

# MAKING AN IMPACT

“Great experience collaborating with people from diverse backgrounds trying to solve a real-life business problem, making the most of everyone’s knowledge, skills, ideas and different perspectives to arrive at a fantastic shared outcome at the end!”

Product Director, Auto Trader

# INA NUTSHELL

“I can honestly say that Challenge24 has been one of the best leadership development experiences I have ever had and one that I will certainly never forget”.

Innovation Director, Heathrow Airport

Challenge24 is an exclusive collaborative leadership learning programme. It has been created, designed and developed for and with a network of partnering organisations.

It helps to share best practice and build a strong network of leaders across different organisations from a wide range of sectors.

For over ten years it has helped organisations accelerate and sustain the ideal leadership attitudes, behaviours and conditions essential for collaboration to grow and flourish.

The focus is on building the collaborative leadership capability, confidence and self awareness of the diverse group of leaders taking part.



# WHAT IS IT?

“It was a fantastic group of people who showed me many different ways of doing and thinking about things. The opportunity to experience this collaborative approach will be very useful in the future”

Corporate Programmes Manager, British Airways

A diverse group of experienced leaders from the network of partnering organisations participate in a series of workshops produced to help them experience true collaboration.

Each group generates solutions for a live strategic business challenge set by a senior director from one of the partnering organisations.

Each workshop is hosted at the UK headquarters of each partnering company and it provides the leaders taking part an unrivalled access into its culture and people.

Each participant receives comprehensive feedback on their own collaborative leadership behaviours and practical guidance on how to inspire and facilitate collaboration.



# WHO'S

"A fantastic opportunity which allowed me to meet and work with a wide range of different personalities from different backgrounds. As a group we came together and delivered a fantastic set of new ideas and solutions to our hosts."

Managing Director, Cordant Recruitment

# IT

# FOR?

Challenge24 is open to existing and high potential leaders. It provides the opportunity to mix an organisation's senior people with similarly bright and motivated peers from other businesses and sectors.

**Leaders taking part typically:**

- Lead a significant team or area
- Have a minimum of 10 years experience
- Work in a complex and challenging business environment

All we ask is that those participating are up for a challenge, committed to their own development and will take responsibility for applying their learning.

# WHAT DOES IT DELIVER?

“The entire Challenge24 experience provided me with a tangible set of learning outcomes. New tools and techniques that I can directly apply back at work with constructive personal feedback I can really act upon. The best development experience of my career to date.”

Director Internal Validation, Santander

Challenge24 provides extraordinary opportunities for experienced leaders to work with and learn from other leaders and organisations, a world away from their own.

## **Leaders benefit from:**

### EXTERNAL ORIENTATION

Visiting different organisations for a deep immersion in their business landscape

Creating new connections with experienced leaders

### NEW CHALLENGES

Stretching their thinking by solving a complex strategic challenge for another company

### PERSONAL DEVELOPMENT

Tools and techniques for leading and facilitating collaboration

Collaborative leadership assessment and coaching to help develop effective leadership behaviours



“A very positive 24 hours building new relationships, learning new approaches and seeing the results of great collaboration through trusting the shared process and techniques.”

Head of Design and Delivery, EE

# REAL COMPLEX CHALLENGES

Here are a few recent examples of the complex business challenges pitched by our partnering companies:

**Unilever:**

How might we increase people engagement in globally dispersed teams?

**British Airways:**

What could the future strategy of our short haul business look like at Gatwick Airport?

**Royal Mail:**

How could we ensure that the marketers entering the workplace today have as deep an understanding of the role of mail as they do of other, predominately digital, media?

**Selfridges:**

How could we grow our Gift Card Sales from a 2% turnover to 4% over the next four years?

**Auto Trader:**

How could we transform the perception of media agencies and car manufacturers so that they view Auto Trader as the best destination for selling new vehicles?

# MAKING IT STICK

We work closely with some of the brightest names in leadership development to make sure Challenge24 is a compelling and practical learning experience.

As a partner in Challenge24, you benefit from a collaborative relationship with The Collaboration Company who will consult with you and your leaders to understand how to drive more collaboration across your organisation.

“I am really impressed by The Collaboration Company - they bring the flair, organisation and facilitation needed to make this kind of leadership development network happen.

We were looking for something different that could provide our leaders with:

- External perspectives to challenge conventional thinking.
- A broad network of leaders with similarly motivated and bright peers from other exciting businesses.
- A way to develop as leaders - experiencing new ways of thinking, new energies, new approaches to build their ability to drive collaboration.”

Jane Ferris Global Leadership & Management Development, British Airways

# UNIQUE BENEFITS

As a partner in Challenge24, your HR and Learning Professionals benefit from invitations to exclusive collaboration events.

This provides unrivaled access to a network of like minded colleagues and acts as a platform for fostering new relationships, creative discussions and idea sharing.

For example in 2017, we brought together HR professionals from a wide range of organisations to collaborate together and develop new ideas for the following two challenges;

'How might we radically transform the way we manage absence in our organisations?'

'How might we use digital technology to build engagement and trust with our employees whilst making their lives easier?'

"These network collaboration sessions are so valuable and incredibly productive. Four of the ideas generated we built into our strategy for dealing with absenteeism. Thank you!" Anna Johnston HR Change Manager, British Airways



# HOW IT WORKS

The Challenge24 experience is designed to stimulate participant's thinking, increase their self awareness and highlight their skills as a collaborative leader. The experience typically includes four interventions:

## IGNITE SESSION

Programme briefing for all participants  
Introduction to principles of collaborative leadership

## 2 DAY CHALLENGE24 EXPERIENCE

Facilitated collaboration workshop developing solutions to live business challenge

## FEEDBACK AND COACHING

Collaborative leadership assessment and coaching call with consultant

## EMBED WORKSHOPS

1 day of consultancy time to support leaders embed the learning and share how best to apply in organisation

"I enjoyed and learned from every moment of the Challenge24 programme. The positioning, environment and the way the whole programme is constructed sets the perfect conditions for a positive result. Absolutely superb!"

Head Of European Operations, David Lloyd Leisure

# THE PARTNERS

“A very positive 24 hours building new relationships, learning new approaches and seeing greater results by trusting the techniques and process of a collaborative approach.”

Head of Design & Delivery, EE

Each year Challenge24 welcomes 12 organisations to the partnership.

The partners are brands and organisations who want to think and behave more collaboratively to make ideas happen, no matter what size they are.

Partners each host a Challenge24 experience and send a minimum of one leader to each experience.

## **2018 Partners**

**Santander**

**easyJet**

**The Co-op**

**Scottish Power**

**David Lloyd Leisure**

**Cineworld**

**Peugeot Citroen Group**

**Fuller Smith and Turner**

**Johnson Matthey**

**Southern Water**

**Wates**

# NUTS AND BOLTS

Here are the basic details of the Challenge24 Programme for 2018.

In the true spirit of collaboration, all of the partners in Challenge24 contribute equally to the costs of running and developing the programme.

## **PARTNER COMMITMENT:**

- Partners to host one of the sessions taking place over a 12 month period
- Each partner commits to send at least one participant to each session. They can send up to three participants on each session
- If participants cancel it is the partner's responsibility to find a replacement participant
- Host partner to cover all venue and catering costs for a 2 day experience (including dinner)
- Host partner to confirm challenge and senior director sponsorship at least 6 weeks in advance of the session

## **THE COST PER PARTICIPANT £1750**

This cost includes;

- Programme management
- Session coordination, content and facilitation
- Individual collaborative leadership feedback report and coaching
- Ignite workshops and embedding consultancy days
- Consultancy partnership with The Collaboration Company
- Network events for HR/Talent/L&D professionals

# WHO ARE WE?

The Collaboration Company is one of the world's leading collaboration consultancies.

We partner with some of the most successful, progressive companies around to help them build collaborative cultures and capabilities, create fresh solutions and generate real results.

Our expertise is grounded in ten years of working with senior leaders across all sectors on collaborative initiatives. The insights we gain from this work has given us a deep knowledge of effective collaborative leadership.

We share these insights in our consultancy projects, including leadership development programmes, workshops and conference events.

"I value our open and honest relationship with  
The Collaboration Company and the expertise of their facilitators."

Amanda Gosling Director of Talent, Burberry





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