



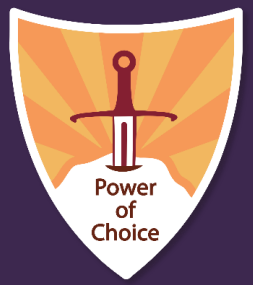
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TRANSFORMATIVE LEADER PROGRAMME

January – June 2025

Michael Dunlop | Lynn McKeown
Power of Choice Ltd



What is the Transformative Leader Programme?

This unique and award-winning programme was originally created in response to some of the key challenges facing senior leaders across public services during the pandemic.

The programme has since evolved to support leaders to optimise the opportunities and meet the challenges in their roles.

It deals with the realities and challenges of leadership, including uncertainty, stress and anxiety, the isolation of the role and the desire to transform public services for the better in 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**.

Delivered on a hybrid basis over six months, the programme incorporates webinars, action learning and one-to-one coaching. It 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 personal leadership approaches**; seek out **new thinking**; experience an **insightful personal journey** of positive change for yourself and others and **join a growing network** of TL alumni across senior levels of NI's public services, then the Transformative Leader Programme is for you.

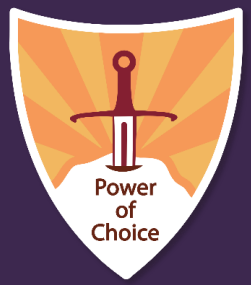
If you are considering or have identified that **personal resilience**, having a range of **practical leadership tools** and techniques, clarity of skills and strategies in how you make a difference or that your level of **influence and confidence** and your **personal or professional growth is important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

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





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What the TL Alumni say about the programme:

"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."



"I found it to be an excellent programme. I really like the fact each session built on the learning from the previous session, allowing us to consolidate the learning. I loved the humour!"

"The coaching was very worthwhile – it helped me to apply and link the theory we covered in the sessions."



"This course came at a very opportune time for me...it provided the opportunity to reflect, rebalance & reaffirm why I want to make a difference. The various aspects have helped me renew my confidence & my skills & to be assured of my competence to lead in a way that I bring my team & other partners with me."



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"This programme offered fresh, new content. I'm loving the opportunity of using it more in my organization."



"The training facilitation, content & style were excellent...I have been able to apply many of the tools in my work. It has given me a deeper understanding of how to deal with different issues; I am more aware of my values and listening to others to understand theirs."

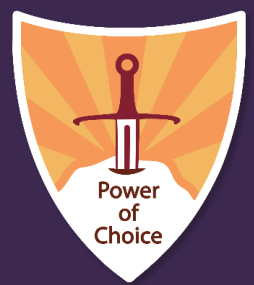


"The 1-1 coaching sessions were excellent and in a different league from any I had experienced before."



"A safe arena to try out new ideas and practical tools...and explore better learning, development, self confidence and self belief."



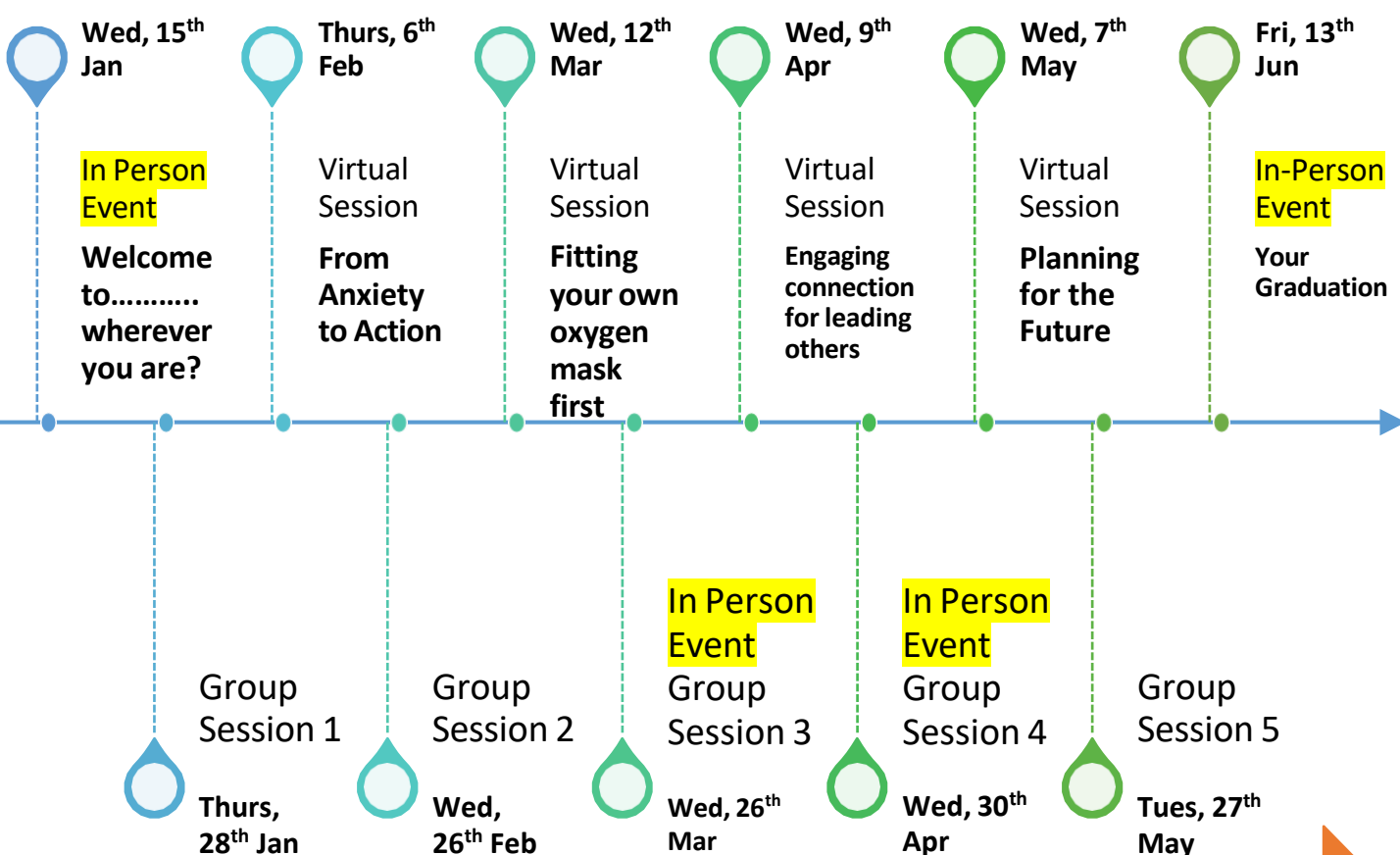


The Programme - What does it look like?

Involving a total of 32 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.

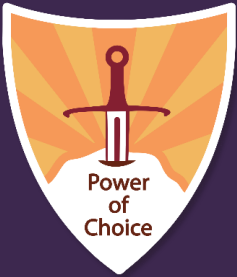
Key elements of the programme include: -

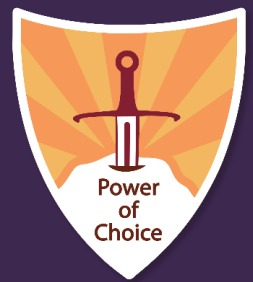
- 4 In-Person Sessions, Welcome, Group Session 3, 4 & Graduation
- 4 Webinars (2 hours each | 1000 - 1200)
- 3 Virtual Group Sessions (2.5 hours each | 1000 - 1230)
- 3 Individual Coaching Sessions per participant
- Access to the TL Alumni Programme and network





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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.

This programme is usually oversubscribed. If being a transformative leader is the next step on your professional journey as a senior leader, we strongly urge you to apply early.

Up to 10 senior leaders per group will be selected, based on the information you provide, and reflective of a diversity of applicants from across the public service.

To express your interest, please provide the following details to 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.**
- **Indication of whether you are happy to be considered for a further cohort within 2024/2025, should you not gain a place on the September group.**

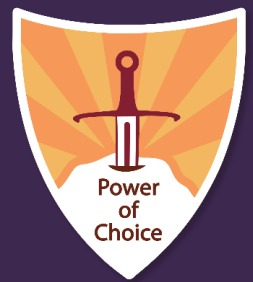
The application submission deadline is **Tuesday 17th December 2024 @ noon.**

The cost to participate on this programme is **£3,300** plus VAT for CEF member organisations and **£3,840** plus VAT for non-member organisations.

If you have any enquiries about the programme, please contact mail@ceforum.org.



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Michael Dunlop is an award-winning 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 & Partner 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 and the Specialist Envoy for Government for the Association for Neuro-Linguistic Programming (ANLP), the Association for NLP Professionals.

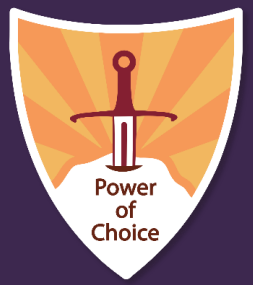


Lynn McKeown is an experienced HR professional, leadership consultant & coach. Lynn is an NLP Master Practitioner, and an International multi-award winner in 'Business' and in the 'Extraordinary Contribution During a Global Pandemic'. Lynn helps senior leaders and teams, focusing on their strategy, leadership and culture & is passionate about people and creating great places to work, developing coaching, wellbeing and resilience initiatives.

Lynn is a professional member of both the Association of Neuro-Linguistic Programming and the Chartered Institute of Personnel & Development, an Associate Consultant for the Chief Executive's Forum & DMS, a visiting lecturer at Ulster University and has worked with world leading brands such as Aer Lingus and Pfizer/Zoetis.



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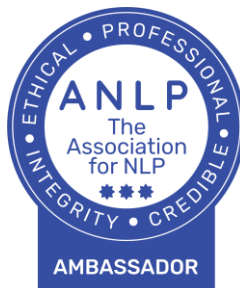
POWER OF CHOICE LTD

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?