

ACCIDENTAL LEADER

a training programme for executive leaders

“Here in the UK Hyper Island is regarded as the pre-eminent breeding ground for top-class digital talent”

Gavin Gordon Rogers, Executive Creative Director, Agency Republic, London



As an executive in the creative industry, you need to be at the cutting-edge of leadership and business as well as being an expert in your chosen profession. We are in a period of rapid change in the digital and creative sector. Every day is a new challenge. Interactive platforms are crucial for your business development and long-term success. The Accidental Leader will prepare you for these challenges.

The Accidental Leader course is a unique programme for 25 regional leaders, focusing on how to create efficiency within your organisation and how to use developments in interactivity and social media as tools for achieving high growth and long-term success

The programme will help you:

- Develop your leadership skills
- Go from being digital to top digital
- Create efficient teams
- Learn more, earn more

The programme features a three day intensive course, plus a further three separate one day sessions throughout 2010. It also includes follow-ups from Hyper Island experts and industry professionals, as well as online peer to peer networking.

Programme fees and application

The course will be delivered by Hyper Island, a world renowned educational company within digital media and leadership. The Accidental leaders programme is funded by Northwest Vision and Media in partnership with Skillset, and supported by the North West Regional Development Agency.

There is limited amount of seats for the course and you will be going through a recruitment process including interviews with Hyper Island facilitators. If you get accepted to the course you will only pay a nominal fee of £ 1000 (plus VAT). Normally it is expected that the course-fee is paid by each company, even though some participants may choose to pay their own fees.

The last day to apply is 26th February 2010. Please apply by filling in the application form at: hyperisland.se/al2application

Course target group

The Accidental Leaders programme aims to develop executives at Director or CEO level within small and medium enterprises in the Creative industries in the Northwest region. These are people from a creative or technical background who have started a TV, radio, games or digital content business, which is at least 12 months old. The Accidental Leadership programme will give those leaders the skills to grow their business faster and further develop higher level skills in-house.

“The network you made, the experience you’ve had and the idea of working at your best possible when around good teamwork was what made this experience unbelievable. (...) It was definitely a life-changing opportunity. “

Jacqueline Jung, Ogilvy, New York, USA

Regional market

New technology is changing the media landscape as we know it. Roles are constantly transforming and markets emerging. In the face of this transformation, entire industries are being forced to re-examine their approach.

Northwest Vision and Media works on behalf of the digital and creative industries in the Northwest to grow a world-class digital and creative economy within the region. Its aim is to create an industry that is a magnet for talent, is truly diverse and creates opportunities for all. Northwest Vision and Media believes the development of leaders of SMEs is fundamental to the growth of the digital and creative economy of the region.

Programme aims

The programme aim is to give 25 leaders in the regional digital and media industries the right skills to achieve high growth and boost their chances of long term success.

The focus will be on helping you develop the required skills to achieve high growth and ensure long-term success by looking back at past achievements as well as looking ahead to the demands of the changing industry landscape.

The opportunity to gain insights and practice skills will be provided in three ways:

1. Sessions including lectures, workshops and group work.
2. Blended learning using online collaboration and knowledge sharing tools.
3. Live project work.

Indicative content

The Accidental Leadership programme will include the following:

- What’s hot and what’s not?
- How do I create efficient teams?
- How to lead change
- How should interactive media be properly used within the company or organisation, and in marketing?
- How can you use interactive media as a tool to measure success?
- What are the trends within interactive media?
- How do you keep up to date?
- How to become a better leader by getting the tools to teach yourself and educate your staff

Learning outcome

After completing the programme the leaders will have knowledge of:

- Idea development and methodology
 - Rapid change management
 - Strategy for the company’s resources on individual, group and organisational levels in order to create wellness, quality and profitability
 - Develop the organisation by increasing overall competence
 - Dealing with employment policies, salary agreements, and subjects regarding the physical and psychosocial work environments
 - Work with analytical and strategic business development
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- Discover new possibilities for developing the company and find the best strategic paths towards reaching the business goals
 - Sales processes
 - Product and service development
 - Strengthen market position
 - Increase their competitive strength and profitability
 - Identify new possibilities and create resources to take advantage of these possibilities
 - Create new business activities that organises the market in a new way
 - Work strategically with target group’s needs and create client journeys
 - Create healthy business cultures

Course structure

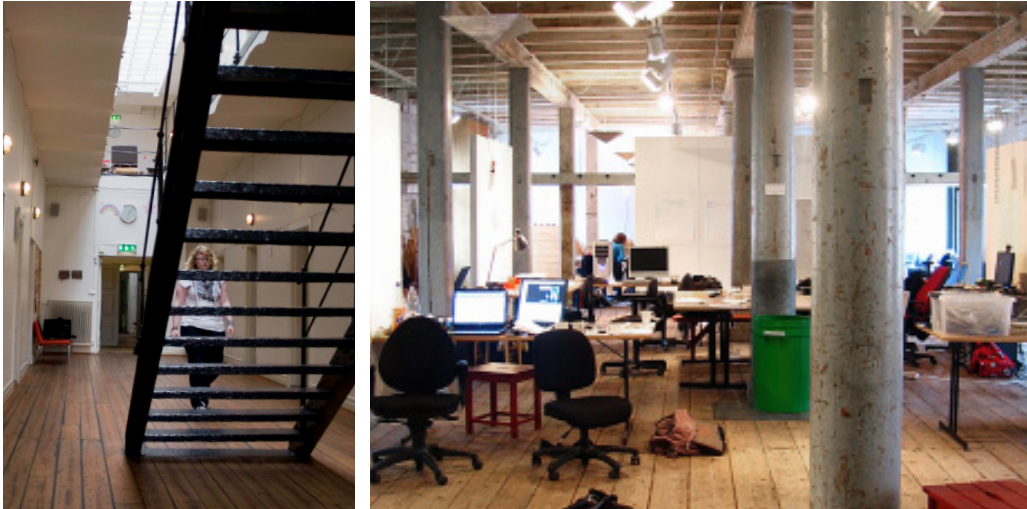
Throughout the course participants will:

- Work with your practical challenges: business intelligence, marketing, organisational development skills, entrepreneurship and strategic business management etc.
- Get inspired from highly qualified industry people involved in the programme.
- The opportunity for you to develop an awareness of your role as conscious co-workers and leaders. Through continuous work with group dynamics, you become a talented contributor to healthy and efficient work environments.

The Hyper Island Methodology

“Initiatives such as Hyper Island are crucial in the development of high quality digital creative professionals”

Justin Pearse, Editor, New Media Age, London, United Kingdom



Hyper Island’s educational philosophy is based mainly upon Problem-Based- Learning, Experience-Based-Learning and the Case Method. We have high ambitions to break down the traditional walls that separate education from their surroundings, society and the work place.

We design a learning experience that gives the participants the opportunity to work close to reality and coach them through their experiences. The learning method is central to our education where courses are themselves rich practical experiences for our participants, both regarding content and process.

Programme schedule

3 days together 10 – 12 March

3 one day sessions: 21st April, 20th May, 18th June

All sessions will take place at NWV+M’s offices at 100 Broadway, Salford M50 2UW

It is compulsory to attend all six sessions

You will work on assignments and tasks between the sessions.

The leaders work on a practical level throughout the programme with a problem solving approach. The tasks will be created together with representatives from the media industry and they will be based upon real challenges taken from the participants own companies.

More information

If you want more information please contact Christina.Andersson@hyperisland.se, or lynnk@visionandmedia.co.uk, tel: 0844 3950385

Eligibility

- Resident in the North West
- Business premises in the North West
- Are an SME - generally defined by the EC as independent enterprises (i.e. those where not more than 25% is owned by another company/group etc) that have fewer than 250 employees, and an annual turnover not exceeding or a balance-sheet total not exceeding € 43 million.
- Turnover of over £100,000
- Have been trading for more than 12 months
- You are not in full-time education
- Only two places per business

HYPER ISLAND

**NORTHWEST
VISION: MEDIA**
create the bigger picture

skillset

Northwest
REGIONAL DEVELOPMENT AGENCY