



The  
**CEO**  
Institute

*A meeting of minds*®

## **Lonely at the top?**

Then it's time to join an exclusive cohort of your peers for support, networking and problem solving

**The CEO Syndicate program...  
a CEO certification course**

[www.ceoinstitute.ae](http://www.ceoinstitute.ae)

# Welcome to 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.

## Our Purpose

To inspire business leaders to continuously improve their professional and personal lives by creating environments that enables them to:

Meet, communicate openly, share their insights and challenge their peers and themselves.

Gain exclusive access to the broader business world and its knowledge of leading and evolving business practices.



## Our Values

The CEO Institute's values represent the qualities and behaviours expected of our members and upheld for their ongoing development as business leaders.



### Growth

We believe in professional development and personal growth.



### Trust

- We provide absolute confidentiality.
- We communicate openly and directly.
- We share our experience and insight.



### Distinction

- We challenge our peers and ourselves to embrace excellence.
- We show leadership in our words and actions.



## Message from the Founder of The CEO Institute

The CEO Institute is delighted to be associated with Al Tareeqah Management Studies (ATMS), appointing ATMS to deliver our global certification programs for today's and tomorrow's CEOs and senior managers in the UAE, Bahrain, Kuwait, Oman and Saudi Arabia.

I understand the mantle of leadership for current and aspiring leaders can be challenging. Participation in this contemporary program will inspire candidates to pursue excellence in business leadership and equip them to address the challenges they 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 gold standard in global leadership through certification, as a positive step towards helping make the world a better place.

I invite candidates holding an accredited MBA to enrol in The CEO Syndicate 6 Full Day program, as an investment in their future, supporting their career development, and gaining recognition for their professional standing as a business leader entitled to use the Certified CEO post nominal CCEO or CCEO(proven)...setting themselves apart from the millions of other MBA Alumni, globally.

Kenneth W. W. Gunn  
Chairman & CEO  
The CEO Institute



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## Message from the President - Middle East

Al Tareeqah Management Studies (ATMS) is committed to excellence in our programs and personal attention to each member. One of our great strengths is the enthusiastic, personal involvement of our board, administrators and staff in creating a sense of community.

We, along with The CEO Institute, take great pleasure in introducing and conducting the CEO Programs in the Middle East.

We believe that the opportunity to learn and pursue the certification should be available to all who seek to discuss and learn the real life leadership challenges to excel in business leadership.

Our members are provided with the programs to address the “real world” challenges and opportunities necessary to advance as leaders in their professions and their communities. We encourage active participation that challenges critical thinking, instills values, and inspires lifelong learning.

We realize that each member is unique and, as a community, we strive to maximize that unique potential. We look forward to having you join the Al Tareeqah Management Studies family.

Dr. Hemant Kumar  
President  
Al Tareeqah Management Studies (UAE)



# The CEO Syndicate 6 Full Day program

The CEO Institute's CEO Syndicate delivered over 6 full days, is a certification course designed for CEOs who have successfully completed an accredited MBA. It provides an exclusive peer support network, offering experiential learning and mutual group mentoring to help them personally and professionally.

Each month, CEO members meet in a cohort with approximately 20 of their peers from non-competing organisations for a full day of problem solving, knowledge sharing and mutual support through informal discussion. The membership of each cohort is matched to members' business profiles, ensuring a dynamic and active environment in a confidential setting.

12 pre-determined core topics are selected from the 15 subject areas that make up the Curriculum Framework to help develop a suite of contemporary business skills and enhanced knowledge relevant to the role of a CEO.

“  
*I have received great benefit from The CEO Institute meetings because of the new light that is applied to issues and strategies by successful people with a wide range of business experience. The value far exceeds the cost.*  
”

- Member, Queensland

## Exclusive, prestigious, influential

Membership of The CEO Syndicate is subject to meeting the eligibility criteria for enrolment and is limited to the CEOs and senior managers of:

- Public or private companies
- Professional firms
- Government agencies
- Non-government organisations
- Not-for-profit organisations

## True peers

The CEO Syndicate program puts members in a cohort with their peers who are working at similar size (but non-competitor) organisations. Membership caters for CEOs from medium and large organisations.

CEOs from small organisations with revenues less than AED 6 million are excluded. Members of each cohort will typically fit with the industry type, depth of experience and interest of their peers, providing the potential to contribute to each other's growth.

“  
*I have been a participant in CEO Syndicates for many years. In times of high workload or stress I say to myself before a meeting “I don't have time for this”. But after every meeting, without question, my only response is “I can't afford not to participate”. This is an indication of the intrinsic value that participation in a CEO Syndicate brings.*  
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- Member, New South Wales



# A meeting of minds

A typical full day meeting includes:

**Members' issues & open forum:** A confidential forum for members to raise challenges they are facing (problems and opportunities). Critical peer-to-peer problem solving is facilitated by the chairman-facilitator in addressing these issues. Where appropriate, members may provide a formal presentation to the cohort on a project relevant to their business.

**Expert speakers:** Each meeting includes 2 core topics of facilitated learning by an expert presenter, selected from the Curriculum Framework subject areas.

## The CEO Syndicate chairs

Each cohort is chaired by a leader who is a recognised contributor to their particular business field. Syndicate chairs are carefully selected for their capacity to provide wisdom and leadership. They can help members acquire the practical knowledge needed to excel in their career.



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*The CEO Institute provides a forum for working on my business rather than in it. Given that we are all so busy, it's very easy to get bogged down with day-to-day business rather than looking over the horizon. By sharing ideas I will pick up on a better way to address an issue or solve a problem.*

- Member, South Australia

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*My experience with The CEO Institute has had a profound effect on me. My meetings of The CEO Syndicate program leave me feeling both inspired and motivated.*

- Member, Western Australia

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## Benefits of the program

Membership of a CEO Syndicate cohort gives members access to many privileges and benefits.

**Full Certification as a Certified CEO.** CEO Syndicate members with five or more years' CEO experience who attend 6 full day meetings of The CEO Syndicate program are awarded Full Certification with the **right to be called a Certified CEO** and use the post nominal **CCEO**.

**Provisional Certification as a Certified CEO.** CEO Syndicate members with less than 5 years' CEO experience, who attend 6 full day meetings of The CEO Syndicate program, are awarded Provisional Certification and entitled to use the post nominal **CCEO(prov)**.

**Access to a pool of expert speakers** including CEOs, consultants and business academics for advice, insights and leadership wisdom.

**Membership of an exclusive cohort** of peers who know exactly what you're talking about.

**Diversity** with a mix of positive people who are leading from the top.

**Right to use a post nominal** on your business card and documents, denoting your Member status of The CEO Institute (MCEOI).

**Complimentary lifetime subscription** to online business resources at [www.iidmglobal.com](http://www.iidmglobal.com).



## Eligibility criteria for enrolment

Eligible candidates for enrolment in The CEO Syndicate 6 Full Day program are required to hold an accredited MBA or equivalent accredited Master's level business degree, and hold a current CEO role. N.B. Only candidates with 5 or more years' experience as a CEO are eligible for Full Certification.

These requirements are subject to verification by The CEO Institute prior to a candidate commencing in the program.

*CEOs are defined as Chief Executives or their equivalent from medium and large organisations.*



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*As a young business person The CEO Institute plays an invaluable part in my professional and business development. I have the opportunity every month to draw on the collective knowledge and experiences of fellow members who have faced and overcome the challenges that I face – or am yet to face – in a young, growing business.*

- Member, Victoria

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In association with  
**AL TAREEQAH**  
Management Studies FZE

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The  
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## Global Head Office

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## PROGRAM FEE:

### Payment Plan 1:

Full payment towards  
membership & program **AED 30,000\***

### Payment Plan 2:

Part payments towards  
membership & program  
1st payment: **AED 16,000\***  
2nd payment after  
3 full day meetings: **AED 16,000\***

Average time period for completion of program: 6 months  
(The duration to be decided in the 1st meeting)

\* 5% of VAT applicable on all fees.

