



Future Marketing Leaders

A 12 week programme for high-potential marketers

Future Marketing Leaders is a unique learning and development programme for high-potential marketers; blending practitioner led in-person sessions, resources and recommended reading, with the support of a curated and highly engaged group of peers.

Over a 12 week period, groups come together for a series of six sessions, two and a half hours in length and hosted in memorable and inspiring spaces. Sessions combine practitioner led expertise and peer-group discussion, around the marketing and leadership challenges of the day, with accountability created around individual and collective action commitments. Recommended reading and curated resources support all that happens in-person.

Participants are recognised by their organisations as having significant future leadership potential within the marketing function. Outlook and potential are more important than seniority, but participants typically bring at least five years of experience to the programme, responsibility for direct reports, a drive for self-development and an openness to new perspectives.

Programme overview



— Over 12 weeks participants take part in six, two and half hour sessions, blending expert contribution with peer discussion.



— Participants join 10 person peer learning groups, curated to reflect background and career level.



— Digital resources and recommended reading complement the in-person sessions, shared on our learning platform Can.



— Connections and relationships continue long after the 12 weeks is over, with regular alumni meet-ups across groups.

Participating organisations



LUSH FRESH HANDMADE COSMETICS



gettyimages



Cath Kidston

TED BAKER LONDON



EVERYMAN



UNIVERSAL

FARFETCH



OLIVER BONAS



PROPERCORN



Pictured: Dr Adam Gill joining a past group session and sharing perspectives on customer insights.

Future Marketing Leaders

Leading Practitioners

At each session a relevant industry practitioner joins the group to share expertise in relation to both topic specific areas and the challenges that come with leadership in marketing today; from channel opportunities to coaching mindsets.



Liz Whitney spent 16 years working in marketing, design and digital product development agencies; and today supports creatively driven leaders as a coach and consultant.



Scott Morrison began his career in advertising before moving client side, heading up marketing for brands including Levis and Diesel. Today he runs the The Boom! and recently co-authored Creative Superpowers.



David Heatt draws on his background and experience of launching brands like Howies and Heatt Denim to set out why brands, and people, with a clear sense of purpose do better and matter more.

Testimonials from past participants

“Unlike any development programme I’ve taken part in before. This felt more like a series of powerful conversations that fundamentally changed how I think about my work as a marketer and my style as a leader.”

“Beautifully personalised, warm and convivial. I feel like I’ve made a brilliant new gang of career champions.”

“I left every session with a notebook full of things to follow through on, and to put into action.”

“I felt everyone came in with challenges and came out with really valuable new perspectives.”

Programme timings and costs

The next programme will commence from the end of January 2019, with initial group kick-offs followed by six fortnightly sessions and a final wrap-and-review session.

• Single place, YCN member rate — **£1200** non-member rate — **£1800 + VAT**

You Can Now Since 2001

Six core areas of focus

Change X Customers

Exploring the impact of digital on the expectations of modern customers and the behavioural response of customer centric brands.

The Power of Feedback

Memorably giving it and pulling it back has never been a more vital skill, with both customers and colleagues in mind.

Coaching Mindsets

Improve your leadership style with direct reports, through better listening, questioning and empathetic approaches.

Unblock, Unlock, Unleash

A primer for the language of creativity and providing new skills and ways of thinking for creative problem solving

Goals and Performance

Involving those around us in the process of setting goals is fundamental to the process of making them stick.

Motivation and Impact

Understanding the situations and influences that motivate those around us, and their relationship to how we motivate ourselves.



Want to learn more?

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