



Change Accelerator

EMPOWERING BUSINESS LEADERS TO
DRIVE TRANSFORMATIONAL CHANGE

Welcome to the Change Accelerator



"Constant change and uncertainty is the new norm, opening up fresh opportunities and causing intense challenges for every leader.

In the face of complex sustainability challenges, we - the built environment industry - must better leverage the insights, leadership skills, and networks of our key influencers to accelerate positive change. We need individuals with clear purpose and the confidence and capacity to shift the system.

Through the Change Accelerator we will propel our sector leaders into a position to achieve breakthrough at both a business and system level. We will develop the capacity of key 'change agents' in the built environment to enable them to collectively deliver transformational change. By focusing on sustainability leadership at senior levels in forward-thinking organisations, we can catalyse the transformation required to future-proof the industry."

Cat Hirst

Director of Learning & Innovation



"An essential learning and evaluation tool for anyone who is committed to achieving substantive change in their organisation or industry sector."

John Logan, Sustainability Manager, Sir Robert McAlpine
Change Accelerator Alumni 2016

What is the Change Accelerator?



The Change Accelerator is a four month programme bringing together leaders from across the built environment to champion transformational change in their organisations, and ultimately to work together to facilitate a systemic shift in the sustainability of the built environment.

Going far beyond traditional leadership coaching, the Change Accelerator will expose you to cutting edge leadership insights, delivered through a mix of learning techniques and peer-to-peer dialogue.

The four month experience is built around a rigorous leadership curriculum where you will redefine

your leadership **purpose**, understand how to influence **systems** and hone your **storytelling** techniques to maximize your influence and deliver transformational change in your organisation. You will have the opportunity to apply a new framework to existing challenges, leveraging shared insights and developing a strategy to positively disrupt barriers to change and help you achieve a breakthrough.

By the end of the programme you will think differently, and will be connected to a network of peers who will support you in the delivery of bold and sustainable outcomes for your organisation.

The programme experience

The programme consists of the following:

Leadership masterclasses

1. **Purpose** (1 day + evening - includes one night's accommodation)
23-24 April 2018
2. **Systems** (1 day)
14 June 2018
3. **Storytelling** (1 day)
4 July 2018

Guided Learning

During the sessions you will be given tasks to complete, working back in your organisation to activate your network, trial new ideas, share your inspiration, and then bring these ongoing learnings back to the cohort for further discussion and development.

Alumni Network

Beyond the four month programme, a dedicated alumni group will continue to work together beyond the programme to share experiences of sustainability leadership and business transformation. Through this, they will continuously update their knowledge to maintain their position as drivers of change across our industry.



April



June



July



Who is it for?

The Change Accelerator is for leaders working in the built environment with real influence over business strategy and with a remit for change. Individuals should have significant professional experience and decision-making authority.

The cohort will be deliberately diverse, drawing from many professions across the built environment. Applicants will be selected based on their desire to challenge current systems and achieve a breakthrough that will create a positive transformation in their organisation or beyond.

This programme would be highly relevant to the following roles: Head/Director of Marketing, Innovation, Strategy, Finance, Sustainability, HR, Communications.

Top reasons for participating

1. NETWORK AND LEARN FROM YOUR PEERS

Lift your head out of the day to day challenges, reconnect with your leadership purpose and engage with a diverse range of fellow leaders who are tackling similar challenges.

2. BE INSPIRED

Hear from expert speakers from within the built environment and beyond, providing you with inspirational leadership and innovation stories to draw upon.

3. DEVELOP YOUR STORY

Reflect on the kind of leader you want to be and how to tell your story to inspire others to come on the journey with you.

4. ACHIEVE A BREAKTHROUGH

Leverage new insights, tools, and connections to achieve a breakthrough in your own leadership journey and your style of influencing.

5. BE PART OF A SYSTEMIC SHIFT

Be part of something much bigger than you or your organisation – a transformational shift to a sustainable built environment that enables people and planet and business to thrive.



Purpose

Monday 23 - Tuesday 24 April 2018
Hawkwood College, Stroud

In the first session we will focus on leadership purpose and presence in the context of our fast-changing world. We will explore leadership values and define both leadership and organisational purpose. This will ensure that you focus on tackling problems that matter; creating and capturing value, and delivering positive impact.

Learning Outcomes

- Understand the role of purpose-driven leadership as a driver for change
- Articulate your own and your organisation's purpose and values
- Identify how to accelerate your leadership potential



Systems

Thursday 14 June 2018
Central London TBC

In session 2 we will explore the complexity of our rapidly changing world and consider emerging trends and the potential impact they might have on business. You will learn how to define and own complex problems and identify where a breakthrough intervention is needed to shift a system. You will hear from inspirational leaders who have delivered transformation.

Learning Outcomes

- Understand where breakthroughs are needed to transform the system and embed sustainability across your organisation
- Learn how to develop a 'breakthrough strategy'
- Learn to develop innovative solutions that create scalable and systemic impact



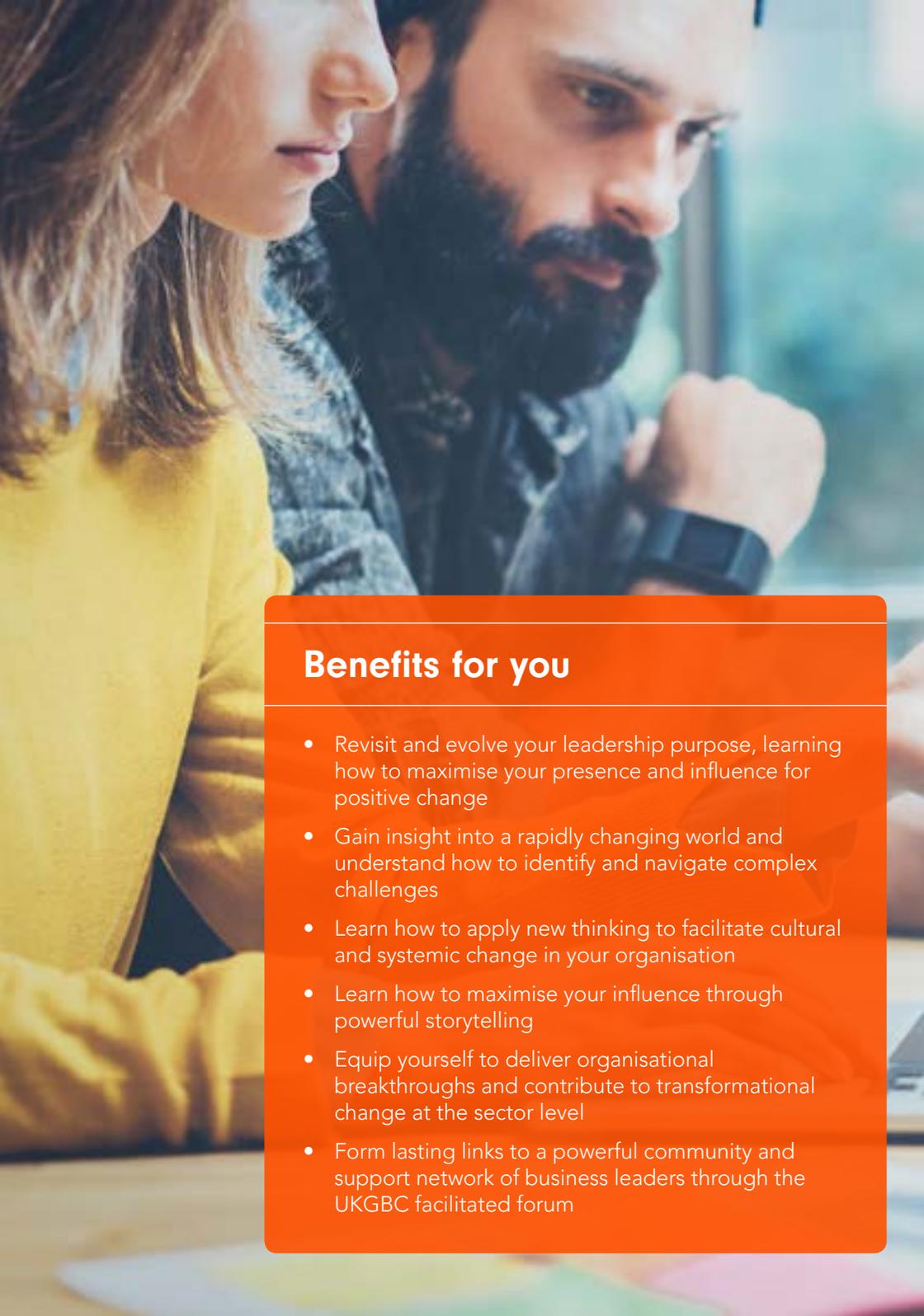
Storytelling

Wednesday 4 July 2018
Central London TBC

Understand motivations, culture, and networks to leverage your position in the system as a change agent. In session 3 you will learn how to develop your story and how to master the activation of formal and informal networks to drive breakthrough strategy. We will share tools and techniques for developing narrative in the most compelling way to gain buy-in from key stakeholders, and discover how to influence people to take ownership. Through the programme you will learn how to enlighten, empower and enable teams to switch on and step up.

Learning Outcomes

- Learn how to refine breakthrough strategy and engage key stakeholders in this process to maximise impact
- Begin to activate formal and informal networks for change
- Apply compelling storytelling to maximise influence



Benefits for you

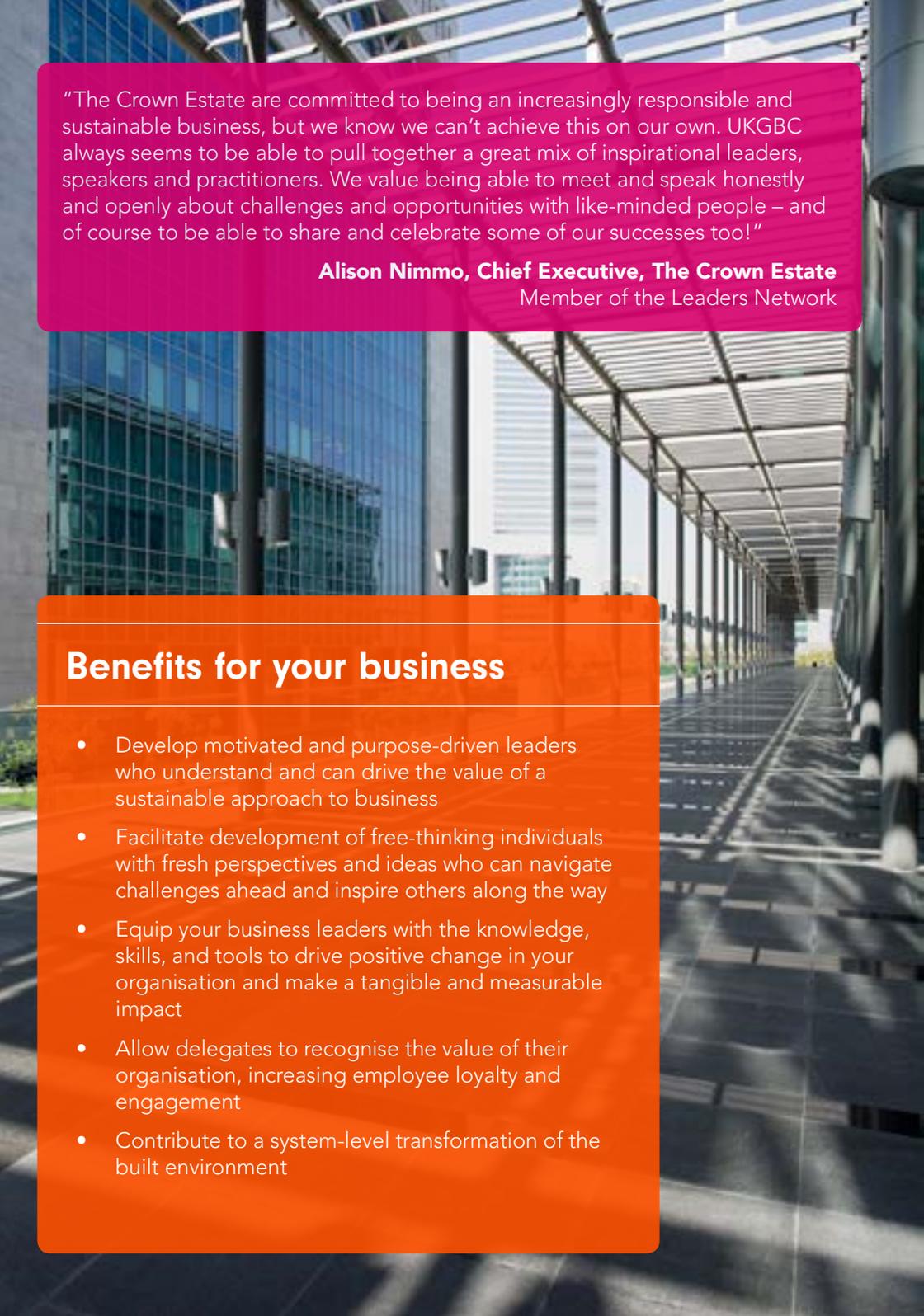
- Revisit and evolve your leadership purpose, learning how to maximise your presence and influence for positive change
- Gain insight into a rapidly changing world and understand how to identify and navigate complex challenges
- Learn how to apply new thinking to facilitate cultural and systemic change in your organisation
- Learn how to maximise your influence through powerful storytelling
- Equip yourself to deliver organisational breakthroughs and contribute to transformational change at the sector level
- Form lasting links to a powerful community and support network of business leaders through the UKGBC facilitated forum

"The Crown Estate are committed to being an increasingly responsible and sustainable business, but we know we can't achieve this on our own. UKGBC always seems to be able to pull together a great mix of inspirational leaders, speakers and practitioners. We value being able to meet and speak honestly and openly about challenges and opportunities with like-minded people – and of course to be able to share and celebrate some of our successes too!"

Alison Nimmo, Chief Executive, The Crown Estate
Member of the Leaders Network

Benefits for your business

- Develop motivated and purpose-driven leaders who understand and can drive the value of a sustainable approach to business
- Facilitate development of free-thinking individuals with fresh perspectives and ideas who can navigate challenges ahead and inspire others along the way
- Equip your business leaders with the knowledge, skills, and tools to drive positive change in your organisation and make a tangible and measurable impact
- Allow delegates to recognise the value of their organisation, increasing employee loyalty and engagement
- Contribute to a system-level transformation of the built environment





“UKGBC has equipped us to be able to tackle some of the built environment’s most significant challenges and shown the power of storytelling. It’s been one of the most immersive experiences of my career and invigorating and inspiring to be surrounded by such passionate people. I’m looking forward to joining the alumni network and continuing to develop ideas which can be applied to my organisation and the wider industry.”

Emily Hamilton, Sustainability Manager, Grosvenor
Future Leaders Alumni 2017

Fees

The cost per person for the full programme is as follows:

- **UKGBC members: £3999***
- **Non-members: £5499**

* Discounts and bursary places available for public sector and not-for-profit organisations. Please contact us for more information.

How to apply

Applications for the Change Accelerator are now open. **The deadline for applications is 9th March 2018.** If you are interested in taking part, we would be delighted to hear from you. As with our other executive programmes, we expect applications to be highly competitive, and we will be accepting a maximum of two applicants from each organisation.

1. An application form can be downloaded from our website at www.ukgbc.org/changeaccelerator
2. All applicants must be endorsed by a senior director in their organisation.
3. When you are ready to submit your application please complete and return an application form to leaders@ukgbc.org.
4. Once all applications are received, they are put before a review panel for assessment and a decision will be made within 4 weeks. As part of the application process, you may be asked to participate in a short telephone interview. Applicants are chosen based upon their knowledge, experience, and desire to challenge current systems and ways of working.

If you would like to discuss your application, please contact Cat Hirst, Director of Learning & Innovation at UKGBC.

With thanks to our
strategic partners:



Together for a better built environment

Key contacts:

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