



Becoming an Associate of the Trust

We know Alumni value many things about our programmes, but one of the most important is the opportunity to learn from leaders working in completely different walks of life, in particular those from not-for-profit organisations and faith groups. The Trust is seeking a number of Associates from amongst its Alumni, who share our commitment to keep this richness of experience and wisdom, and would like to help us provide opportunities for such leaders to share their unique perspectives.

By becoming an Associate, your contribution will enable the Trust to continue to offer bursaries to leaders who come from organisations that have extremely limited funds and who would not ordinarily be able to afford to attend our programmes.

In addition, we are committed to providing all Associates with extra opportunities to add to their own Windsor experience through additional learning and networking activities.

“The diversity of the people one has the privilege of spending time with and the opportunity to explore both your own and their lives and aspirations, is invaluable.”

How you can support the Trust

■ Expanding our diverse network and building connections that shape society

The opportunity to network and learn from a variety of leaders is something we know is important to you. Becoming an Associate will help the Trust continue to grow its network of participants from a greater diversity of organisations and sectors. We are proud of our charitable objective to bring together leaders from across society, and your support will enable us to sustain this.

Although Alumni often comment on the similarities of their challenges, it is the fresh perspectives from leaders working in different sectors that are often inspiring and revelatory, leading to long-lasting relationships that help to shape society. Our Associates will help the Trust fulfil its commitment to deliver this public benefit.

“I valued learning from the experiences of leaders from all walks of life, and exploring the similarities and differences of attitudes and motivations from across the sectors.”

■ Supporting the Trust to offer bursaries

In 2009, we offered a small number of bursaries on every programme. Our aim is to offer bursaries for at least a fifth of the places on our programmes, allowing us to ensure the highest level of diversity. However, the Trust needs additional support to meet and sustain this level, and therefore the support of our Associates will be invaluable.

“I just wanted to clarify how significant it is that you offer a bursary scheme which made it possible for me to attend this course. Many thanks for the thoughtfulness of this. It was hugely appreciated.”

How the Trust can support you

We are also committed to contributing to your development as a leader. As an Associate, you will have access to a number of networking and learning opportunities beyond our core programmes.

■ A focused one day Leadership Development Programme

This additional Programme, solely for Associates, will concentrate on debating current key leadership challenges and building a supportive network. It will take place at Windsor Castle, an environment we know encourages you to reflect and focus through its unique and peaceful surroundings.

■ Two complimentary VIP invitations to a reception with the speaker at the Annual Lecture

Associates will be the first to receive information about the Trust’s Annual Lecture. A private reception will be held with the speaker, and Associates will receive two VIP invitations to both this event and the Lecture. Associates in 2009 joined General Sir Richard Dannatt GCB CBE MC, Former Chief of General Staff, at a private reception prior to the Lecture. The 2010 keynote speaker and date will be announced to Associates shortly.



■ **Breakfast briefings focused on current leadership issues**

Friends and Associates of the Trust will be able to attend a minimum of four breakfast seminars per year, providing ongoing leadership development, and more chances to connect with the work of the Trust. You will be able to learn from those senior leaders who are leading in this difficult climate. You will have the unique opportunity in this confidential environment, to question the speaker's insights and engage in stimulating debates in the company of other like-minded leaders.

The Trust ran two successful breakfast briefings in 2009. The first seminar saw Malcolm Brinded CBE, Executive Director from Royal Dutch Shell, as the keynote speaker and the second one, was led by David Sims from Cass Business School. Our first breakfast meeting of 2010 on *The changing challenges of leadership* was led by Professor Peter Hawkins from the Bath Consultancy Group.

We are delighted to announce our remaining breakfast briefings for 2010:

Tuesday 25 May, Lexicon Partners, Paternoster Square, London.

Is good leadership consistent with a capitalist purpose? A financier's perspective

Sir Laurie Magnus, Vice-Chairman, Lexicon Partners

Thursday 9 September, The D Group, Grafton Street, London.

The Credit Crunch: Lessons learnt by business leaders and their HR professionals

Professor Amin Rajan, Chief Executive, CREATE

Thursday 2 December, TBC, London.

Confessions of a regulatory head-hunter: How we led ourselves into financial crisis

Douglas Board, Chairman, Refugee Council

■ **Opportunity to attend an End of Programme Dinner**

These formal dinners are an important element of our core programmes and we hope our Associates will be part of them. You will be invited to join aspiring leaders from across all sectors, as well as hear from our after-dinner speakers. It will give you the chance to contribute to your own continuing development, and keep you directly informed of, and involved with, the Trust's work first hand. You will also be contributing to the development of the programme participants by sharing your own leadership experiences over dinner.

Our commitment to our Alumni

As Alumni, our Associates will also be invited to attend our higher-level core programmes when they reach the relevant stage of their leadership journey. You will also receive four editions of the Newsletter per year packed with news from the Trust including programme updates, articles from our academic fellows, and news from Alumni such as reunions organised and movers and shakers.

How to join us

We hope that supporting the Trust by becoming an Associate is something that appeals to you. We ask Associates to make a minimum donation of £1000, at least two thirds of which will contribute towards bursary places enabling the Trust to retain the diversity of participants on its programmes. We very much look forward to receiving your registration details on the attached form(s). If you are a UK tax payer, you can Gift Aid your donation, adding an additional £280 from HMRC.

Alternatively, if becoming an Associate is not appropriate for you at this stage, we are also inviting our Alumni to become Friends of the Trust. This would give you opportunities to challenge inspirational speakers, broaden your networks and debate significant leadership issues with fellow Alumni from varying sectors. You can become a Friend by a donation of £120 per year or £10 per month.

If you have any further questions on becoming an Associate or Friend, please contact Jo Horler on 01753 272051 or joh@windsorleadershiptrust.org.uk who would be delighted to hear from you.