

THINKERS

50

Executive
MBA

Join the
leading
management
thinkers in
the world...

THINKERS

50

NCLM

National
Centre for
Leadership and
Management



“ Many people talk about **boldness and disruption**. Stuart and Des actually practice it. Their Executive MBA program is the perfect platform to learn from the finest business thinkers in the world. I am proud join them in this effort.”



- Daniel Pink

Author of 6 books about business, work, and behavior including *When: The Scientific Secrets of Perfect Timing*; *Drive, To Sell is Human*; and *A Whole New Mind*

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Why the Thinkers50 Executive MBA?

When it was launched in 2001, Thinkers50 was the first-ever global ranking of management thinkers. It has been published every two years since and remains the premier ranking of its kind.

Since 2001, the scope of Thinkers50 has broadened to include a range of activities that support our mission of providing innovative access to powerful business and management ideas – ideas that will make the world a better place.

The mission is based on three core beliefs:

- / Ideas have the **power** to change the world.
- / Management is **essential** to human affairs.
- / New thinking can create a better **future**.

Joining us on the Thinkers50 Executive MBA gives you the opportunity to become part of this mission.

“ This is the perfect platform for Thinkers50 to use its extensive experience in this field to inspire a new generation of thinkers. I am honoured to be part of this initiative.”

- Subir Chowdhury
Chairman and CEO ASI Consulting, author of *The Difference*



A 2-Year programme that delivers the following:

- / An MBA from the University of Buckingham
- / Senior Leaders Master's Degree Apprenticeship Level 7
- / Eligibility to apply for Fellowship of the Chartered Management Institute



Thinkers50

The Founders



Des Dearlove and **Stuart Crainer** are internationally recognized experts and commentators on management thinking. For nearly two decades they have championed the very best new management ideas through Thinkers50.

As curators of the greatest management ideas in the world, Thinkers50 are in the unique position of being able to guide and inspire the leading management thinkers of the future through the creation of the T50 Executive MBA.

Their extensive network of leadership and management contacts has enabled them to bring together a formidable cast of business leaders, academics and world-renowned management thinkers to deliver the most innovative Executive MBA available.



“I am proud to be a member of the Thinkers50 family. I look forward to working with Stuart and Des delivering this remarkable program.”

- Liz Wiseman
Author of *Multipliers* and
The Multiplier Effect



Personal Goals for Development

You have achieved already. You have the right mindset. You are looking to educate yourself further. However, it is essential that we understand your personal goals when entering into the commitment of the Thinkers50 Executive MBA course. From the admissions process, right through to your graduation, we will be ensuring that your individual development is paramount.



/ A personally curated MBA

All participants will have their own specific aims for the T50 MBA and these are met through our unique coaching model. Each learner will have an executive coach ensuring that the context of the course is personalized in the time between residentials in order to provide exacting challenge throughout the 2 years. In addition, our T50 concierge team ensures that participants are given experiences commensurate with their particular roles and goals as business leaders.



/ A cutting-edge programme from the finest minds

Design of the Thinkers50 Executive MBA has been led by Professor Ben Laker, who has over a decade of experience in leadership and management executive education across Europe, South America, and the Americas. Working closely with the Thinkers50 founders and the Teaching Team, Ben has built a remarkable Executive MBA curriculum for the modern world of management thinking.



/ Access to Thinkers 50 content and speakers

Thinkers 50 Executive MBA participants will be able to engage directly with leadership thinkers from the T50 lists through videos, podcasts and live events designed to challenge, provoke, and engage all learners in the latest in leadership development. Thinkers include business school professors from all continents, alongside business leaders from a wide range of industries.

The Learner's Journey

The majority of MBA courses focus primarily on academic delivery without giving due consideration to either practical application or the specific aims of each learner. The Thinkers50 Executive MBA course will also deliver a personalised experience for each individual through the network of coaches and mentors supporting the programme. This process will enable an embedding of the academic content between residential modules.



We are committed to every individual learner who joins us for this journey and measure our success only through the success of each individual completing the course. You will have a personal coach working with you throughout to ensure you benefit from the best possible learning experience.

Learning and Working – finding the balance

One of the concerns when electing to embark on executive education is the ability to find the time to apply yourself fully to a two-year course. Balancing the time required to manage both work and study, the T50 MBA will be tailored to allow for those with already demanding schedules. Our tutors and coaches are sensitive to the challenge and will be able to help and support you into a style of learning and working that best suits you. The course content is designed and delivered in such a way that practical application to your current working environment is seamless.

“ It is vital when selecting the right MBA to look at the course curators and faculty to ensure you are receiving the very best of modern thinking in each module. With Stuart Crainer and Des Dearlove behind the Thinkers50 Executive MBA, I am certain this will be the case throughout the programme.”



- Deborah Rowland
Author of *Still Moving* and former change leader at Shell, Gucci Group, BBC Worldwide and PepsiCo



The Programme



Core 1: **Leadership 4.0**

Explore the strategic role of people management in organisations. You will gain knowledge of environmental contexts of the sector, technology, legislation, social institutions and cultures.



Core 2: **Strategy and decision making for executives**

Gain an in-depth appreciation of strategic management thinking and decision-making. You'll explore strategy issues and how to resolve them, also develop your strategic thinking, analysis and judgement skills.



Core 3: **Operations and Corporate Finance**

Gain a knowledge of finance to support the general management function. You'll learn to appreciate how specialist activities can help meet financial and business objectives.



Core 4: **Ethical Enterprise - Selling with purpose**

Gain an understanding of the strategic management of product, service and process innovation. You'll learn how firms create value from new ideas and explore the experiences of successful and unsuccessful innovators.



Core 5: **Corporate Brand and Reputation Management**

Explore how to build lead and manage the Corporate Brand and consider the very latest thinking with regard to Reputation Management.



Core 6: **Innovation and Change**

This module aims to provide participants with a solid grounding in the theory and practice of project management. The module will focus on the technical and commercial knowledge and skills necessary to manage projects within time and budget constraints and to a desired quality.



MBA Project

This module provides the opportunity for you to diagnose and investigate a complex business issue, to locate the work within the body of contemporary knowledge, to collect and analyse data, to derive supportable conclusions, and to make practical and actionable recommendations.

The applied nature of the report requires a critical evaluative approach, empirical investigation and analysis and a combination of business report writing skills. It requires reflection on the implications for business from an ethical, professional and continuous professional development standpoint, including an account of what has been learned during the project and how this can be applied in the future.

The Residential Experience

Our MBA learners and leaders will gather as a group for 6 signature segments over the 2-year program. Each of these segments is a **3 day immersion** held at an exclusive country retreat – Horwood Estate in Buckinghamshire, Whittlebury Hall in Northamptonshire, and others.

We have carefully selected these venues to ensure that our 'learning leaders' will feel relaxed as they are removed from the daily demands placed upon them. The environment brings the time and space to absorb, reflect and fully digest the extensive content delivered throughout.

Learners will have been selected from a wide range of business sectors with the aim of developing a peer group network who will both contribute and learn from each other's experiences as they progress through the Executive MBA course and beyond.

The residential format allows plenty of time to network with peers both during the day and evenings. Hosted drink events will kick off each segment as learners get acquainted and reacquainted.



Horwood Estate, Buckinghamshire



Whittlebury Hall and Spa, Whittlebury

“ If you want to learn from some of the finest business thinkers in the world, if you want to be a part of this network without peer, if you want to be a leading management thinker in the future, the Thinkers50 Executive MBA is a truly remarkable opportunity. Take it! ”

- Whitney Johnson
Author of *Disrupt Yourself* and *Build an A Team*



Meet the Thinkers who are contributing to this Programme



/ Professor Ben Laker

Ben is Professor of Leadership at Henley Business School and a Contributor to Sky News. He writes for *Harvard Business* and has delivered Executive Education across the globe for more than ten years. Recently named in Thinkers50's Radar Class of 2019 his next book titled *Too Proud To Lead* will be published by Bloomsbury in 2020. It looks at the linkage between Hubris and Leadership within modern society and is coauthored by fellow Thinker Dave Cobb.



/ Stuart Crainer

Stuart is a co-founder of Thinkers50. He is the former editor of London Business School's award-winning magazine *Business Strategy Review*. His book credits include *The Management Century* and a biography of the management guru Tom Peters. He has taught in the International MBA at IE Business School and in executive education programs around the world, including the Strategic Leadership programme at Oxford University. Stuart is a Visiting Professor at Warwick Business School. He is also the author of *Atlantic Crossing*, based on his experiences sailing the Atlantic.



/ Des Dearlove

Des is a co-founder of Thinkers50. He is a former columnist to The (London) Times, contributing editor to *Strategy+Business*, and co-editor of the bestselling *Financial Times Handbook of Management*. He has taught at some of the world's leading business schools, including IE Business School, and the Saïd Business School at Oxford University, where he is an associate fellow. He is a Visiting Professor at Warwick Business School. He is also the author of the *Archie Greene* trilogy of children's books.



/ Alexandra Levit

Alexandra Levit's goal is to prepare organizations and their employees to be competitive and marketable in the future business world. A former nationally syndicated columnist for the Wall Street Journal and writer for *The New York Times*, *Fast Company*, and *Forbes*, Alexandra has authored several books, including *Humanity Works: Merging People and Technologies for the Workforce of the Future*. Alexandra recently became a partner with organizational development firm PeopleResults. She consults and writes on leadership development, human resources, technology adoption, entrepreneurship, innovation, career and workplace trends on behalf of numerous Fortune 500 companies.



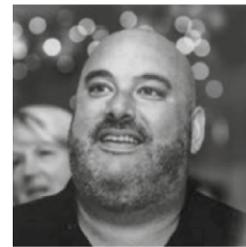
/ Tiffani Bova

Tiffani Bova is the growth and innovation evangelist at Salesforce and the author of *GROWTH IQ: Get Smarter About the Choices that Will Make or Break Your Business*. She was recently named to Thinkers50's Radar Class of 2019 and was Thinker of the Month in December 2018. Bova has delivered over 500 keynote presentations on sales transformation and business model innovation to over 400,000 people on six continents. Prior to working with Salesforce she was a Distinguished Analyst and Research Fellow at Gartner where she won the Thought Leadership award.



/ Antonio Nieto Rodriguez

Antonio Nieto-Rodriguez is the world's leading champion of Project Management and Strategy Implementation. He is the creator of concepts such as the *Hierarchy of Purpose*, or the *Project Manifesto*; which argues that projects are the lingua franca of the business and personal worlds from the C-suite to managing your career or relationships. Antonio is Director of the Program Management Office at GlaxoSmithKline Vaccines and Chairman of the Project Management Institute. He is the author of the best-selling book *The Focused Organization*.



/ David Cobb

David is CEO of the Oceanova group of companies. An inspirational entrepreneur with a passion for learning, David has launched and developed a string of successful businesses that challenge the prevailing narrative and provoke systemic change. David's latest project, The National Centre for Leadership and Management, brings together the finest minds in the thought leadership industry to deliver a refreshing new approach to executive education. David is an author, speaker and lecturer in his specialist topics of talent management, innovation and leadership.



/ Nilofer Merchant

Nilofer Merchant is a master at turning seemingly "wild" ideas into new realities. A bestselling author on innovation and collaborative work, a TED mainstage speaker, and the recipient of the 2013 "Future Thinker Award" from Thinkers50, Nilofer reveals new mechanisms for unlocking the capacity of people. She brings an operational understanding to her work, having personally launched more than 100 products, netting \$18B in revenues, and has held executive positions in tech, from Fortune 500 companies like Apple and Autodesk, to start-ups in the early days of the web, such as Golive, which was later bought by Adobe.



/ Mohi Ahmed

Mohi Ahmed is a Bangladesh born Canadian. He was named as one of the world's key "Idea Practitioners" in the book *What's the Big Idea?* and also featured in the book *Glow*. He served as a Visiting Scholar at Haas Business School - University of California at Berkeley, Harvard Business School in Boston, and Hitotsubashi University's Business School - ICS in Tokyo. He earned PhD in Applied Science from Simon Fraser University in Vancouver and continued his studies of Entrepreneurship at Cambridge University and Sustainability at Oxford University while he was working in the UK. He runs the Open Innovation Gateway - Powered by Fujitsu based in California. He has been a member of the Thinkers50 advisory team for many years.



/ Tendayi Viki

Dr Tendayi Viki is an author and corporate innovation expert. As Associate Partner at Strategyzer, he works with companies to develop their internal ecosystems so they can innovate for the future while managing their core business. He previously served as Director of Product Lifecycle at Pearson, where he co-developed an innovation framework that won the Best Innovation Program 2015 at the Corporate Entrepreneur Awards in New York. Tendayi has written two books; *The Corporate Startup* and *The Lean Product Lifecycle*. *The Corporate Startup* was awarded the 2018 CMI Management Book Of The Year In Innovation and Entrepreneurship.



/ Pim de Morree & Joost Minnaar

The Corporate Rebels are on a mission to make work more fun. They quit their frustrating, corporate jobs and set out to travel the globe to visit the world's most inspiring organizations to then share everything they learn about creating more inspiring workplaces through blogs, talks and presentations. They combine research, trends, success factors, best practices, myths, and pitfalls that were picked up while visiting a long list of workplace pioneers around the world. Their blog is read in more than 100 countries and they've been featured in *The New York Times*, *Forbes*, *HuffPost*, *Guardian* and the *BBC*.



/ Deba Correia

Deba is Dean of the University of Buckingham Business School. Born in Kolkatta, India, she completed her undergraduate degree in Physics, Chemistry and Mathematics. Following her degree, Deba worked in Sales and Marketing for The Oberoi Group, an international luxury hotel chain. After being awarded the Commonwealth Scholarship in 2000, she went on to complete her Master's degree in Service Management with distinction at The University of Buckingham in 2000. Deba then became a Research Associate at the university whereby she undertook research around the topic of student experience in an Higher Education setting.

Eligibility & Application Process

/ Eligibility Criteria

Our guidelines for course eligibility are as follows:

- A BA Hons Degree
- Five years managerial experience

We welcome applications from those who have had extensive management and leadership experience but do not necessarily meet the academic eligibility criteria. The programme is designed to support a diversity of academic qualification, management experience and personal learning journey so far. If you have any questions, please do not hesitate to contact us.

/ Application Process

After an initial conversation confirming eligibility, you will be invited to complete the Application Process. This will include:

- Personal Statement (c1000 Words)
- A copy of your CV
- Two referees

“ The Thinkers50 Executive MBA is powered by the same inquisitive and imaginative drive to unearth the best business thinking that has made Thinkers50 the globally recognized listing of thought leadership. This program promises to bring both global excellence and real innovation to the often staid world of MBAs. With both the collected wisdom of established master business thinkers and the innovative drive of up-and-coming stars, it has more raw potential than any executive education program I’ve ever come across.”

– Alf Rehn

Professor of Innovation, Design, and Management,
University of Southern Denmark



Selection & Onboarding

If successful with the initial part of the application process, you will be selected for an interview either face-to-face at one of our locations in the UK or via online video platform.

You will hear within a week after your interview as to whether you have been selected for the Thinkers50 Executive MBA Programme. Due to the elite nature of the programme and the associated high demand, some students may be accepted with an unconditional place for a future cohort.

Following your formal acceptance of the offer and payment being received, you will then begin your onboarding journey. This will start with an invitation to an informal drinks evening to start getting to know your fellow Thinkers50 Executive MBA learners.

“ Business education has not evolved as fast as most other industries. Most MBA programmes are still based on theoretical concepts valid 50 years ago. Stuart and Des’ disruptive concept of the Thinkers50 Executive MBA provides a fresh approach to education, with a strong focus on modern leadership and how to turn ideas into reality. It is an honour to be among the exclusive pool of teachers. This is definitely a must programme for anyone who wants to build the required competencies to succeed in today’s world.”

- Antonio Nieto Rodriguez
Author of *The Project Revolution*,
Head of Projects at GSK Vaccines



Fees & Funding

Fees: £27,000

Duration: 24 Months

Start Date: Jan 2020

The programme attracts apprenticeship levy funding of £18,000 over the two years. It is advisable to speak to the individual responsible for Professional Learning within your organisation in the first instance, to see whether you can access the levy. We will be happy to discuss this option and advise you further. Please contact us on 01622 769200.





The Thinkers50 Biennial Summit

in London, 18 November 2019

As part of the 2019-2021 programme you will be involved in the **Thinkers50 biennial summit 2019**. This event brings together the greatest management thinkers in the world today.

You will have the opportunity to **listen to, engage with and interview** the leading exponents of modern management thinking and discuss their ideas that are changing the leadership and management landscape forever.





“ It’s exciting to see Stuart and Des use their extensive experience curating and advancing management ideas to inspire a new generation of thinkers.”

- Scott Anthony
Author of *Dual Transformation*

Post-Graduation

You will have a personal Thinkers50 MBA Highlights and Contact Card designed as part of a card deck specific to your class of 50. Individual cards and class decks will be updated as your journeys in original management thinking progress, and as your careers develop.

THINKERS
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TIFFANI BOVA



Nationality	American
Affiliation	Global customer growth and innovation evangelist at Salesforce.com Inc.
Content	Growth IQ: Get Smarter About the Choices that Will Make or Break Your Business (Portfolio, 2018).
Bio	Before working with Salesforce, Bova was a VP, Distinguished Analyst and Research Fellow at Gartner. She has also worked for startups and Fortune 500 companies including Sprint, Inacom, Interland (web.com) and Gateway Computers.
Ideas	Considered one of the pioneers of cloud-based indirect channel programmes. Now champions ten paths to grow your business.
Verdict	"Smart growth is sustainable growth and Tiffani Bova shows us how to maintain it by building a purpose-led culture and leveraging, instead of sacrificing, the dedication of your people." - Arianna Huffington
Website	tiffanibova.com
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