

The **#BeingTheCEO** Programme

An independent, longstanding, and expert-led
programme for CEOs and aspirant CEOs.
Based on the Being The CEO framework



Forum**Strategy**

Welcome

The Being The CEO programme by Forum Strategy was established in 2019, based on the framework set out in my book. The framework's credibility is now established, having been endorsed through the National Governance Association's template CEO job description, and recommended by numerous practitioners.

The programme is based on a number of key principles. It is:

- Independent
- Expert-informed and led
- Grounded in cross-sector learning
- A supportive and safe space
- Responsive to individual needs

We've now seen well over one hundred Chief Executives and aspirant Chief Executives undertake the programme. The feedback, as you will see, has been extremely positive.

“This has been the most amazing learning experience. Not only that, but it has grown my confidence, clarity, and understanding whilst learning from the very best in the sector. Would absolutely recommend.”

Beryce Nixon OBE
CEO, Exceed Learning Partnership

It also draws on experts on the role of CEO and corporate governance; reading and materials for self-reflection throughout the entirety of the programme; the highest standards of supportive and insightful coaching and mentoring; and the facilitation of a genuine 'safe space' of peers and valuable networks which often sustain far beyond the conclusion of the programme. The programme is underpinned by a significant body of thought leadership and high quality resources informed by experts – including our own cutting-edge concepts such as the 7 pillars of improvement at scale, 'pure accountability', and thriving trusts.

At the end of the programme, it's our aim that participants not only have a clearer idea of what it entails to be a high performing Chief Executive, but also what it means to thrive personally and professionally in the role. It provides the tools and encouragement to ensure CEOs approach their roles with a powerful blend of curiosity, humility, confidence and ethical leadership that enables them to realise both their and their organisation's full potential.

We're incredibly proud of the programme we lead and the difference it has made to so many senior leaders.

Michael Pain
Programme founder
and co-leader

The programme is based on Michael Pain's #BeingTheCEO framework

The four foundations of the CEO role:

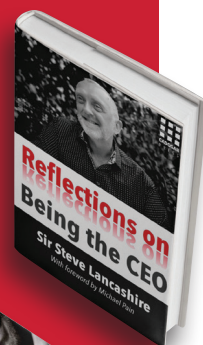
- Knowing 'the business we are in'
- Leading with contextual wisdom
- Legacy mindset
- Values, ethics and standards

The six dimensions of organisations leadership

- Shaping a compelling leadership narrative that brings others with us
- Contributing to good governance and building an open and constructive relationship with the governing board
- Being the chief talent officer and culture maker
- Enabling improvement at scale as an organisational habit
- Securing organisational sustainability and compliance
- Generating social and professional capital through strategic partnerships

“Such a brilliant course by Forum Strategy. I am so grateful to have been part of it, to have learnt so much and to have met such inspiring people.”

Catherine Stalham
CEO, South Essex Academy Trust



What does the programme involve?

The programme is wide-ranging, and includes numerous leadership development opportunities, including:

- Two residentials led by Michael Pain and Sir Steve Lancashire at Kilworth House, Leicestershire
- Online development sessions led by Michael Pain
- A 'study visit' to a high performing organisation
- Small online peer to peer group sessions structured by Forum Strategy
- Six (90 minute) online mentoring sessions with Sir Steve Lancashire
- Four coaching sessions with an executive coach
- A wide range of reading and resources, including books recommended by Michael Pain and Sir Steve Lancashire
- Complimentary attendance at the National #TrustLeaders CEO Conference (*existing members of Forum Strategy's CEO network already attending this as part of their membership can assign this to a colleague within their own organisation*)

Participants are directly supported in navigating the programme and making the most of its resources and learning opportunities by Michael Pain.



“ It has been the best CPD course I've ever been on.
Thank you so much. The work you do is so valuable. ”

Chris Foley

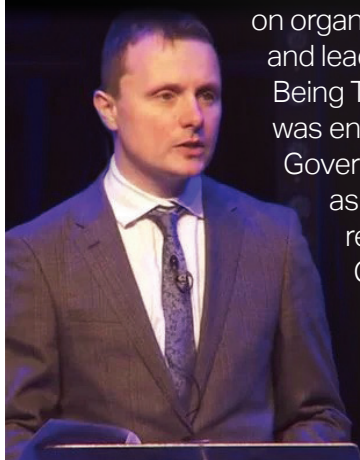
CEO, St Teresa of Calcutta Catholic Academy Trust

Who leads the programme?

Michael Pain is the founder of the programme, and leads its residentials and a number of online sessions. His framework underpins the programme.

Michael is the founder of Forum Strategy, a national membership organisation and consultancy for executive leaders established in 2013. Michael is the author of the book 'Being The CEO' and has developed a number of recognised organisational development concepts, including 'the 7 pillars of improvement at scale', 'pure accountability', and thriving trusts.

He is an executive coach and speaker on organisational development and leadership. Michael's Being The CEO framework was endorsed by the National Governance Association as underpinning their recommended template CEO job description. His thinking on executive leadership is often featured in sector media.



Sir Steve Lancashire is co-lead of the programme, and leads – alongside Michael – its residentials and an online group session. Sir Steve is also a mentor to every participant on the programme.

Sir Steve was the CEO of REACh2 Academy Trust from 2012 until 2022. During his decade's tenure, he grew the organisation to be one of the largest academy trusts in England, achieving significant impact whilst also scaling up the organisation's operations and reach in order to operate nationally. Sir Steve is the author of the book 'Reflections on Being The CEO' and is an acclaimed mentor to Chief Executives. He is currently Chair of Forum Strategy's national #TrustLeaders CEO network and is a regular keynote speaker at the annual National #TrustLeaders CEO Conference.

“The quality of our organisation is in direct proportion to the quality of our thinking.”

Sir Steve Lancashire



Who else contributes to the programme?

Contributors to the programme include former CEOs of international and national organisations, experts in corporate governance and executive leadership, and leading authors and thought leaders. We also work with a range of experienced executive coaches with a strong appreciation of executive leadership.

Resources on the programme are produced and informed by a range of experts.

“Undertaking the Being The CEO programme was the most impactful professional development experience I've undertaken.”

Toni Ellis
CEO, St Gabriel The Archangel Academy Trust



Who is the programme for?

The programme is for those who are serving CEOs or those that are ready to step up to the role in the next twelve months or so. Applicants must be able to demonstrate some experience and appreciation of working at a very senior executive level.

We welcome applications from those in CEO and senior executive roles in education, the wider public sector, the third sector, and businesses.



How to become involved in the programme?

Applications for the next cohort can be made at [**www.forumstrategy.org/beingtheceo**](http://www.forumstrategy.org/beingtheceo)

Successful applicants will be invited to an initial online meeting with Michael Pain, and receive an initial set of reading and resources, before embarking on the programme soon after.

Please note that each cohort is limited to a maximum of twelve participants to ensure the quality and impact of the programme for all.



**A supportive
and safe space**

Independent

Responsive

#BeingTheCEO

Peer to peer

**Expert-informed
and led**