



Certified CEO Program

Setting the new Gold Standard in Global Leadership



Ensure success
Secure your future



Certified
CEO
Program
A meeting of minds

Message from the Founder of The CEO Institute



The CEO Institute and our program partner UNE Partnerships, the Education and Training Company of the University of New England are delighted to offer the Certified CEO program as an online certification course for today's and tomorrow's CEOs and senior managers... available globally, and without peer!



I understand the mantle of leadership for current and aspiring leaders can be challenging. Your participation in this contemporary program will inspire you to pursue excellence in business leadership and equip you to address the challenges you will face with greater confidence and knowledge.



I firmly believe that strong and informed leadership is critical to international stability and prosperity, and see our role in setting the new gold standard in global leadership through certification, as a positive step towards helping make the world a better place.



I invite you to enrol in the Certified CEO program, as an investment in your future, supporting your career development, and gaining recognition for your professional standing as a business leader entitled to use the Certified CEO post nominal CCEO or CCEO(prov).

A handwritten signature in black ink, appearing to read 'K.W.W. Gunn'.

Kenneth W.W. Gunn
Chairman & CEO

World class professional
development that sets
leaders apart



Certified CEO Program – an online certification course for business leaders

Since 1992, The CEO Institute has enabled business leaders to connect and learn from each other. Sharing knowledge has always been at the very heart of our philosophy. Finding a way to recognise the professional qualifications and experience of our corporate leaders was a natural step.

The CEO Institute is the world's first global certification body for CEOs and senior managers. The Certified CEO designation has become a mark of distinction and respect, setting the new gold standard in Global Leadership. Through our Certified CEO program, you too can earn the right to use the post nominal CCEO or CCEO(prov).

The CEO Institute in partnership with UNE Partnerships, the Education and Training Company of the University of New England are proud to offer enrolment into the Certified CEO program, a certification course for current and aspiring business leaders which is without peer, delivered online, and available globally.

The University of New England has been delivering high quality education for over 60 years, and is the only online university to be awarded the maximum 5 stars for student satisfaction, every year for the last 10 years.*

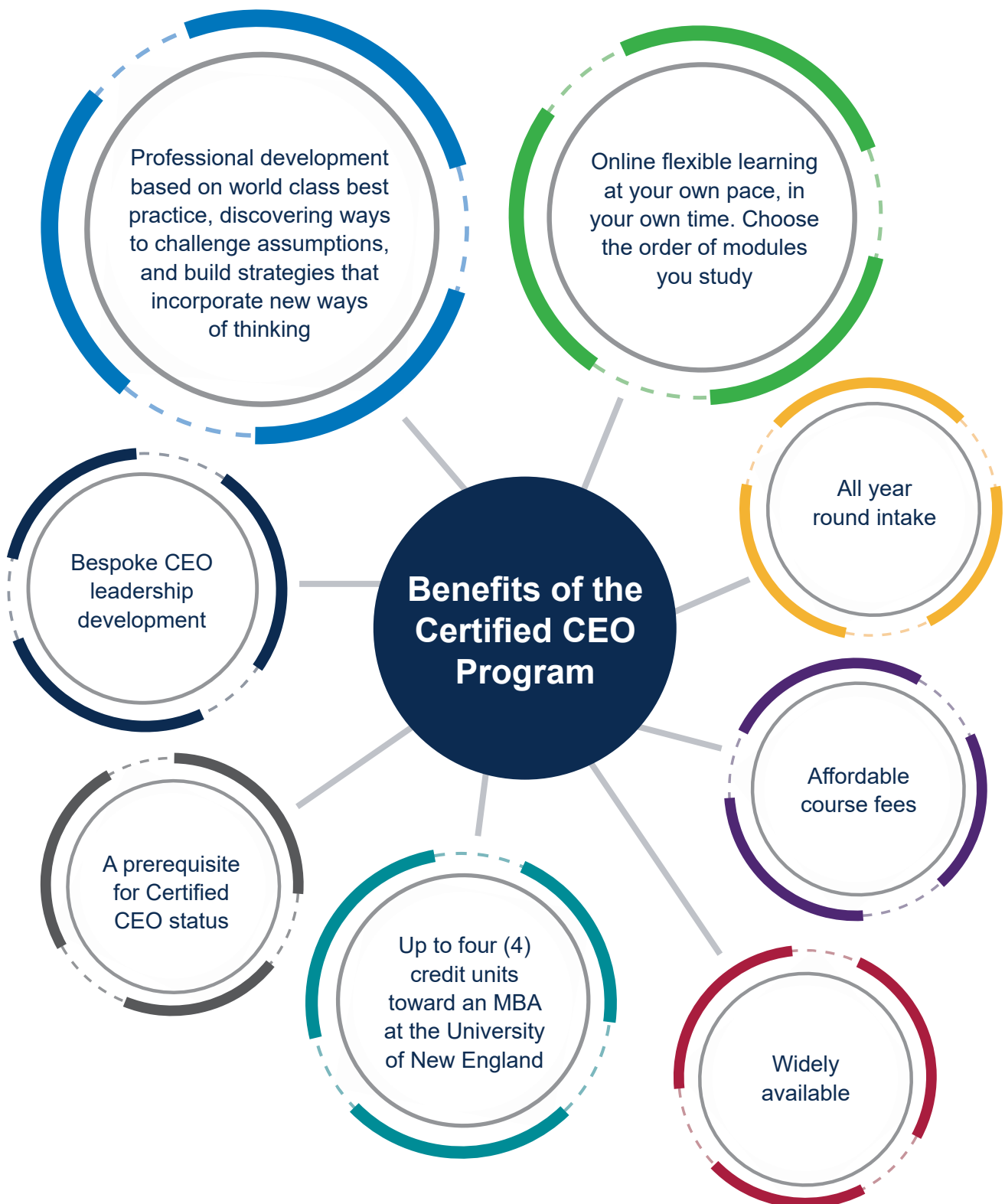
UNE Partnerships, the Education and Training Company of the University of New England, has been at the forefront of the customised design, development and delivery of distance education since 1986.

*The Good Universities Guide Ratings, 2007 - 2017.



Join a prestigious global
community with the Certified
CEO program





Eligibility

The Certified CEO program is designed for business leaders globally (CEOs and senior managers) and aspiring business leaders who are looking to build upon existing qualifications and business experience. Subject to your work experience, successful program completion leads to Full or Provisional Certification as a Certified CEO and the use of the post nominal CCEO or CCEO(prov).

CEOs are defined as Chief Executives or their equivalent, from medium and large organisations. Senior managers are defined as any manager from a medium and large organisation, or the Chief Executive or their equivalent from a small organisation.

Organisations include: Government, Government Enterprises, Private Companies, Public Listed Companies, Partnerships, Sole Traders, Not-For-Profit Organisations, Charities etc.

Study online at your
own pace, anywhere
anytime



Certified CEO Program – Program Structure

The Certified CEO program is delivered online, and consists of four modules containing high level business content. Each module is supported by a knowledge based assessable assignment. An over-arching Capstone project, as an application based assessable assignment is also required to complete the program. The program's duration is approximately 300 hours of study, which can be undertaken within a 12 month time frame. Modules can be completed in any order and at the desired pace of the individual.

MODULE 1

Strategy and Agility for the 21st Century

This module will provide you with the tools and skills necessary to develop the personal and strategic insights to effectively craft appropriate strategy, evaluate strategic options and make informed strategic decisions. It will demonstrate the importance of business values, ethics, sustainable and socially responsible behaviour to strategic and operational success. An important theme underpinning the entire module will be enhancing creativity and innovation to better foster organisational agility.

MODULE 2

Value Creation and Value Management

This module will focus on thinking strategically to create a value-based culture. Sustaining competitive advantage is about capturing and creating value. Traditionally, the emphasis on capturing value has been about maximising resources and profits. Creating value acknowledges the need to engage stakeholders to determine how to produce outcomes that maximise economic benefits for the company and improve stakeholder experience thereby increasing stakeholder satisfaction.

MODULE 3

Critical Problem Solving in Progressive Enterprises

This module presents a number of strategies and tools to facilitate effective problem solving. Strategies and tools range from management science techniques such as mathematical optimisation, through to critical thinking and decision-making frameworks. The module will enable reflection on the role of individual personality, values, perceptions, creativity and cognition in problem solving. It will also look at systems thinking.

MODULE 4

Executive Leadership in Dynamic Environments

This module will focus on the processes of articulating and communicating 'the vision' of change and innovation. The capabilities needed to move forward with change and innovation, including entering growth markets and balancing risk and opportunity will also be examined. Significant attention is devoted to the leadership dimension of developing and harnessing capability in support of change and innovation. An important theme running through the entire module will be the question of rising complexity and the ways in which it might best be handled.

The Certified CEO program modules are drawn from a comprehensive curriculum framework covering the following 15 subject areas:

1. Leadership
2. Business Planning & Strategy
3. Managing People
4. Marketing
5. Financial Management
6. Data Analysis
7. Business Models
8. Social Responsibility & Ethics
9. Corporate Sustainability
10. Corporate Governance
11. Managerial Economics
12. Managing Innovation & Creativity
13. Critical Thinking
14. Technology & Connectivity
15. Global Business

Certification

In 2011, The CEO Institute became the first global certification body for Chief Executives and senior managers, recognising excellence in business leadership. Certification can't be bought, it has to be earned, as it takes into account both educational achievement and management experience. The bar has been set high, as a growing number of organisations look to the Certified CEO designation as a trusted sign of leadership capability and competence. As the growth continues in the number of business leaders who enjoy the entitlement to use four of the most powerful letters in business, CCEO, the benefits also continue to grow... employment advantage, stakeholder confidence etc.



Benefits of Certification

- Global status
- Professional recognition of experience and achievement at the highest level
- A trusted sign of leadership capability, competence and experience
- Competitive advantage in highly sought after leadership roles
- Distinction through impressive credentials with the right to call oneself a Certified CEO (exclusive to Full Certification) and use the post nominal CCEO or CCEO(prov)
- Membership of a prestigious Alumni
- A complimentary lifetime subscription to the online business resources at www.iidmglobal.com (IIDM)

Full or Provisional Certification

After successfully completing the Certified CEO program, and subscribing to IIDM, there are two levels of certification available for Certified CEOs:

1. Full Certification – this is granted to Chief Executive Officers or equivalent position, with five or more years' experience. This confers the right to be called a Certified CEO and use the post nominal CCEO.
2. Provisional Certification – this is granted to managers with a minimum of three years' senior management experience. Recipients are entitled to use the post nominal CCEO(prov).

Candidates who don't meet the above requirements for certification, can still undertake the Certified CEO program to improve employment-related skills for career enhancement, and be assessed for certification at a future date.

The CEO Institute



Since its establishment in 1992, The CEO Institute's distinctive experiential learning approach to executive education has made it the leading peer-to-peer membership organisation for CEOs and senior managers in Australia and New Zealand. Over 1,000 members meet monthly to share ideas and experiences in a confidential and supportive environment. They come from all major industry sectors. They lead medium to large sized organisations and they look to The CEO Institute to provide the ongoing level of professional and personal support that keeps leaders leading. In 2011, The CEO Institute became the first global

certification body for CEOs and senior executives, recognising excellence in business leadership. The CEO Institute partnered with UNESCO in 2013 in support of the "Malala Fund for Girls' Right to Education" which echoes the Institute's values of professional development and personal growth. The CEO Institute began offering programs globally in 2014.



UNE Partnerships and the University of New England



UNE is a regionally based, globally networked university that is renowned for the quality of its student experience, the excellence of its research, its commitment to innovation and inclusivity and its responsiveness to the aspirations of its students, staff, partners, and the New England community

UNE Partnerships is the Education and Training Company of the University of New England. With an extensive history of industry leading innovation in the provision of online learning,

UNE Partnerships is pleased to offer its expertise in online learning platforms, systems and knowledge in the delivery of the Certified CEO program alongside the University of New England and The CEO Institute.





Where to from here?

For more information and to register your interest visit
www.unep.edu.au/ceo/

