



CREATIVE LEADERS *Programme*

The **Essential** Leadership Programme
For the Creative Industries

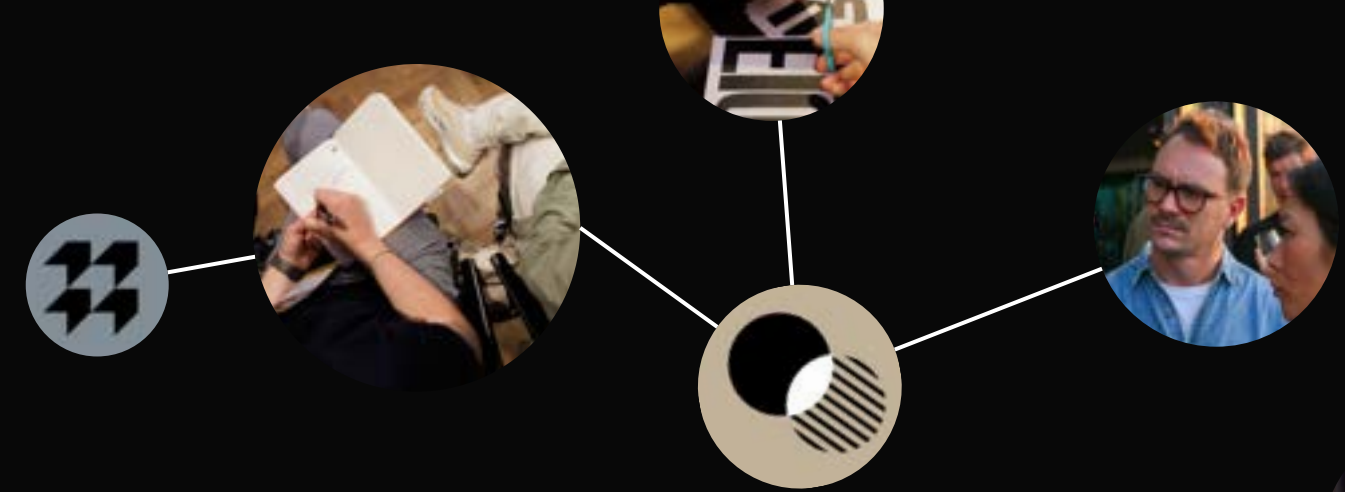
Close the creativity gap.

Creativity isn't optional - it's a growth driver.

From rapid tech shifts to relentless ROI pressure to the challenge of attracting and retaining top talent, **creativity is now essential to long-term success**. But only a fraction of organisations know how to turn it into real impact.

Companies in the top quartile for creativity achieved 67% above-average organic revenue growth.

MCKINSEY



Organisations **must invest in leaders who can cultivate creativity**, protect its impact, and embed it into the every day.

“Culture is set by leadership, so you need leaders who buy into the power of ideas and who understand creativity.”

ANDY SANDOZ / CHIEF CREATIVE OFFICER - DELOITTE DIGITAL



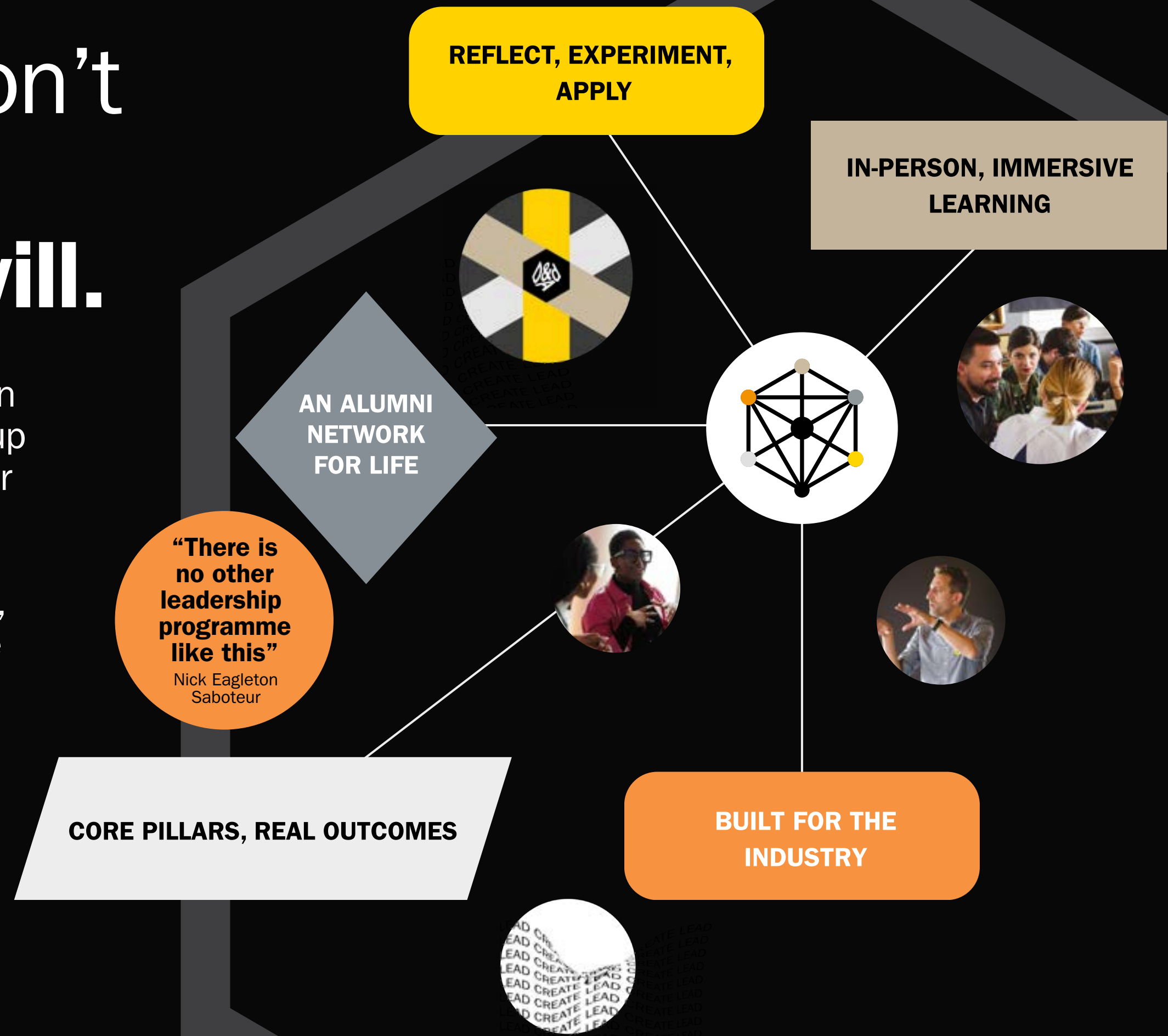
Generic training won't get you there.

This programme will.

Over three months, delegates are immersed in the six pillars of leadership through small-group workshops, candid conversations, peer-to-peer support and access to industry icons.

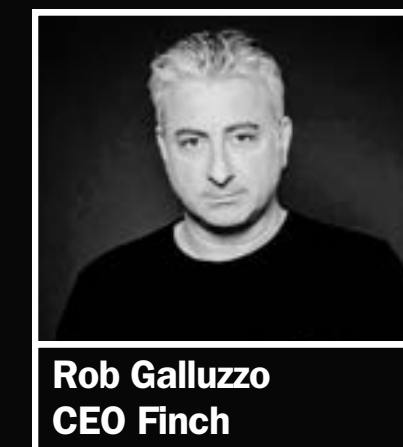
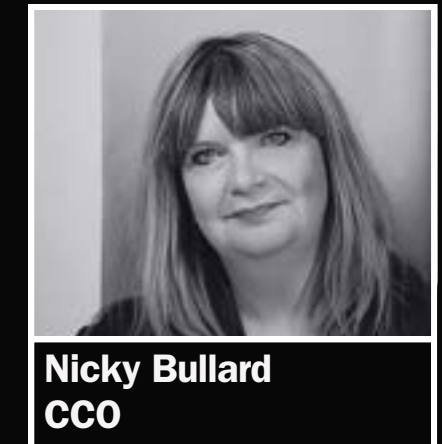
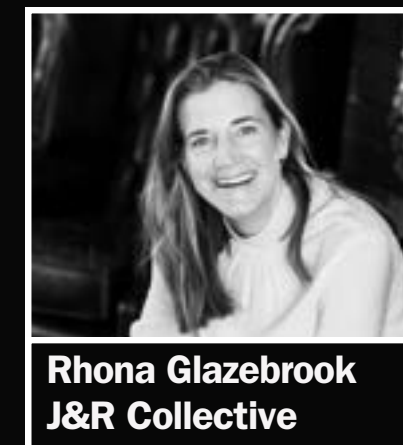
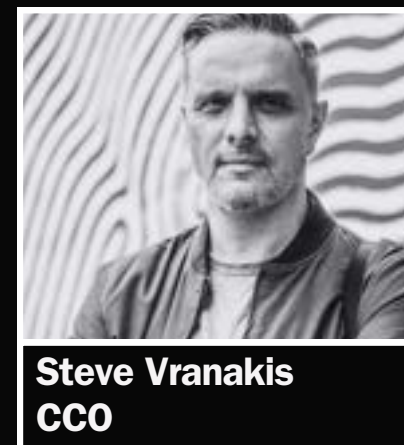
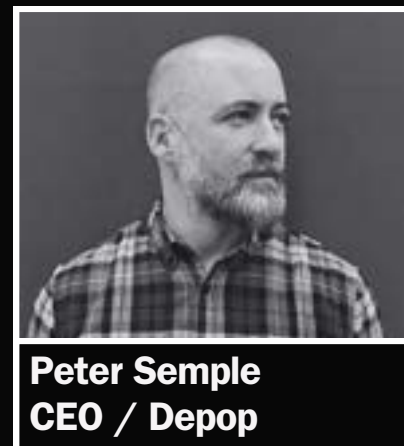
Designed around the cohort's real challenges, delegates leave with the tools and confidence to shape culture, inspire teams, and deliver both creative and commercial impact.

Deliberately **Different** & **Inarguably Valuable.**





Taught by industry icons & leaders.



“The best people change the place they work in...shape the culture, and that is how you **truly scale and lead.**”

NILS LEONARD / FOUNDER - UNCOMMON



“A transformative experience that provided immediate, actionable tools.

The connections have been invaluable.”

CAROLINE CRANDALL / SENIOR DESIGN LEADER - AIR BNB
CREATIVE LEADERS ALUMNI, 2025

Outcomes from Alumni Include:

People & Performance

Entrepreneurial mindset to drive results

Cultural Impact

Ambitious, high-performing teams

Business Growth

Smarter frameworks = greater margins

Alumni Advantage

Enviably network that opens doors and opportunities

Designed for Leaders:

- **Founders/ CEOs** of Creative Businesses
- **Creative Directors, Executive Creative Directors, and Heads of Department**
- Those **leading multi-disciplinary teams** or **managing large-scale creative projects**



The Curriculum





Values

Define and reflect on your core values to unlock insights into your motivations and style, transforming you into an impactful leader.

WELCOME & INTRO Programme Introduction: Leadership in 2026 & Beyond	WORKSHOP Reflect, Refine, Lead: Exploring Your Leadership Blueprint	KEYNOTE & ASK THE LEADER Q&A Everyday Leadership: How Values Show Up	REFLECTION Values into Action Commitments	EXAMPLE CURRICULUM
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Commerciality

Hone your ability to switch between wonder and rigour, to solve problems and deliver impact in all areas of an organisation.

WELCOME & INTRO The Business of Creative Bravery	WORKSHOP Leverage Your Commercial Value	KEYNOTE & ASK THE LEADER Q&A Creative Value, Commercial Impact	CASE LAB Knowing Your Worth: Translating Creative Vision into Business Language	EXAMPLE CURRICULUM
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Influence

Communication is constant - with your team, board, investors, peers, clients. Raise your profile with key stakeholders and learn to speak their language. Be the changemaker your business needs.

WELCOME & INTRO Programme Introduction: Leadership in 2026 & Beyond	WORKSHOP Influence in Action	KEYNOTE & ASK THE LEADER Q&A Creative Influence: Leading Beyond Your Title	PEER EXCHANGE Who We Influence & How	EXAMPLE CURRICULUM
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Culture (Virtual)

Explore what your team needs to thrive creatively by designing a culture that fuels growth, and gives people the confidence to experiment and take brave risks.

CHECK-IN Culture in Motion	WORKSHOP Designing Team Culture (with peer clusters by sector)	KEYNOTE & ASK THE LEADER Q&A Creative Culture as a Growth Engine	SYNTHESIS What Culture Needs From You	EXAMPLE CURRICULUM
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Resilience

Develop the knowhow to lean into risk, turning uncertainty into opportunity and learning how to thrive in challenging conditions.

WELCOME & INTRO Operating At Your Best	WORKSHOP Building Your Resilience OS: Systems Mapping	KEYNOTE & ASK THE LEADER Q&A The Risk of Playing it Safe: Embracing Change for Success	REFLECTION Recover. Reframe. Recommit.	EXAMPLE CURRICULUM
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Creativity

Understand what it takes to balance creative ambition with operational responsibility. Build the skills to lead growth while sustaining creative excellence at every level.

WELCOME & INTRO Where Ideas Live & A Creative Break.	WORKSHOP CCO to COO: Take Your Seat at The Table	KEYNOTE & ASK THE LEADER Q&A Maintaining Excellence Through Growth	CLOSING CIRCLE Creativity As A Superpower & Manifesto Brief & Prep	EXAMPLE CURRICULUM
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February 2026

In Person / D&AD HQ, LONDON

TUES 24th: **VALUES**

WED 25th: **COMMERCIALITY**

THURS 26th: **INFLUENCE**
COHORT DINNER

May 2026

In Person / COUNTY HALL, LONDON

MON 18th: **RESILIENCE**

TUES 19th: **CREATIVITY**

EXCLUSIVE JUDGES EVENTS

2026

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEPT

OCT

DATES TBC: **CULTURE**

INDEPENDENT STUDY
CHALLENGE WORK

April 2026
Virtual



Programme packages.

We offer two programme tiers to suit different development needs:

Tier 1 Core Programme: £8,000

- ◆ All teaching, course materials & facilitation
- ◆ Catered breakfast & lunch across in-person sessions
- ◆ Creative Leaders cohort dinner
- ◆ Exclusive invites to judges events

Tier 2 Core Programme + 1:1 Coaching: £9,950

Includes everything in Tier 1 plus:

- ◆ Executive Coaching (delivered virtually)

Not Included (both tiers):

- ◆ Travel
- ◆ Accommodation during in-person sessions



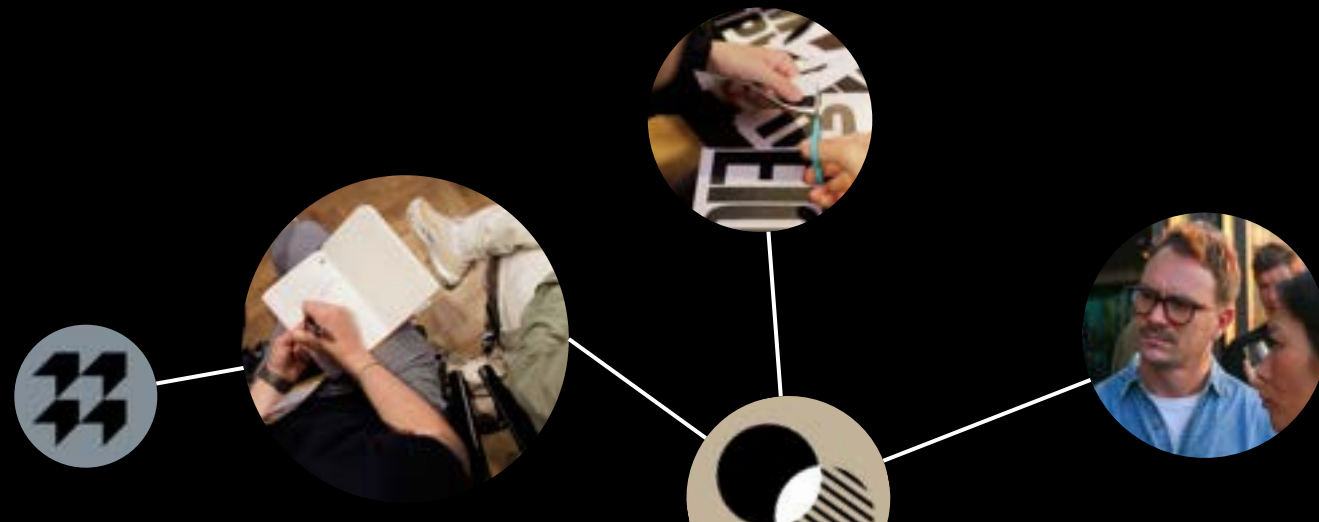
Payment Plans & Logistics

Programme Fees

We offer 2 payment options to provide flexibility for individuals and organisations:

- ◆ **Pay in Full**
 One payment made at time of offer.
- ◆ **Instalment Plan**
 Pay in 3 instalments, with a 10% deposit required to confirm your place. Final payment must be received by May 18th 2026.

Invoices can be issued to your business or organisation if preferred. Payment details and schedules will be provided upon acceptance.



Venues

24th - 26th FEB 2026



D&AD
 64 Cheshire Street,
 London, E2 6EH

[Map](#)

Nearest Transport:
 Shoreditch High Street /
 Whitechapel / Liverpool Street

Facilities: Wi-Fi, Quiet Areas

18th - 19th MAY 2026



County Hall
 Belvedere Road
 London, SE1 7GP

[Map](#)

Nearest Transport:
 Waterloo / Westminster /
 Lambeth North

Facilities: Wi-Fi, Quiet Areas



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[BOOK A DISCOVERY CALL](#)

