

# LEADERSHIP 4 GROWTH

INSPIRING BUSINESS LEADERS  
TO IGNITE GLOBAL GROWTH

[eiLearn.ie](https://eiLearn.ie)

# LEADERSHIP 4 GROWTH PROGRAMME

**Enterprise Ireland's flagship Leadership 4 Growth Programme equips business leaders with the necessary visionary, strategic and innovative capabilities required to scale Irish companies on the global stage.**

Leadership 4 Growth was established in 2006 to build on the leadership talent within Irish indigenous industry, ultimately increasing job and wealth creation in Ireland. Over the following 14 years the programme has fundamentally transformed how CEOs lead themselves, their companies and their people, to international success.

Enterprise Ireland has partnered with the best educators in the world to deliver Leadership 4 Growth, with almost 400 CEOs having participated to date. The Leadership 4 Growth Alumni are now acknowledged as some of the most outstanding businesses in the global marketplace.

Enterprise Ireland is now searching for the next cohort of Irish companies to engage in this exceptional leadership development journey.

## Who Should Apply?

Leadership 4 Growth is targeted at CEOs from all sectors committed to leading their well-established businesses to even greater global growth.

Leadership 4 Growth requires extensive commitment from participants. The ideal candidate must have the capacity to engage in the entire programme journey to ensure maximum return on investment.



## IGNITE GLOBAL GROWTH



INSPIRE



EDUCATE



COACH



EXECUTE

## Your Programme Journey



## Programme Approach

### EDUCATIONAL MODULES

- Access to IESE Business School’s world-renowned custom design, faculty, teaching/learning methodologies and global campus experience.
- Practical Ireland-based workshops allow learnings to cascade from CEOs to their senior leadership teams. Additional time is set aside for strategic finance and human resource skills-building.

### BUSINESS ADVISOR COACHES

Dedicated and intensive CEO leadership coaching, senior leadership team business advisory sessions and peer action learning forums, guided by Learning Partnership’s highly experienced practitioners.

### PEER-TO-PEER

Significant industry networking and peer learning opportunities with fellow CEOs, alumni and international business leaders.

### ADDITIONAL SUPPORTS

- Enterprise Ireland team input during and beyond the programme, ensuring participating companies can transition from Strategic Growth Planning to long term Implementation
- 24-7 access to eLearn

[eilearn.ie](http://eilearn.ie)

## Programme Dates

<b>Programme Launch</b>	<b>9<sup>th</sup> January 2020</b>	<b>Ireland</b>
<b>Module 1</b>	<b>10<sup>th</sup> to 14<sup>th</sup> February 2020</b>	<b>Barcelona</b>
<b>Insights 1: Senior Leadership Team attendance</b>	<b>25<sup>th</sup> March 2020</b>	<b>Ireland</b>
<b>Module 2</b>	<b>29<sup>th</sup> June to 3<sup>rd</sup> July 2020</b>	<b>New York</b>
<b>Insights 2: Senior Leadership Team attendance</b>	<b>9<sup>th</sup> September 2020</b>	<b>Ireland</b>
<b>Strategic Finance Masterclass</b> CEO & CFO attendance	<b>10<sup>th</sup> September 2020</b>	<b>Ireland</b>
<b>Module 3</b>	<b>19<sup>th</sup> to 23<sup>rd</sup> October 2020</b>	<b>Munich</b>
<b>Insights 3: Senior Leadership Team attendance</b>	<b>18<sup>th</sup> November 2020</b>	<b>Ireland</b>
<b>Strategic HR Masterclass</b> CEO & CHRO attendance	<b>19<sup>th</sup> November 2020</b>	<b>Ireland</b>
<b>Programme Finale</b>	<b>10<sup>th</sup> December</b>	<b>Ireland</b>

## Our Partners



IESE Business School is ranked first in the world for custom education by the Financial Times and has global reach with five worldwide campuses and 13 globally-associated business schools. IESE has extensive faculty expertise in teaching, research, business consulting and innovation. IESE has led over 90 CEOs through Leadership 4 Growth since 2016, tailoring their approach to the unique needs of Irish business. IESE inspires and educates; ensuring CEOs are fully prepared for long-term growth and renewal.



Learning Partnership has worked with Enterprise Ireland on Leadership 4 Growth since 2006 and is IESE's Irish-based strategic partner for L4G 2020-2022.

Learning Partnership brings together a team of Business Advisor Coaches (BACs) with broad industry experience underpinned by deep expertise in developing leaders and shaping culture for competitive advantage. Learning Partnership BACs coach and advise; they help CEOs and their teams to translate leading edge academic insights, frameworks and global research into practical 'how to' strategic growth plans, supporting companies to successfully compete and grow internationally.

## Programme Team



**Mike Rosenberg** is Associate Professor in Strategic Management and Leadership 4 Growth Academic Director. Professor Rosenberg received his PhD from Cranfield University, an MBA from IESE Business School and a Bachelor of Science from the University of Michigan at Ann Arbor. Professor Rosenberg lectures in IESE's MBA and Executive Education programs where he teaches strategy, geo-politics and sustainability, while also guiding the Leadership 4 Growth learning journey for participating CEOs.



**Yih-teen Lee** is Full Professor in the Department of Managing People in Organisations. He specialises in leadership, fit and cultural bridging in his roles as educator, researcher and consultant. Yih-teen teaches subjects such as leadership, leading global collaboration, self-leadership, leading multicultural teams and strategic HRM. Yih-teen earned his Ph.D. from HEC, University of Lausanne (Switzerland) and his Bachelor's and Master's degrees from National Taiwan University.



**Mireia Giné** is Associate Professor at the Financial Management Department. She has a BA in Economics and a Master in Economics from Pompeu Fabra University. She received her Ph.D. from the University of Barcelona after several years at MIT and the University of Pennsylvania. Mireia specializes in corporate governance, executive compensation, mergers and acquisitions.



**Marc Sosna** is Associate Director for the Learning Innovation Unit at IESE Business School and a PhD candidate at the Department of Strategic Leadership & Global Management at the Technical University Berlin (Germany). Marc focuses on entrepreneurship and strategy, growth strategies, internationalization and business model innovation. Marc has also been an expert member of the CEO-Collaborative Forum (CEO-CF), an international forum for high-growth CEOs with international growth strategies, many of them venture capital-backed.



**Lorraine Reid** is a Chartered Business Psychologist and Executive Coach. Director and Founder of Learning Partnership, she has been programme director and lead coach on Leadership 4 Growth Programmes since 2006. Her expertise is in developing the leadership capability of CEOs and their teams to drive successful execution of business strategy and superior business results through cultural and behavioural change.



**Mary Murphy** is a HR Specialist with experience in leadership development, executive coaching and change management. Since 2010 Mary has worked as a core member of Learning Partnership's business advisor coach team on Leadership 4 Growth Programmes. Her areas of expertise include leading complex culture change management, performance improvement, developing leadership capability and devising and implementing business strategy.

## Testimonials / Alumni feedback

### **Anne Smyth, Drover Foods**

I was hesitant about investing the time required but the return on the commitment has been invaluable. I started thinking differently about our business. It provided me with the time and space to formulate a deliverable growth plan for Drover Foods. I gained confidence and could positively communicate the vision, strategy and plan to our management team so that we could execute it together. The programme provides a platform to meet other CEOs, all whom have similar experiences and challenges which I found beneficial. I enjoyed the programme immensely and have no hesitation in highly recommending others to do it.

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### **Paul Fitzgibbon, Henley Stoves**

The Leadership 4 Growth Programme is a journey of self-discovery; who you are now, and what you can become as a business leader. If you attend with an open mind it will up-skill you with the tools to build and lead a great senior leadership team. Leadership 4 Growth has helped me to scale my business to a level I never believed possible!

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### **Aldagh McDonogh, Morgan McKinley**

Leadership 4 Growth was a wonderful experience - on both a professional and a personal level. Previous participants I spoke to before undertaking the programme, unanimously said it was not to be missed. They were so right!

## Programme outputs

### **Having completed Leadership 4 Growth, CEOs will have:**

- Discovered and enhanced their leadership potential, and that of their senior leadership team
- Created and shared a Strategic Growth Plan combined with the tools for implementation
- Inspired and empowered a strong and forward-thinking senior Leadership Team
- Renewed corporate governance and accountability structures in-company
- Instilled a culture of learning, innovation and continuous improvement

## Programme Fees

The programme is subsidised by Enterprise Ireland. After applying grant-aid, the direct cost to an SME is in the region of €25,000 for a CEO. A higher fee applies to large companies.

Fees include educational and coaching elements, overseas residential accommodation and catering in overseas and Ireland-based event locations. Travel costs and international flights are arranged and funded by the participant.

## How to Apply

Obtaining a place on Leadership 4 Growth is a highly competitive process.

**Learn more:**  
Information  
Session - 30th  
October in The  
Gibson Hotel  
[www.enterpriseireland.com/L4G](http://www.enterpriseireland.com/L4G)

**Apply online:**  
[www.surveymonkey.com/r/L4G2020](http://www.surveymonkey.com/r/L4G2020)  
**Closing date:**  
11th November

**Evaluation  
Process,  
Award of  
Places:**  
November

**Participant  
on-boarding:**  
December

Fees must be paid upon notice of acceptance to the programme.

## More Information



For further information please contact Clare Power,  
Leadership 4 Growth Programme Manager

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