

FACULTY MEETING

Date/Time: Thursday 22nd October 2015, 2.00pm- 5.00pm

Location: Marlborough Room 3, The King's Fund

Attendees: Daniel Burke, Juan Coto (Chairperson), Simon Cotterell , Catherine Devitt, Katie Driver, Ian Florance, Liz Gooster, Stephen Mayson, Des O'Connell, Ann Orton (Chairperson) , Hannah Patrick (Secretary), Eyal Pavell, Anna Phillips, Anne Scoular, Jon Stokes, Dick Tyler, Mary Watts.

Apologies: Helen Duguid, Claire Maidana, Kirstan Marnane, Alice Perkins.

SUMMARY OF DISCUSSIONS AND ACTIONS

1. Positive Beginnings

The meeting began with a round of positive beginnings, which led to the announcement of a new syndicate including Sir Michael Lyons, Sir Matthew Pinsent and Herminia Ibarra.

2. Agenda Review & Intended Outcomes

3. Meyler Campbell Update

Catherine Devitt presented a high level SWOT analysis which reflected the results of the interviews that she has been conducting over the recent months. Please find attached a pdf copy of Catherine's slides (**Catherine Devitt Slides.pdf**).

An email has since been circulated asking the faculty if they would like to be a part of Catherine's Business Development team.

ACTION: If you have not already registered your interest, please [email Hannah](#) to do so.

Katie Driver gave her first report as Director of Community Engagement. She highlighted the following points:

- The current issues being raised by the community are as follows:
 - Greater connections need to be made within the community – the community is, in some ways, invisible to itself.

- It is necessary to improve flexibility – Meyler Campbell is currently seen as being very London based and relies heavily on face to face interaction.
- It is important that value for money is at the forefront of our thinking when creating new opportunities for the community.
- Katie suggested that going forward we should ask ourselves the following three questions when creating something for the community:
 - Does it enable successful Business Coaching?
 - Does it support and build the MC brand?
 - Does it offer good value?
- Katie then listed a spectrum of ways to move forward for the community, and explained plans to begin with a virtual bookshelf for the community on LinkedIn.

Ian Florance gave an overview of his plans as Editor, highlighting the following as his priorities:

- Improving internal and external communications
- Thought leadership
- Creating a structured PR programme

4. The Leader Programme

Daniel Burke and *Anna Phillips* led a session to give further information to the Faculty on the way The Leader Programme currently works. Please see attached a flow chart that explains the structure of the programme (**The Leader Programme Map 140815.pdf**), as well as an overview (**The Leader Programme Overview 200515.pdf**) and a tutor guide (**TLP Programme Overview Tutor Guide 080915.pdf** and **TLP Tutor Guide First Pages T1-T4 211015.pdf**).

Simon Cotterell from Goosebumps Branding presented the results of his research, and proposed a way forward for the branding of The Leader Programme. Please see his slides attached (**Simon Cotterell Slides.pdf**).

The following points were discussed by the Faculty:

- The target audience for the new campaign felt slightly unclear. This raised the following questions:
 - Are we aiming for C-suite, or those new to senior leadership roles?
 - Does the age profile for senior leaders vary between sector?
 - Does the 'fun' nature of the copy better suit Gen Y?
 - Is the pitch aimed at the buyer or the consumer?
 - Could we run two programmes – one for more C-suite in the current style of TLP, and one for new senior leaders with larger groups? What would the implications be on cost?
- There was a discussion around the name and tagline for the programme. The following points were made:

- Should it be Unleash instead of Unleashed? Are we unleashing the client's potential or their team's?
 - That perhaps 'Be the leader you always wanted' might suit better than 'Leading people to their own solutions'
- As part of the rebranding we should perhaps take apart and rebuild TLP to suit the new brand.

In terms of next steps for this project, Catherine will be meeting with Simon shortly to finalise the brand and discuss how to move forward.

ACTION: If you have any post-meeting reflections please [email Catherine](#) by the middle of next week (week commencing 2/11/15).

5. AOB / Minutes

The Minutes from the previous meeting were approved.

6. Positive Endings

END OF FACULTY MEETING

Date of next meeting: 20th January 2-5pm, The King's Fund.

HP 30/10/15