

# CEOx1DAY

ODGERS BERNDTSON



A student's  
chance to walk in  
the shoes of a top  
chief executive



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# About CEO for a Day

CEOx1Day is designed to uncover some of the UK's most promising future leaders and give them an opportunity to walk in the shoes of a senior executive.

The idea is simple: undergraduates apply to spend a day with a top Chief Executive to learn about the responsibility and complexities required to lead some of Britain's leading businesses and organisations.

At the same time, CEOs can better understand what drives the next generation of leaders.

## In good company

Last year's programme provided an unprecedented chance for students to work with Chief Executives and leaders from some of the UK's most prominent businesses and organisations.



Cabinet Office

**Deloitte.**



**Edelman**



National  
Trust

**sage**

Standard  
Chartered 

# Testimonials



“Taking part in the programme has only whet my appetite for business. Now, I have a greater insight and appreciation for what leaders do, and I will continue to expand upon that.”

**Arun Aggarwal**  
Law, University of Southampton  
Spent the day with John Manzoni,  
Permanent Secretary, The Cabinet Office

“I had a great interest in the mentalities behind successful companies and the specific work ethics of the individuals that run them; so this was a tremendous opportunity to ask their advice, and gain knowledge that I could take into my future career.”

**Lakechia Jeanne**  
Biomedical Sciences,  
University of Hull. Spent the day with Ian  
Filby, CEO, DFS

“I decided to apply because the opportunity to spend the day with a CEO is possibly a once in a lifetime opportunity. In terms of being a corporate leader, I still have the ultimate goal of making senior management but now understand in greater depth the path and effort taken to achieve such heights.”

**Charles Harvey**  
Business Management and Accounting,  
Nottingham Trent  
Spent the day with Bill Winters CBE,  
Group Chief Executive, Standard  
Chartered PLC

“I took part in the programme to gain a unique insight into the corporate world and witness first-hand what is required to lead a global business. I now have a clearer understanding of the demands placed on executives in the corporate world and the importance of creating an efficient and enjoyable working environment.”

**Rupert O'Donovan**  
History, University of Bristol  
Spent the day with: David Sproul, CEO,  
Deloitte UK



# Your participation

We hope that you get the most out of collaborating with us on this year's CEOx1Day programme, not only in providing students with this rare and valuable opportunity but also by showcasing your activities through your channels and the wider media.

By partnering with us this year, we:

- hope you will promote the programme to your student population and we will support you in your efforts;
- will ask you to share media and information on your marketing channels relating to any successful candidates from your university, including on the day that the student spends with the CEO;
- may ask you to contribute comments or information to press releases and other media outreach relating to any successful students from your university.



# Timeline & Process

- Programme promoted through universities  
Students apply via website  
**30th June**
- Selected students invited to complete an online assessment  
**End August**
- Shortlisted students invited to attend an assessment day at Odgers Berndtson in London  
**Mid September**
- Finalists are informed of the CEO they will shadow  
**End September**
- Finalists spend a day with a CEO  
**October 2017 – January 2018**



# FAQs

## **Closing date for applications**

Applications for 2017 close Midnight 30<sup>th</sup> June 2017. Please see the timetable in this document for more information on timings.

## **Eligibility**

The programme is open to undergraduates studying at universities in the United Kingdom who are in the second, third or fourth year of their degree programme.

## **Who will applicants be matched with?**

We only match successful applicants with Chief Executives once the application process is complete and we have our list of finalists. We make every effort to match people together to provide the best experience for both applicants and Chief Executives alike. Both applicants and CEOs tell us what they hope to get out of the programme and this informs who we match together. We hope that both parties learn from each other and discover different perspectives.

## **Equal opportunities**

We are committed to ensuring that all applicants are treated equally. As part of the application process we also invite applicants to provide voluntary information about their background. This information is captured separately to the application, the answers provided are not seen by the people that consider the application nor does it have any influence on a candidate's application. This information is kept private and is only used to monitor diversity. Providing this information is completely voluntary.

## **What will happen on my day with the CEO?**

The day spent with the Chief Executive is tailored by the CEO according to the nature of that business and the interests of the applicant. The CEOs involved lead very different types of organisations and will therefore expose each student to different experiences. All students will learn about the role of the CEO in the organisation, learn about their organisations, witness a typical day and have a chance to ask their questions and speak to the CEO about his or her experience.

## **Travel expenses**

We can consider reasonable requests to reimburse travel expenses to cover travel to the assessment day held in London and travel to the location of the Chief Executive's office on the day itself.



# Spread the word



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**Facebook:**

<https://www.facebook.com/odgersberndtson/>



**LinkedIn:**

<https://www.linkedin.com/company/odgers-berndtson>

## Link to share

Please use these links in your communications and social engagement to help us track engagement:

Homepage

[http://www.odgersberndtson.com/en-gb/ceox1day?utm\\_source=Unis](http://www.odgersberndtson.com/en-gb/ceox1day?utm_source=Unis)

Or short link: <https://goo.gl/a3K9bl>

News page:

[http://www.odgersberndtson.com/en-gb/ceox1day/news-and-media?utm\\_source=Media](http://www.odgersberndtson.com/en-gb/ceox1day/news-and-media?utm_source=Media)

Or short link: <https://goo.gl/sm1cTI>

Included with this pack are content templates for your social channels to help get you started. We will keep you updated with more template content, as the programme progresses.