

## Annual Conference 2014 – Speaker Overview

Dear Members,

I am delighted to introduce to you our speakers for the BSME Annual Conference for Headteachers 2014. Again this year we have chosen to work with three very different speakers who promise, collectively, to offer an extremely varied and exciting collection of professional development sessions.

**Humphrey Walters**, could I am sure, entertain us for days by simply sharing his life stories. Indeed this is what he will largely do, whilst always bringing the relevance of these stories back into the world of building winning teams. His sessions promise to be very ‘hands on as delegates are encouraged to devise their own ‘winning game’.

‘Cerebral’, ‘emotional’, ‘unforgettable’, ‘funny’, ‘fascinating’, ‘inspiring’. These are all adjectives that previous delegates have used to describe **Ben Walden’s** delivery on Inspirational Leadership. He is a pure entertainer and these sessions will be fast-paced, engaging, though-provoking and thoroughly enjoyable!

With **Simon Noakes**, on the last day, we move from Shakespeare to the modern day and beyond! Welcome to the world of Social Media, Apps, mobile activity and more! Simon will talk about how our schools should be using them effectively to engage with our key audiences and to enhance our strategic planning.

We hope you enjoy the programme we have put together for you this year.

Rebecca Annand, CPD Coordinator

### Thursday 6th February - Humphrey Walters

#### Biography



Humphrey Walters was born in India and spent his early life in Africa and the Middle East. He was subsequently educated in England, Canada and the USA. He worked with David McClelland at the Massachusetts Institute of Technology and developed the "Achievement Motivation Programme" using his research into the motivation of teams and leaders. He works exclusively in helping individuals perform to high levels as well as developing winning teams and leaders for many Organisations and professional bodies.

He is a visiting fellow of Inspirational Leadership at the Henley Management College in the UK and lectures regularly on their Inspirational leadership programmes. He also talks frequently to schools and heads of academic institutions on Leadership, personal motivation and team working skills, both for staff members and school leavers.

He also works with teams, which range from the England rugby team which won the world cup in 2003, premier division football teams, schools, businesses, Government departments, Industry and professional bodies. He is heavily involved in Charity and sits on the boards of the RNLI and the Juvenile Diabetes research foundation.

In 1996/97 he completed the BT Global Challenge, dubbed "The World's toughest round the World Yacht Race", aboard Ocean Rover so as to further his studies in Leadership and Teamwork in a hostile environment. He uses this event to explain vividly what created successful leadership and teamwork among the 14 yachts that took part.

In 2006 he developed the team for JCB which gained the world land speed record for a diesel car at Bonneville salt flats in the USA and more recently he is working with Sir Clive Woodward and the Olympic Judo team.

He has written extensively about High Performing Teams and Leaders and is the co-author of the book "Global Challenge" which is a study of Leadership and Teambuilding used during this arduous event. "Global Challenge" has sold over 30.000 copies and is in its 15th reprint. It has become standard reading in many Organisations, who are interested in creating an Inspirational environment.

He is an active sportsman having been involved in rugby, squash at county level and cricket and has also completed over 30 marathons. He is also a qualified fixed wing and helicopter pilot.

## **Theme for our conference: The Winning Programme - “The business of Winning – It’s a game of inches” ‘Evidence into Action in the 21st Century’**

### **The Aim**

The aim is to provide a punchy practical programme to examine the concept of winning and to apply the techniques to our schools. The programme is based around the concept “The business of Winning – it’s a game of inches.” The aim is to look for the inches that will take an already successful team to new heights, and provide a winning performance on a sustained basis. It is about looking for the inches that differentiate winning teams from good teams. Humphrey will help build the self-belief that there is further winning potential and not to change dramatically what’s there already. It is about upping the game to a new level. It’s about getting people out of their comfort zone and into the Winning zone.

### **Flavour of the event:**

A large part of winning is looking outside the norms for examples of a lateral thinking nature which can then be adapted to the team. It also has to be pragmatic and concentrate on outputs and actions that are going to make the difference. Humphrey will use his experience of sailing around the world in the world’s toughest yacht race and building the World Cup winning rugby team. He will examine what the challenge were to build the land speed record breaking team from JCB as well as looking at several business examples. In this way there will be a practical and interesting edge to the programme. Delegates will be fully involved in creating their own ‘Winning Game’ plan against the ‘6 senses’ using these examples to provoke winning thinking.

## **Friday 7<sup>th</sup> February - Ben Walden**

### **Biography**



Ben is the founder and Artistic Director of Contender Charlie.

His work with staff and students has received major acclaim at education conferences around the world. He has given main keynote addresses for groups such as the ICP Convention in Australia, the ESF Principals in Hong Kong, ESSARP schools in Buenos Aires, the Latin America Headteachers Conference and the 3 International Baccalareate conferences for Europe, Asia and the Americas, as well as the IB World student Conference. He has also been a regular speaker at the New Heads Conference for the National College of School Leadership in the UK.

He is an actor and presenter who has played a number of leading roles on television and for the Donmar and Almeida theatre companies as well as at Shakespeare’s Globe. Having run many masterclasses for the Shakespeare’s Globe Education Centre he has worked in close collaboration with Mark Rylance and Richard Olivier in the development of an experiential theatre learning technique called Mythodrama.

As a Senior Associate at Olivier Mythodrama, Ben is now running sessions bringing this work at Leadership level into a broad range of organisations across the world. He has also run projects at a number of leading business schools including Columbia, OSBS, the London Business School and Insead.

"Contender Charlie" is the company he has formed to take this, and other theatre techniques, into education. Its courses have now become a regular fixture at Headteacher conferences as well as at staff and student events all over Britain. As well as his leadership and creativity courses for teaching staff, Ben runs sessions for students of many different abilities and backgrounds looking at themes of leadership and calling in their own lives.

His chief passion is using Shakespeare and Mythic stories to inspire meaning and purpose in the lives of young people and their mentors.

## **Theme for our Conference : Julius Caesar – Influential Leadership**

### **LESSONS IN EFFECTIVE INFLUENCE FROM SHAKESPEARE'S JULIUS CAESAR**

Using power and influence effectively is a key attribute of the wise leader. Some people avoid politics on principle, others use it to further selfish ambition; the wise influencer learns how to balance politics with integrity in order to get things done.

We examine how to build and mobilise a successful coalition, how to identify the sources of power for us and against us and how to best influence others. Participants will deepen their understanding of the elements of influence and practise these skills in relevant exercises.

Drawing lessons from four diverse leaders in Shakespeare's political masterpiece - Caesar, Brutus, Cassius and Mark Antony - we explore the nature of the politics that are a spoken or unspoken reality in all organisations, including schools. We then help participants to operate effectively and ethically within organisational power structures. -

Participants will be introduced to the story and choose the leadership challenges they wish to explore. These are typically drawn from the following:

#### **ACT 1 - Political Intelligence and Building a Coalition**

Understanding political intelligence in leadership - distinguishing wise from naïve and cunning

Creating Rapport - making the right connections with people

Successful coalitions - turning supporters into allies .

#### **ACT 2 - Sources of Power and Mobilising the Faction**

Practising influence with "The Power Game"

Assessing individual sources of power - what have you got, what do you need?

Identifying likely political relationships with others

#### **ACT 3 - Influencing Elements and Skills**

Introduction to the Elements of Influence

Assessing current influencing strengths and weaknesses

Making the 'big pitch' and getting feedback

#### **ACT 4 - Emotional Intelligence and Moral Development**

The key stages of emotionally intelligent influencing

The dangers of limited emotional capacity

Doing the 'Right Thing' - developing moral decision making

#### **ACT 5 - Consequences and Legacy**

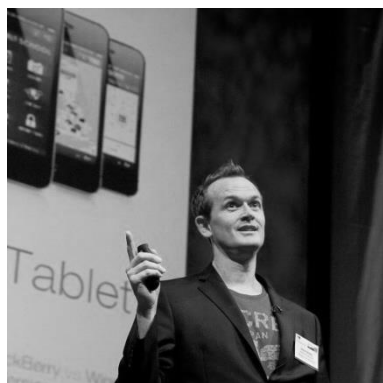
Reading the signs

Identifying long term purpose

Preparing for the future

## **Saturday 8<sup>th</sup> February – Simon Noakes**

### **Biography**



Simon is at the cutting edge of marketing and communications – within the schools and commercial sectors. He is an expert in strategic marketing, thought leadership, social media, brand value, and innovative thinking.

Simon does not believe in following benchmarks. Success can only be delivered through creating new benchmarks. Simon challenges the traditional methods of communications, and embraces new ways of thinking that align to changes in user behaviour and technological advances.

Simon has developed successful marketing campaigns, and has been credited with increasing online traffic and conversion with some of the UK's leading retailers, as well as leading Independent Schools - Harrow, Wellington College, Benenden, Kincoppal-Rose Bay (Sydney), Kellet School (Hong Kong), Alice Smith (Malaysia), and many more.

Simon is a regular speaker and contributor on the subject of digital marketing, social media and mobile apps - and is a key driver in the future of "The Connected School".

Follow Simon on Twitter [@simonnoakes](https://twitter.com/simonnoakes) or Interactive Schools [@intSchools](https://twitter.com/intSchools) or connect on LinkedIn <http://uk.linkedin.com/in/simonnoakes>

**Theme for our conference:**

**Keynote (1hr) "Social Media & Digital Marketing. Don't bury your #Head in the ground"**

Simon will take you on a fact-filled journey through the latest trends in Social Media, Apps, mobile activity, and will look at how your school should be using them effectively to engage with your key audiences. Learn about 'Social Authority', 'Content Strategies', digital conversions - and how these all integrate into your strategic marketing plan.

**Workshop/Seminar Title (2hrs) "Which Social Media channels should your school use and why?"**

Digital marketing is mobile and social. There are 100's of different channels competing for your community's time. How does your school make sure that your message gets through and actioned? Learn which social channels will bring the most return to your various communities, plus learn about social influence (and how to increase it). Set-up your Twitter account correctly. Learn when to Tweet, what to Tweet, and how to Tweet. Integrating Twitter into your communications plan, plus lots of other free hints and tips.