our online 180 or 360 assessment to be completed by all individuals stepping up as in-role CEOs.



This interactive session is split across 2 x 2.5-hour virtual classes:

Session 1 – 2.5 hours will cover:

- becoming an in-role CEO – what it means and how to start with success in mind
- case study and group discussion – examples of organisations unleashing their inner CEOs
- the personal journey and rolling action plan for those unleashing their inner CEO
- the 4Es model, assessment and interpretation (See Page 10).

Session 2 – 2.5 hours will cover:

- the 90-day roadmap: outcomes, actions and supporting 'must-dos'
- live action planning to create your personalised, measurable 90-day roadmap
- shaping your personal development plan to accompany the personalised 90-day roadmap
- secrets to success: examples and inputs from in-role CEOs across other industries and companies, who have successfully stepped up as leaders at their level.

Optional supporting activity

- A copy of the electronic or physical book '*The Inner CEO – Unleashing leaders at all levels*' for all participants.
- Special guest input as part of this session to share experiences from another company / industry.
- Group and individual coaching (executive and individual contributor level).
- Inter-session measurable activity to fast-track actions and activities arising.
- Internal self-owned group of in-role CEOs as an experience sharing forum, moderated by an external or internal expert.
- Parallel line manager briefings to support management actions with in-role CEOs.
- One-hour coaching with member of the Inner CEO team to review individual online 4Es assessment and help to create the personal development plan.



Measuring the impact of leadership at all levels

Target audience

- C-suite and executive leaders
- Directors and senior management
- Human Capital leaders, leadership development and Talent leaders
- Learning leaders and experts
- Line managers and team leaders
- In-role CEOs who are stepping up as leaders at their level

**For individual contributors
stepping up as in-role CEOs
Line managers and
supporting functions**

Summary

What gets managed and measured gets done! This is an essential part of the process to unleash the inner CEO within people who are ready to step up and lead at their level.

Accompanying the organisational and individual 90-day roadmap is a corresponding 90-day, week-by-week measurement guide. This highlights what to look for and what to measure from both quantitative and qualitative perspectives. Some of these outcomes and measures are owned at organisational level, while most are co-owned by the in-role CEOs themselves, their line managers and the main reporting function (perhaps HR or whichever function is owning the initiative within the organisation).

This interactive session will cover:

- the responsibilities at all levels to measure and manage the initiative (in both quantitative and qualitative ways)
- examples of external best practices emerging across industries
- measuring the first 90-day roadmap
- measuring individual progress within the 4Es model and assessment
- quantitative measurement at organisational level
- qualitative measurement at individual level (using 'The five centres of me' model)
- tracking the personal development plan and collective growth initiatives.



Optional supporting activity:

- A copy of the electronic or physical book 'The Inner CEO – Unleashing leaders at all levels' for all participants.
- Group and individual coaching (executive and individual contributor level).
- Team leader / project leader mini workshops or coaching activity to challenge and qualify the measurement approach and data arising.
- Creating an internal group to share outcomes and outputs as a way to curate the collective effort.



The 4Es Empowered Leadership Model Assessment

Target audience

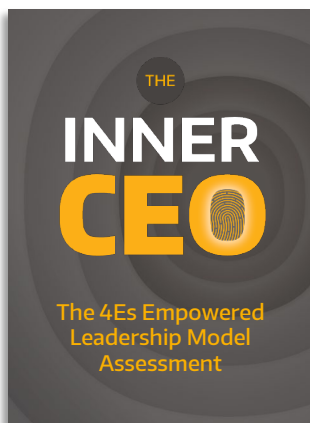
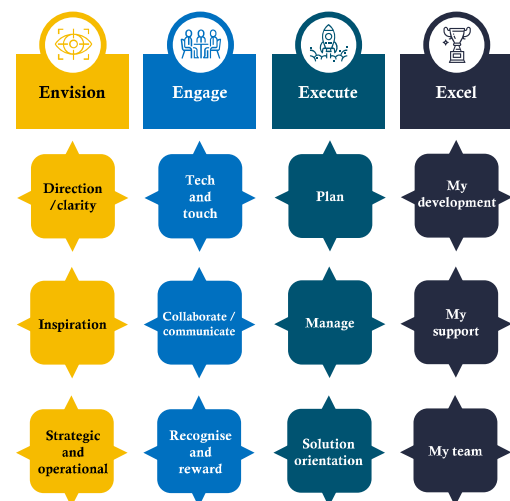
- For those ready to unleash their inner CEO or those existing in-role CEOs who are already contributing beyond their core job role

Summary

This supporting online assessment and bespoke report are grounded in the 4Es Empowered Leadership Model (Envision, Engage, Execute, Excel) as explained in the book *'The Inner CEO – Unleashing leaders at all levels'*.

The purpose of the online assessment is to provide an overview of the strengths and development areas for those unleashing their inner CEO. The output is a personalised assessment report, which includes targeted developmental advice and suggested line manager coaching action.

Each of the '4Es' is a critical step in assessing, developing and building the skillsets and traits required to excel as an in-role CEO.



The 4Es assessment can be completed as

- a self-assessment
- a 180 assessment with line manager input
- a 360 assessment with multiple inputs

Pricing:

£30 GBP / \$40 USD / 35 Euros
/ \$56 SGD per assessment*

*Corporate license pricing on application and based on total numbers

*Contact us info@performanceworks.global

You can find out more and complete your own 4Es Empowered Leadership Model Assessment by visiting our dedicated website.
<https://performanceworks.global/theinnerceo/>

For multiple assessments and corporate-wide initiatives, please contact the team directly through info@performanceworks.global

- The 4Es Empowered Leadership Assessment will be the foundation stone by which to measure individual progress and can be completed every year, to support the development of the in-role CEOs within the organisation.
- Therefore, in parallel with the masterclasses and supporting activities within this brochure, the assessment provides a measurable, trackable check-step at all levels, which can be mapped against the personal growth of in-role CEOs, their impact on their teams and the impact on the wider business over time.



Additional activities, support and extras

Consolidation and sharing sessions:

after the first 90-day plan has been executed

Facilitated roundtable sharing and curation of emerging practices:

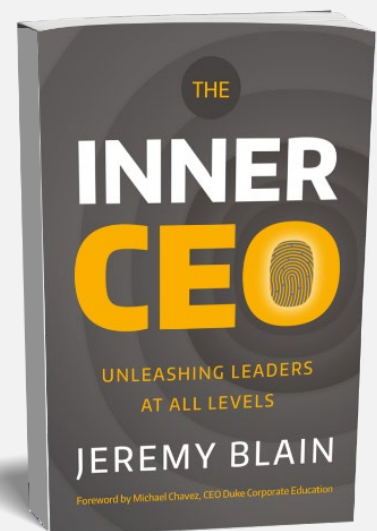
- to establish best emerging practices
- to highlight quantitative and qualitative benefits (organisation, group, individual)
- to identify any challenges, roadblocks and issues
- to focus on actions arising to reinforce best practices and handle key issues highlighted
- to create the next 90-day plan and main measures
- including Q&A / sharing.

Elective executive coaching (group and / or individual)

at any point in the process

- Coaching for executive leaders and line managers to help them repurpose their roles and actions behind the initiative to unleash leaders at all levels.
- Expert mentors and coaches for in-role CEOs, who are independent of the company, to provide personal development support and advice in line with the 90-day roadmap.
- Ad hoc group coaching clinics for in-role CEOs, to share progress, challenges and discuss ongoing development action.
 - These can be set up every month or as required.

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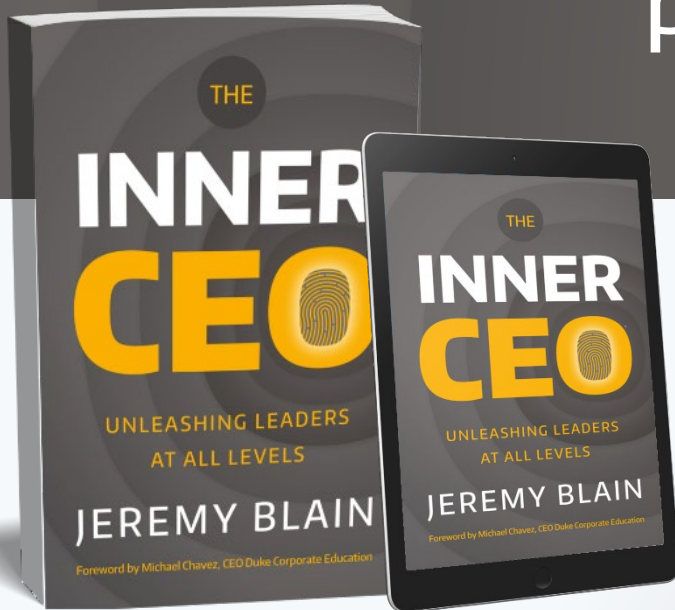


Supporting 180, 360 or self-assessment to help track progress of those unleashing their inner CEO.

Fully automated online assessment and report.

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The Inner CEO – Unleashing leaders at all levels

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