

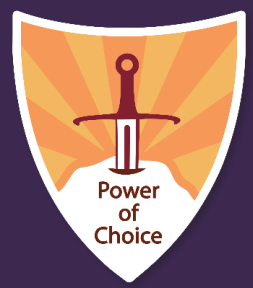


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# TRANSFORMATIVE LEADER PROGRAMME

Michael Dunlop | Lynn McKeown  
Power of Choice Ltd



## What is the Transformative Leader Programme?

This unique programme was created in response to some of the challenges facing Senior Leaders during the Pandemic and beyond, including uncertainty, stress and anxiety, the isolation of the role and the desire to transform for the better, systems that are often resistant to change.

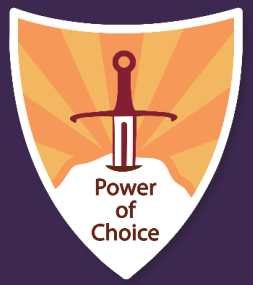
The Transformative Leader Programme is your opportunity to join a **group of senior leaders** across Northern Ireland's public service to **share experiences and challenges, build relationships and partnerships** and spend time with **passionate, driven, outcome focused individuals**.

We bring together **exceptional senior leaders**, to explore effective **approaches, frameworks and support systems** for **leading yourself, leading others** and **achieving more of the outcomes** you want with **confidence**.

The programme uses approaches developed from **Neuro-Linguistic Programming (NLP) & Systems Thinking**, exploring habitual patterns of thinking, communication and behaviour in yourself and others and how small changes can improve outcomes and increase your ability to understand, influence and engage more effectively with stakeholders, colleagues and your team.



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## Who is it for?

If you want to evaluate and **enhance your leadership approaches**, seek out **new thinking** and experience an **insightful personal journey** of positive change for yourself and others, then the Transformative Leader is for you.

If you are considering or have identified that **personal resilience**, having a range of **practical leadership tools** and techniques, clarity of skills and strategies in how you make a difference or that your level of **influence and confidence** and your **personal or professional growth is important to you**, then this could be the journey for you.

If you want the **support to affect real change and continue to make a difference**, we would love to hear from you.





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## What our previous delegates on the programme have had to say:

*“I have been re-energised and reminded myself of my own value as a leader. The programme has made me realise I am proud of my resilience and tenacity.”  
(2021 Participant)*

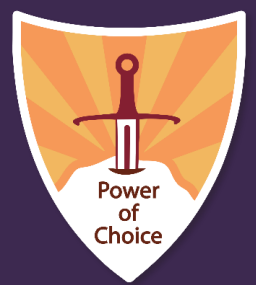
*“It’s been great... the biggest difference for me was the Well Formed Outcome. I use it for strategy and for conversations with stakeholders ... I’ve got my team using it too! Even more than that, I’ve always been a very positive person and I recognised that since Covid my thinking patterns had become more negative, and it has given me a way to get back to being me as a leader.” (2021 Participant)*



*“I found it to be an excellent programme. I really like the fact each session built on the learning from the previous session. This approach allowed us to consolidate the learning. I loved the humour!” (2021 Participant)*



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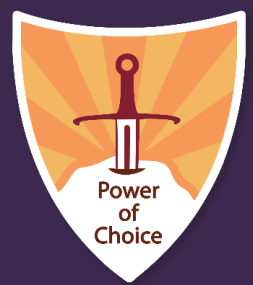
*"It's been important to be able to have conversations with other people in the same place and recognise that we're all facing the same challenges and issues." (2021 Participant)*

*"I have got as much from the programme personally as I have professionally - acquired new skills which are as equally applicable in my day-to-day life and how I perceive and interact with those around me." (2021 Participant)*

*"The 1-1 coaching sessions were excellent and in a different league from any I had experienced before."  
(2021 participant)*



*"This leadership programme offered fresh, new content. I'm loving the opportunity of using it more in the Organisation. We are using logical levels as part of our corporate strategy planning."  
(2021 Participant)*

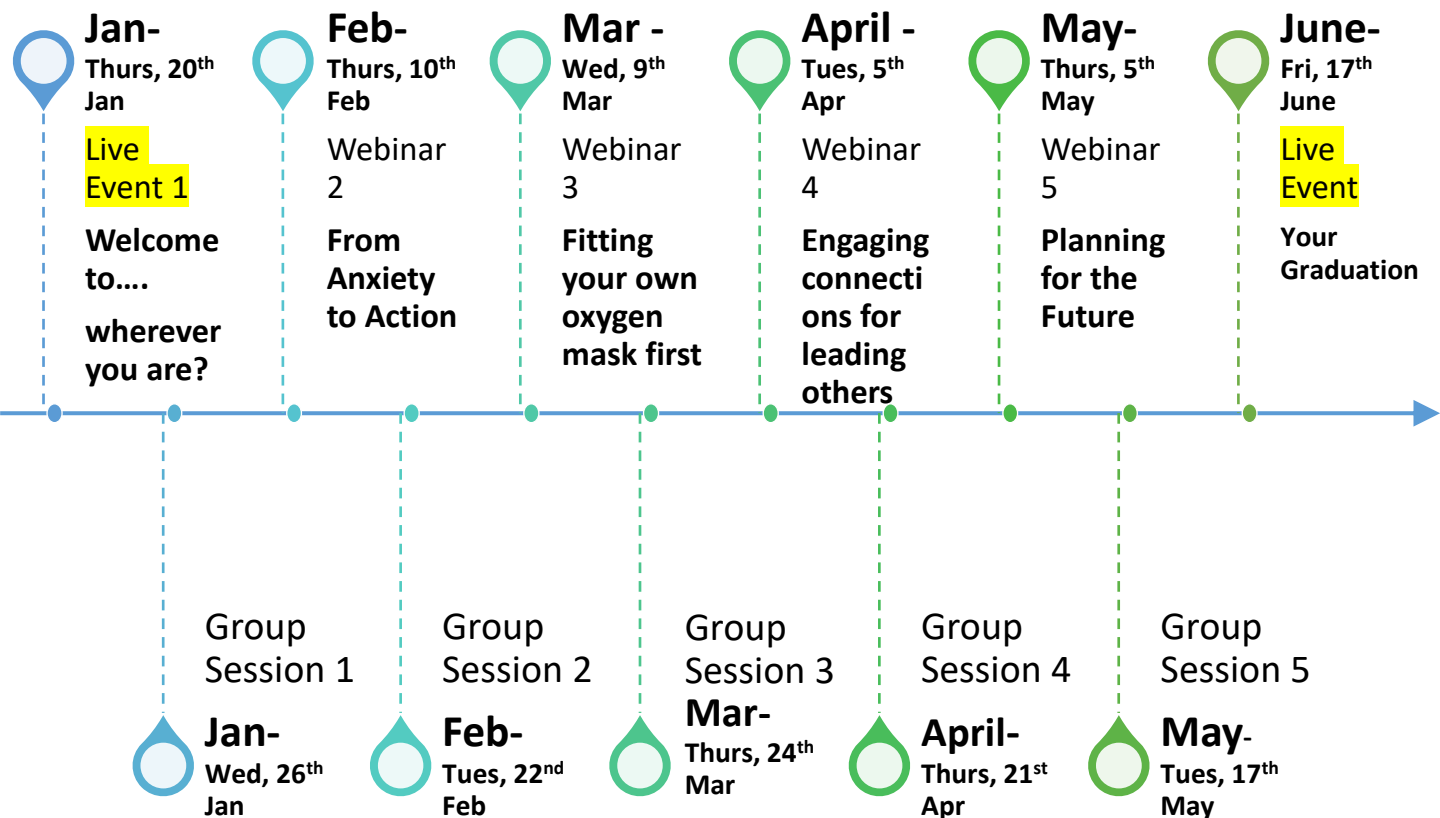


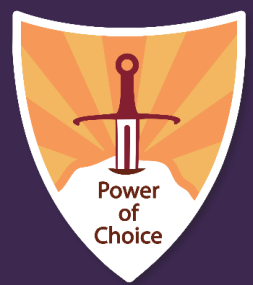
## The Programme - What does it look like?

Involving a total of 20 hours learning and collaboration over 6 months, the programme will provide access to a practical set of skills techniques and principles for dealing with the challenges, opportunities and responsibilities of leadership, enabling participants to become more effective in life.

Key elements of the programme include: -

- An In-Person Welcome Session and Closing Graduation
- 5 Webinars (2 hours each)
- 5 Virtual Group Learning Sessions (2 hours each)
- 3 Individual Coaching Sessions per delegate
- Ongoing Support Including our Alumni Programme





## How to Apply

This programme is aimed specifically at senior leaders who are motivated and passionate about realising change in themselves and the organisations they work in.

Up to 10 senior leaders per group, will be selected through a brief expression of interest process.

If you are interested in participating on the programme, please provide the following details, by email to [mail@ceforum.org](mailto:mail@ceforum.org)

- Name
- Title / position in your organisation
- Brief outline of why you want to participate and what you hope to get from the programme (max 100 words)
- Confirmation that you are available on the session dates, and that budget cover is available for your participation in the programme.

The application submission deadline is **Friday, 14th January 2022 @4pm.**

Applicants will be notified by 18<sup>th</sup> January 2022.

The cost to participate on this programme is £2,250.00 plus VAT for CEF member organisations and £2,750.00 plus VAT for non-member organisations.

Participants will be selected from a diverse range of complementary organisations, whilst ensuring a balance of status, responsibility and experience.

CEF will consider providing a further cohort of this programme depending on demand.



## Power Of Choice LTD

**Michael Dunlop** is a (twice) certified NLP Trainer and Master Practitioner. In addition to his Coaching and Professional Consultancy work, Michael is also a Visiting Lecturer at Ulster University Business School; An Associate Consultant for The Chief Executives' Forum and The Health & Social Care Leadership Centre and has worked with some of NI's most recognisable organisations in the Public, Private and Community & Voluntary Sectors. Michael is also an International Ambassador for the Association for Neuro-Linguistic Programming (ANLP), the Association for NLP Professionals.



**Michael Dunlop**

Tel: 07833230136

**Lynn McKeown** is an NLP Master Practitioner and Coach. Lynn is a highly experienced in HR, leadership, consultancy and coaching and has worked with world leading brands such as Aer Lingus and Zoetis. She has been a finalist for the UK NLP Healthcare award, recognised through pioneering work with Vets in practice and GP practitioners and is an Associate Consultant for The Chief Executives' Forum. Lynn is a Professional member of both the Association for Neuro-Linguistic Programming (ANLP) and the Chartered Institute of Personnel & Development (CIPD)



**Lynn McKeown**

Tel: 07961769776





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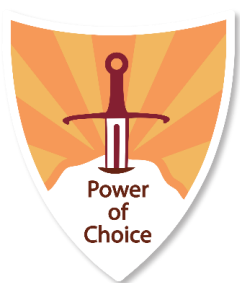
## POWER OF CHOICE LTD

### Empowering People To Make Choices That Make A Difference.

We work with people and organisations who are ready to make a difference and get better results in life.

With our expertise in **Neuro-Linguistic Programming (NLP)**, Leadership & Systems Thinking Skills, we provide **NLP Coaching, Training & Consultancy** for both individual clients and organisations to help you to think, communicate, and act more effectively, to improve your results and to empower you to meet the challenges of life and work with confidence.

Alongside our training, coaching and consultancy with individuals, groups and businesses we also work 'in-house' with some of Northern Ireland's most recognisable organisations in the Public, Private and Third Sectors.



**What can we do to help you make a difference?**