



Dear Colleague

30% Club Senior Executive Programme Scholarship with London Business School

I'm delighted to announce the 2019 30% Club partnership with London Business School of a full scholarship on their prestigious Senior Executive Programme for exceptional women in leadership positions and with C-suite potential.

I'd be very grateful if you could identify and recommend candidates from your business for this scholarship and support them in the application process.

As you know, the 30% Club has broadened its activities to help companies develop their female executive talent pipeline. Part of this work is focused on encouraging women to seek and take up business education and development opportunities.

The 30% Club decided to partner with London Business School's Senior Executive Programme because it equips its participants with the confidence and skills to master three key elements of success – Strategy, Leadership and Transformation. The Programme brings together a diverse group of senior executives, renowned academics and industry experts in a dynamic business forum.

The programme is made up of two modules, both two weeks' duration with a break of 6-8 weeks in between, delivered on campus in London. This is a full scholarship and is for the session starting in January 2020. Details of the programme, together with an application form can be found on the attached link: <https://www.london.edu/executive-education/general-management/senior-executive-programme/sep-womens-scholarship>.

The selection process in itself will give candidates exposure to a great jury who have generously given their time to find the right recipient:

- Rupert Soames, CEO of Serco
- Diana Brightmore-Armour, CEO, UK & Europe ANZ, 30% Club Ambassador
- Helen Kerkentzes, Executive Director, Learning Solutions, London Business School.
- Isabel Fernandez-Mateo, Professor of Strategy and Entrepreneurship, London Business School.

I will also be on the panel.

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Shortlisted candidates will be interviewed in December, and winner announced shortly afterwards.

Candidates for the 30% Club Scholarship should be women who are senior leaders aspiring to be, or at the level of the C-suite executive team of a large company. They will either be responsible for a significant business area within such a company or be the CEO of a mid-sized organisation. The successful candidate will have already made an impressive impact on their organization through a transformation programme they have led, and be supported by their line manager (if applicable) and CEO/Chairman.

A short description of the transformation achieved should be provided, together with a brief comment on its impact by their line manager and CEO or delegate, as part of the application for the Programme by the end of September, to qualify for consideration for the scholarship.

I do hope your business will participate in this initiative.

Best wishes

Henrietta Royle
CEO BBA, 30% Club Ambassador

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