

Stepping into Comms Leadership

A set of three workshops to support and inspire senior comms professionals through the transition from senior management to leadership.



Thursday 2 March

9.30 – 13.00

Speaker: David Barker, CEO, Crohn's and Colitis UK

Theme: Leading from the Self

Your accumulated operational experience can be a solid base from which to lead, and provide a sense of security. How do you move beyond this to lead functions of which you have no experience and limited understanding? How can you embody leadership in a way which draws on who you are as much as on what you know?



Thursday 20 April

9.30 – 13.00

Speaker: Mark Atkinson, CEO, Scope

Theme: Using Your Difference

What's the essence of what you bring and how does that align with the leadership culture of your organisation? Where they don't align is where you can be usefully different in the leadership team, and can be the area where you fly or fall – or both!



Thursday 15 June

9.30 – 13.00

Speaker: Gail Scott-Spicer, CEO, Carers Trust

Theme: Riding Several Horses

There are always multiple demands on you, so how you balance and prioritise your time and ensure delivery through others is key. No single horse is difficult, it's the complexity of them all together and the interface between them which can be challenging.



Fascinating, honest, thought-provoking. Made me reflect a lot on where I'm going and what I want from work – and what I need to do to progress to the next stage in my career."

Ian Fannon, *head of communications and campaigns, MS Society*



To book a place:

This set of workshops is exclusive for organisational members of CharityComms. It is an application only event for heads of department/assistant directors (or equivalent level) working in charities with a turnover of over £5m. The fee is £450+vat and covers all three sessions, including lunch and the workshop (workshops cannot be booked as independent sessions).

Please contact Lally for more information about booking a place: lally@charitycomms.org.uk

Stepping into Comms Leadership

A set of three workshops to support and inspire senior comms professionals through the transition from senior management to leadership.

As a delegate you will:

- Hear the experiences of other senior leaders in the sector who have made the transition to chief executive
- Develop an ongoing supportive network of peers from other charities
- Gain tools and techniques for success
- Improve your confidence in your ability to lead
- Develop strategies to progress your own career

What to expect from the sessions

Each session will focus on an aspect of leadership transition – a key developmental theme which surfaces when one moves from a managerial role into leadership role (for example from head of department to director level – and beyond).

9.30 – 10.00: Network and get to know different members of the group

10.00 – 10.30: A CEO from the charity sector (who has moved up from a comms role) will share their personal story of how they tackled the session's theme in the development of their career as a leader

10.30 – 11.00: Q&A session with the speaker

11.00 – 12.00: Facilitated discussion exploring your reaction to the CEO talk, how different themes relate to your situation, what it means for you in terms of your own development needs and new ideas and action for you to take away

12.00 – 13.00: Sit-down lunch and informal networking

13.00: Session ends.



It's very interesting to hear from CEOs who have come from a communications background and how they have overcome challenges. These workshops have given me the confidence to say 'yes' and take on projects outside of my comms remit."

Louise Robertshaw, head of marketing and communications, planning and strategy, Guide Dogs



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