

A nighttime photograph of a city skyline, likely Dubai, featuring several illuminated skyscrapers and a complex multi-level highway interchange in the foreground. The lights from the buildings and the traffic on the highway create a vibrant, glowing scene against a dark sky.

The
CEO
Institute

A meeting of minds®

The CEO Certification 6 Day Program

No one is born a leader... You must learn to lead

The CEO Institute



Since its establishment in 1992, The CEO Institute's distinctive experiential learning approach to executive education has made it the leading peer-to-peer membership organisation for CEOs and senior managers in Australia and New Zealand. Over 1,000 members meet monthly to share ideas and experiences in a confidential and supportive environment. They come from all major industry sectors. They lead medium to large sized organisations and they look to The CEO Institute to provide the ongoing level of professional and personal support that keeps leaders leading. In 2011, The CEO Institute became the first global certification body for CEOs and senior executives, recognising excellence in business leadership.



Ensure success
Secure your future

Message from the Founder of The CEO Institute

The CEO Institute is delighted to offer MBA graduates the CEO Certification 6 Day program as a face to face learning experience forming part of the MBA Blended CEO Certification Program. The blended pathway to CEO Certification recognises the prior learning gained from successfully completing an accredited MBA.

I understand the mantle of leadership for current and aspiring leaders can be challenging. Participation in this contemporary program will inspire candidates to pursue excellence in business leadership and equip them to address the challenges they face with greater confidence and knowledge.

I firmly believe that strong and informed leadership is critical to international stability and prosperity, and see our role in setting the gold standard in global leadership through certification, as a positive step towards helping make the world a better place.

I invite candidates holding an accredited MBA to enrol in the CEO Certification 6 Day program, as an investment in their future, supporting their career development, and gaining recognition for their professional standing as a business leader entitled to use the Certified CEO post nominal CCEO(prov)... setting themselves apart from the millions of other MBA Alumni, globally.

Kenneth W. W. Gunn
Chairman & CEO
The CEO Institute



Message from the Global Manager - Certification

These are exciting times for CEO certification. So many pathways to certification are now available to senior executives all over the world. CEO certification through these pathways, is no longer restricted by location. Modes of delivery vary too: online, face to face and blended models.

In 2011 The CEO Institute became the first global certification body for Chief Executives and senior managers, recognising excellence in business leadership. Certification can't be bought. It has to be earned as it recognises educational achievement, management experience and a commitment to continuous professional development. The Rules for Certification approved by the Australian Competition and Consumer Commission, have also been approved in several countries across the world, adding momentum to an already increasing demand for CEO certification.

The bar has been set high as a growing number of organisations look to the Certified CEO designation as a trusted sign of leadership capability and competence. Just as the global network of Certified CEOs grows, giving awardees the entitlement to use the post nominal CCEO or CCEO(prov), the benefits also continue to grow... employment advantage, stakeholder confidence, etc.

We welcome candidates seeking CEO certification, a mark of distinction and respect. Join Certified CEOs worldwide who have qualified for this exclusive status in the global business community.

Esme Alfred
Global Manager - Certification
The CEO Institute



The CEO Certification 6 Day Program



The CEO Institute's CEO Certification program delivered over 6 full days, is a certification course designed for business leaders. It provides them with the skills, knowledge and contacts they need to confront problems and manage growth.

This program is a unique development forum for senior executives on a leadership journey who hold an accredited MBA or equivalent accredited Master's level degree. Based on a blended learning model, the program provides a mix of facilitated and experiential learning, which enables members to enhance their existing management and leadership skills to fast track their career potential.

12 pre-determined core topics are selected from the 15 subject areas that make up the Curriculum Framework to help develop a suite of contemporary business skills and knowledge relevant to a senior leadership role.

Learn on the job

As a member of the program you and a select cohort of peers learn the skills of being a CEO from experts with broad business management experience.

Each cohort has about 20 members - who are learning how to lead a business. Cohort members are carefully matched for compatible skill levels and activity in non-competing business sectors. This promotes openness and sharing within the cohort.

A guiding hand

The meetings are chaired by an experienced chair-facilitator who has been hand-picked for their capacity to provide wisdom, leadership and inspiration. They excel at governance, managing meetings, making connections, mentoring, and coaching - they facilitate effective knowledge sharing helping members grow in their leadership journey.



Program format

The CEO Certification 6 Day program activities are structured to develop leadership capabilities and management skills.

A typical full day agenda includes:

Members' issues & open forum: A confidential forum for members to raise challenges they are facing (problems and opportunities). Critical peer-to-peer problem solving is facilitated by the chair-facilitator in addressing these issues. Where appropriate, members may provide a formal presentation to the cohort on a project relevant to their business.

Expert speakers: Each meeting includes 2 core topics of facilitated learning by an expert presenter, selected from the Curriculum Framework subject areas.

Curriculum Advisory Board

A highly credentialed Curriculum Advisory Board advise on all matters related to the CEO Certification 6 Day program curriculum, including content, standards and delivery.



Benefits

Membership of a CEO Certification 6 Day program cohort gives you access to many privileges and benefits:

Full or Provisional Certification. Full Certification is granted to Chief Executive Officers or equivalent position with five or more years' experience who have met the program requirements for Full Certification. This confers the right to be called a Certified CEO and use the post nominal CCEO.

Provisional Certification is granted to Managers with a minimum of 3 years' senior management experience who have met the program requirements for Provisional Certification. Recipients are entitled to use the post nominal CCEO(prov).

Access to a pool of expert speakers including CEOs, consultants and business academics for advice, insights and leadership wisdom.

Membership of an exclusive cohort of peers.

Diversity with a mix of senior executives from all "walks of life".

Right to use a post nominal on your business card and documents, denoting your Associate Member status of The CEO Institute (AMCEOI).

Complimentary lifetime subscription to online business resources at www.iidmglobal.com.

Eligibility criteria for enrolment

Eligible candidates for enrolment in the CEO Certification 6 Day program are required to hold an accredited MBA or equivalent accredited Master's level business degree, have a minimum of 3 years' senior management experience, and a current senior management role.

These requirements are subject to verification by The CEO Institute prior to a candidate commencing in the program.

Senior managers are defined as any manager from a medium and large organisation, or a Chief Executive or their equivalent from a small organisation.

Curriculum Framework

The CEO Certification 6 Day program uses a comprehensive curriculum framework covering the following 15 subject areas:

Leadership

Business Planning and Strategy

Managing People

Marketing

Financial Management

Data Analysis

Business Models

Social Responsibility & Ethics

Corporate Sustainability

Corporate Governance

Managerial Economics

Managing Innovation & Creativity

Critical Thinking

Technology & Connectivity

Global Business



PROGRAM FEES

Enrolment Fee: \$1,100 (including GST)

Program Fee:

1st payment: \$3,850 (including GST)
Due prior to commencement

2nd payment: \$3,850 (including GST)
Due prior to commencement
of 4th meeting



The
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Institute

A meeting of minds ®

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