



Future Leaders programme

Empowering tomorrow's leaders, today



futureleadersgroup

Executive Education

[Always learning]

[bayes.citystgeorges.ac.uk](https://www.bayes.citystgeorges.ac.uk)

Key information

Duration

The **Future Leaders programme** is a nine-month programme of 10 modules taught across five two-day workshops, plus events, peer learning activities and individual coaching.

Teaching format

In-person modules and networking supported by coaching.

Dates

Modules 1 & 2:

23 – 24 September 2026

Coaching and Strategic Leadership

Modules 3 & 4:

10 – 11 November 2026

Corporate Finance and Business Ethics

Modules 5 & 6:

13 – 14 January 2027

Effective Communication and Handling the Media

Modules 7 & 8:

23 – 24 February 2027

Leading Change and Engaging with Government

Modules 9 & 10:

16 – 17 March 2027

Leadership Reflections and Crisis Management (at Sandhurst)

Fees

£12,000 + VAT

Contact the Future Leaders programme team for more information:



Future Leaders programme

About the programme

Do you want to enhance your leadership skills, accelerate your career progression and create meaningful change within your organisation?

The Future Leaders programme empowers you with the leadership skills, personal development and networking confidence to step into your next leadership role and drive impactful change.

The programme is well-established and has been refined over a decade to provide the right combination of practical teaching, coaching, mentoring and networking, bringing public service and private sector participants together. It maximises learning and accelerates personal development to ensure you gain the most value from your experience.

A unique collaboration

The Future Leaders programme is a unique partnership between Strategy International with its 200 member organisations and Bayes Business School. It brings together well-established providers of leadership development programmes with strong alumni and networking communities.

What you will learn

Through a series of modules, you will learn:

- **Strategic leadership** – Think and act strategically to align leadership with organisational goals.
- **Financial acumen** – Gain confidence in financial statements, investment decisions and strategic finance.
- **Effective communication** – Strengthen your ability to engage and influence across different platforms.
- **Resilient leadership** – Lead with confidence through uncertainty, change and transformation.
- **Ethical decision-making** – Integrate ethical considerations into business strategy and culture.
- **Practical leadership application** – Apply your skills in real-world scenarios to refine decision-making and teamwork.
- **Self-awareness and personal alignment** – Develop a deeper understanding of yourself and align with your strengths through coaching.
- **Networking and community engagement** – Discover how to maximise networking opportunities through dedicated Future Leaders Group and Bayes communities, as well as exclusive events hosted by the D-Group and British Expertise International, part of the Strategy International group, with more than 200 member organisations.

“The Future Leaders programme has created strong and positive change for our businesses. It was a true investment in colleague development and growth.”

Lorraine Palmer, HR Director, RSBG UK

To deliver maximum impact the programme brings together:



TAILORED COACHING



EXPERT-LED TEACHING



NETWORKING



HANDS-ON LEARNING



Elizabeth Beroud Lead Coach

Elizabeth is the Lead Coach for the Future Leaders programme. She runs her own coaching practice helping senior executives and teams play to their strengths and achieve their goals. Elizabeth works with both public and private sector clients in the UK and internationally. She is a Gallup Certified Strengths Coach and a graduate of Meyler Campbell's business coaching programmes for executives and teams. She brings over 25 years' experience in sales development, marketing and strategy from her pre-coaching career.



Stephen Page OBE Strategic Leadership

Stephen is a Visiting Lecturer for the Creative Writing and Publishing MA at City St George's, University of London. He is the Chair of Faber & Faber, having served as CEO from 2001 to 2021. A prominent figure in the creative industries, he has held roles including President of the Publishers Association.

Stephen also chairs Creative Access, a social enterprise focused on diversity, and serves as a Trustee of the Deborah Rogers Foundation. In addition to his professional roles, he is a drummer in several bands. He was awarded an OBE in 2001 for services to publishing.



Benefits for you

Over the course of nine months and 10 core modules, you will gain the essential knowledge, latest industry thinking and practical skills required to take your leadership development to the next level. You will work with a coach and an alum from the programme to customise your development journey and enhance your individual strengths.

On this programme you will learn how to:

- Lead with a strengths-based approach to drive strategic outcomes.
- Develop a powerful network of senior decision makers.
- Understand and apply ethical decision-making in business contexts.
- Lead change, particularly in the digital transformation and government environments.
- Navigate high-pressure decision-making and reflect on your leadership growth.

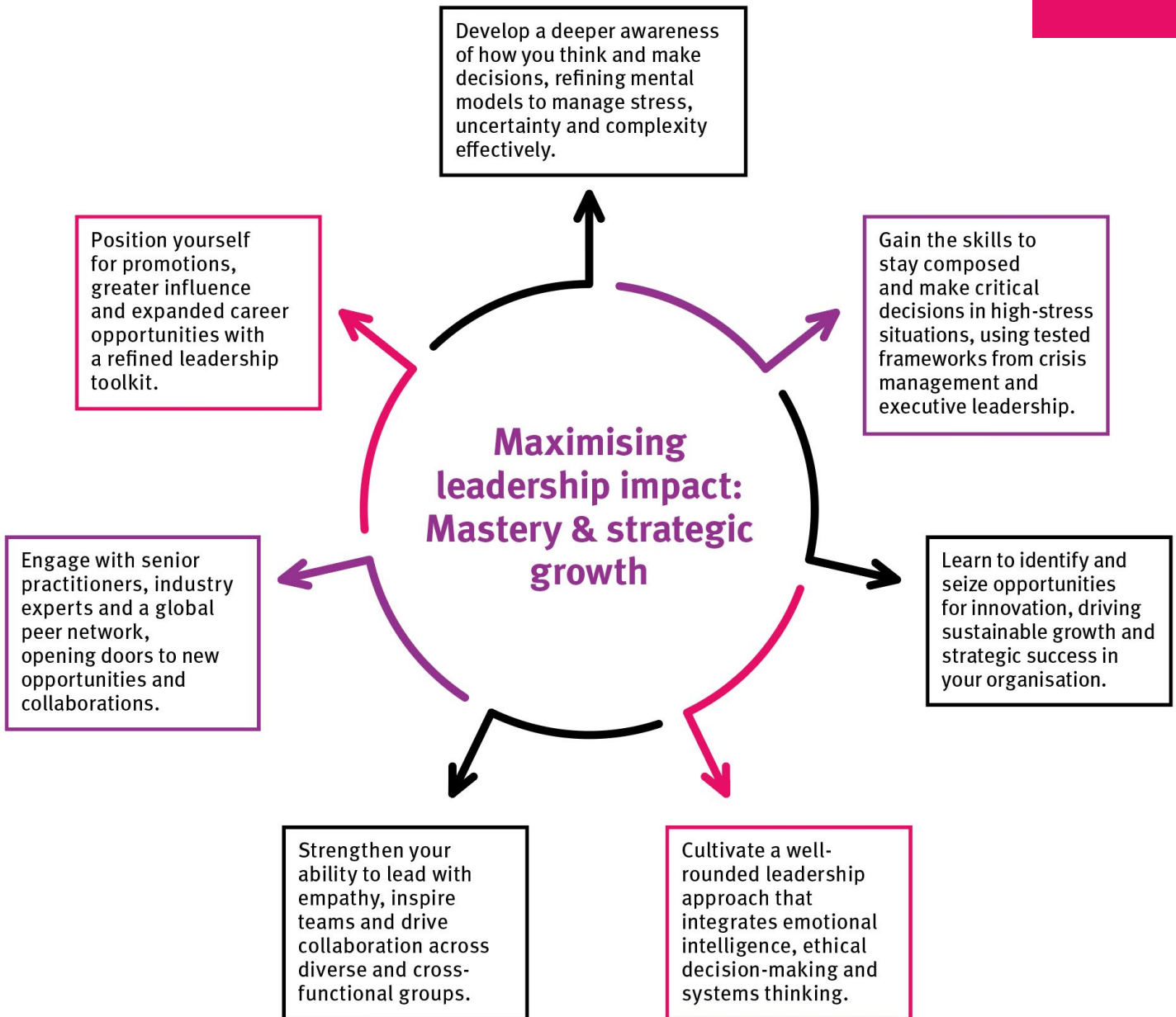
Benefits for your organisation

In addition to your personal leadership development and the impact you will make, the programme benefits your organisation through:

- Significant opportunities to expand professional networks and make new connections through your participation in private events and dinners, industry and alumni events.
- Toolkits of teaching notes, case studies and thinking frameworks at the end of each module – practical tools to apply straight away.
- Applying the skills gained from the programme to strengthen your organisation's media relations and crisis communication, ensuring a confident and effective response during critical situations.



Investing in this programme delivers specific, measurable leadership outcomes



“The Future Leaders programme provides you with the tools and capabilities, as well as the confidence to incorporate them into the workplace and beyond. A very credible and effective leadership programme, unlike any other I’ve seen or attended.”

Nick Wust, Euston Partnership Strategy and Programme Sponsor, Department for Transport (DfT)



Professor Chris Cowton

Business Ethics

Chris is an Associate at the Institute of Business Ethics (IBE) where he led research, advisory services and training as part of the leadership team. Chris is Emeritus Professor and former business school dean at the University of Huddersfield. He is an expert in business and financial ethics, has authored numerous publications and frequently speaks at events. Chris holds a PhD from the University of Sheffield, is a Chartered Governance Professional and elected Fellow of the Academy of Social Sciences.



Andrew Baughen

Ethical Decisions

Andrew is an Honorary Visiting Fellow at Bayes Business School and a Visiting Lecturer in Ethical Decision Making for Business. He is also Anglican Chaplain at City, University of London and Associate Minister at St Mary Woolnoth in Lombard Street. Having worked as a management consultant in banking strategy and then as a parish priest in central London, Andrew continues to work at the intersection of business and theology. He is researching the difference between soul-full and soul-less organisations and how worldview shapes the way we see our work and make decisions. He has created a tool that maps all the types of value we generate as individuals and together as an organisation. He is currently working on a book celebrating the wider value of our work for the greater good.



Who is the programme for?

This programme is ideal for:

- Senior managers in the private sector preparing for leadership roles.
- Senior Public Service managers ready to expand their skills and horizon.
- Entrepreneurs and business owners.
- Aspiring C-suite executives seeking to refine their leadership capabilities.

Past programme participants have come from multiple sectors, including government and public sector, transport and logistics, consulting, construction and engineering. This diversity introduces multiple perspectives, fosters engaging conversations and enhances peer learning.

“Leadership is about empowering your strengths. This course was very different in that it showed me how to empower my strengths to become a great leader.”

Guy Barker, Maritime Services Director, Serco

“The biggest lesson for me was to learn to communicate when addressing anything, from strategy, to ethics, media and of course crisis management. I learned how to engage with people in a variety of ways, both logically and emotionally.”

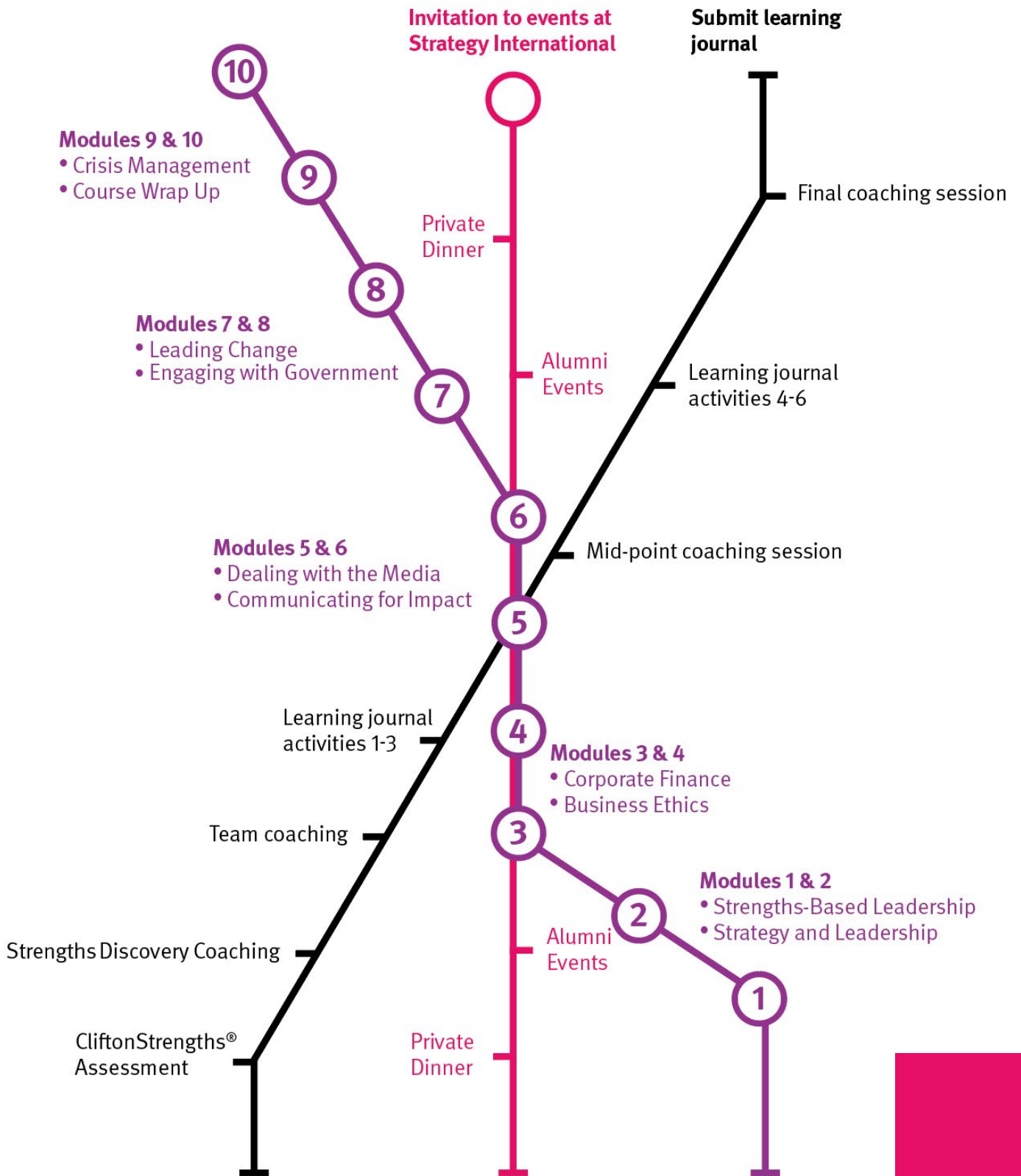
Andy Lewis, Deputy Chief Inspector, Rail Accident Investigation Branch



Strengths-based leadership modules

Networking and events

Continuous learning and coaching





Diana Theodores PhD Communication

Diana is a leadership coach, keynote speaker and bestselling author of *Performing As YOU*. With 25 years of experience, she blends theatre and business to help leaders unlock their authentic voice, enhancing influence and engagement. Diana works with global leaders and organisations across industries, including Finance and Formula 1. At Cranfield School of Management, she leads the Impact & Influence programme and facilitates custom executive programmes. Originally from New York, she has lived and worked in multiple countries.



Dr Sara Jones Creative Leadership

Sara is a Reader in Creative Interactive System Design at Bayes Business School, specialising in creativity, innovation and leadership. She is Course Co-Director for the Master's in Innovation, Creativity and Leadership (MICL) and Director of the Centre for Creativity in Professional Practice. She has co-led the Innovation for African Universities (IAU) programme, strengthening entrepreneurship ecosystems in Sub-Saharan Africa and has led arts-based enterprise training in Armenia, Kyrgyzstan and Cuba. She is also Principal Investigator of the UK Boosting Resilience project and Principal Investigator of Arts Council England's Building Resilience Programme.



Programme modules



Module 1: Strengths-Based Leadership

This module focuses on harnessing strengths to develop as an effective leader.

- Understand how your strengths contribute to success.
- Identify potential blind spots and how to address them.
- Learn to complement and enhance team dynamics.
- Use your strengths to support others and drive high performance.
- Appreciate your unique leadership profile and how to lead with purpose.



Module 2: Strategic Leadership

This module provides participants with the tools to operate at board level and make strategic decisions in a supportive environment.

- Understand your role in setting and driving strategy.
- Learn how to build a strategic framework.
- Collaborate to create a strategic plan.
- Reflect on challenges in strategy creation and implementation.
- Leave with practical tools to develop your own strategy.



Module 3: Corporate Finance

This module is designed to equip non-finance professionals with the skills to understand and apply corporate finance concepts at board level.

- Gain a structured understanding of corporate finance and key financial statements.
- Learn to analyse financial performance and build a strong business case.
- Understand the investor and CFO perspective on financial decisions.
- Explore risk management and how to use finance effectively in decision-making.
- Overcome inhibitions and confidently integrate finance into your leadership practice.



Module 4: Business Ethics

This module equips participants with the tools to integrate business ethics into strategic decision-making and build a trustworthy organisational culture.

- Understand the fundamentals of business ethics and ethical decision-making.
- Learn how to build and support an ethical culture within your organisation.
- Embed ethical considerations into strategic planning and operations.
- Address ethics and diversity in leadership.
- Make business ethics a core part of your leadership practice.

“We received firsthand insights from truly motivational and inspirational speakers.”

Nicki Scott, Senior Security Advisor, Home Office



Clare Roberts Change Leadership

Clare is a Consulting Director at PA Consulting, specialising in behavioural change, leadership development, and organisational culture. With 20 years of consultancy experience, she helps clients in the UK and Europe build talent, release potential and drive successful change. Clare uses coaching and facilitation techniques to enable individuals and teams to grow, understand themselves better and achieve their goals. She holds a BA (Hons) in Human Sciences from Oxford University and is a certified coach.



Dr Jafar Sabbah Digital Creativity and AI

Jafar is a Lecturer in Technology and Innovation at Bayes Business School, specialising in human-AI collaboration, AI agents and the future of work. His research examines how AI influences creativity, innovation and organisational performance, bridging theory and practice. With a multidisciplinary background in technology, management, law and social science, Jafar brings over 30 years of experience leading ventures and securing major R&D grants, including projects featured in Forbes and Les Échos. He has directed engineering teams, managed multimillion-pound budgets and built strategic partnerships. His recent work on AI and problem-finding has been published in *Innovation: Organisation & Management* and presented at leading conferences worldwide.



Module 5: Communication and Leading

This module focuses on honing your communication skills to lead with influence and impact.

- Align your body and voice for confident communication.
- Develop the ability to think on your feet and be present in the moment.
- Structure and deliver messages to engage and inspire different audiences.
- Prepare for varied environments and public speaking challenges.
- Build confidence and credibility to lead effectively in the spotlight.

Module 6: Effective Communication: Print, Broadcast and Social Media

This module helps participants engage with the media effectively, from print to social channels and handle challenging interviews with confidence.

- Build compelling media messages and understand journalistic processes.
- Navigate print media and handle hostile questions with poise.
- Select the right social media channels and maintain authenticity.
- Prepare for broadcast interviews and manage body language.
- Stay calm under pressure and deliver impactful messages across platforms.

Module 7: Leading Change

This module focuses on enhancing leadership skills for driving successful change and transformation.

- Build confidence in leading change effectively and empathetically.
- Learn key change theories, including Kotter's principles of change.
- Apply a comprehensive Change Framework to manage transitions.
- Understand what successful change leadership looks like.
- Effectively engage and empower teams during periods of change.

Module 8: Engaging with Government

This module provides insights into effectively engaging with government and navigating the complexities of government processes.

- Understand government's internal structure, culture and decision-making processes.
- Learn strategies for building better relationships and working with public sector clients.
- Explore how to interact with decision-makers and win business within government contexts.
- Gain insights into tackling key issues through practical case studies.
- Navigate the challenges of working within governmental limitations.

“FLG gave me a simple but profound understanding that if you work with people and you complement each other in terms of your strengths, then what you can achieve is endless.”

Leo Koshutova, Partner and Board Member, Moorhouse Consulting



Jeremy Adams Media Skills

Jeremy has 17 years of experience helping executives enhance their impact through presentations, speeches, pitches and media appearances. With 10 years in business journalism, he helps clients craft sharp, memorable content and prepare for high-stakes communication challenges. Jeremy works with clients in print and broadcast media, as well as investors, stakeholders and management teams.



Helen Lucas Media Skills

Helen helps clients build impactful relationships through effective communication. With 20 years of experience in private equity, banking and fund management, she specialises in leadership communications and M&A preparation. Drawing from her journalism background in the UK and the US, Helen excels in crafting messages that resonate with key audiences and delivering them with clarity under pressure. She supports clients in interactions with print and broadcast media, investors, management teams and boards.



Modules 9 & 10: Sandhurst Two-Day Residential Module

Module 9

- Bring together all your learnings in a powerful leadership and coaching session.
- Share your own reflections on leadership and learn from your peers.
- Gain insights into resilience and leading under extreme stress through a real-life campaign shared by a military commander from his own experience.
- Learn from personal leadership stories and build connections with your sponsors.
- Celebrate your leadership journey with peers and sponsors at an unforgettable dinner in the magical setting of the Royal Military Academy Sandhurst .

Module 10

This immersive, role-play based module challenges participants' leadership skills through a case study with dynamic, evolving scenarios.

- Take on leadership roles in a realistic, high-pressure environment.
- Collaborate with your team to analyse and make decisions during complex situations.
- Experience real-time leadership challenges, requiring adaptability and resilience.
- Engage in a challenging yet enjoyable team-based experience at the Royal Military Academy, Sandhurst.

“Through their experiences, this amazing group of people from a wide range of sectors, helped me understand more about myself as a leader.”

James Lees, Technical Director, Water Research Group

Learning from experts

The Future Leaders programme is a collaboration between Bayes Business School, the Future Leaders Group, the D-Group and British Expertise International, combining expertise to equip professionals for accelerated career growth.

Bayes Business School

Always learning

For more than 50 years, Bayes Business School (formerly Cass) has been leading the way in Executive Education. Our programmes help organisations excel in uncertain environments, becoming better prepared to respond to a world which is ever-changing.

Based in the City of London, Bayes is among the global elite of business schools and holds the gold standard of 'triple crown' accreditation from AACSB, AMBA and EQUIS.

Our faculty consist of world-class academics and industry-leading practitioners. Bayes academics explore imaginative new angles, asking difficult questions to produce ground-breaking research that has a positive impact on business, society and the environment.

Future Leaders Group

Leverage your strengths

The Future Leader's Group (FLG) empowers participants to leverage their strengths for maximum impact, helping them build confidence and authenticity in their leadership style. Rather than merely addressing weaknesses, it adopts a strengths-based leadership model focused on the development of individual talents.

FLG supports individuals to use their unique abilities to inspire and guide their teams, fostering a positive and effective leadership environment. By doing so, they drive both personal growth and organisational success, encouraging a culture of collaboration and empowerment across all levels of leadership.

FLG is part of Strategy International. Strategy International owns, supports and co-ordinates several interlinked organisations sharing a common purpose, to make an emphatic contribution to the prosperity of the UK. These businesses include the Future Leaders Group and two membership organisations,

The D Group – dedicated to supporting companies and institutions that make our national ambitions a reality in the UK and **British Expertise International** – dedicated to expanding the international footprint growth of UK registered organisations. Through their exceptional networks and convening power, they bring together business, government and academia to meet the challenges of driving the UK's economic growth at home and overseas.



Richard Westley OBE MC Sandhurst Case Study

Richard commanded soldiers across multiple operations in Albania, Afghanistan and the Balkans. He played a key role in preventing the fall of Gorazde during the Bosnian conflict, earning the Military Cross. In 2007, he led operations in Helmand, securing Gereshk from the Taliban, and was appointed OBE. After retiring in 2010, Richard worked in senior roles for Thales, New Century and The Inspirational Development Group, and now runs his own consultancy.



Olivier Beroud Programme Director & Faculty, Corporate Finance

Olivier is the Programme Director for the Future Leaders programme and faculty member for Corporate Finance. He is Executive Chair of the ARC Risk Group and has over 30 years' experience in rating agencies and banking. Olivier founded the Centre for Governance, Risk and Regulation at the London Institute of Banking and Finance. He previously led Moody's EMEA operations and has advised financial institutions and pension funds on risk and governance. He holds an MBA from Bayes Business School and a degree from L'Institut Supérieur de Gestion.



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All the information contained within this brochure was correct at the time of going to print.

City St George's, University of London is an independent member of the University of London which was established by Royal Charter in 1836. It consists of 17 independent member institutions of outstanding global reputation and several prestigious central academic bodies and activities.

