



IRISH
MANAGEMENT
INSTITUTE



Corporate Membership 2021

Your Leadership Centre of Excellence

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Your Leadership Centre of Excellence

Being an IMI Corporate Member means your people have access to world-class executive development all year round.

IMI Corporate Membership is available at two levels: **Inform and Transform**. Each level gives you a flexible pathway to provide professionals in your organisation with learning and development opportunities throughout the year.

This year, through IMI Live, we will be delivering many of our events and Learning and Development resources on-line, allowing your people to access the latest insights and thinking, wherever they may be.

// IMI Corporate Membership supports our strategy of developing our top talent in line with the real-world challenges they are facing, bringing fresh perspectives and new ideas into our business. //

Louise Harvey, Learning, Development and Engagement Manager, Brown Thomas Arnotts

2021 Themes

Leadership doesn't stand still. This year, IMI Corporate Membership will give you the insights into what it takes to lead tomorrow.

The 2021 membership proposition will focus on 3 key themes based on IMI research into the future of work and the trends most impacting leaders, today and tomorrow. Our calendar of events has been built around these themes and insights from our members, clients and faculty. Each event explores an aspect of a key theme in depth and allows our membership community to build on their learning and development as the year progresses.



+ The Hybrid Organisation

In 2020, leaders have become digital innovators, balancing people and technology to amplify the ability of both.

We have all become hybrid organisations, with flexible work practices and the digital delivery of products and services beyond any previous predictions.

We will dive into the lessons learned, from customer behaviour to internal practices, and what leaders must do to evolve their organisation into one that fits the modern landscape.



+ Strategies for Future Growth

Leaders looking to unlock value in their marketplace are constantly pivoting and looking in their peripherals for the next challenge, or opportunity.

Our leading experts will explore creating strategies in a landscape where change (already happening at pace) is accelerating, and how leaders can keep up.

From digital innovation to agile strategy formation and execution, we will help you become your organisation's conductor of performance.



+ Building a Sustainable Organisation

Organisations today need to be adaptive, predictive and resilient. So do their leaders.

From financial imperatives to workforce practices, leaders need to create an organisation that can perform sustainably at pace, no matter what the external pressures.

This year we will explore the mindset — and techniques — leaders need to build a truly sustainable organisation, and how to grow out of a crisis.

Corporate Membership Overview

INFORM + TRANSFORM BENEFITS

TRANSFORM ONLY

| | | | | | | | | | |
|---|---|---|--|--|---|---|-------------------------------------|--|--|
| Leadership Centre of Excellence |  <p>Building a Sustainable Organisation</p> | <p>Masterclass The New Business Economy</p> <p>Marga Hoek</p> | <p>Mini Masterclass Empowering your People through Purpose Driven Leadership</p> <p>Kerrie Fleming</p> | <p>Webinar A Roadmap for Resilient Leaders</p> <p>Eibhlin Johnston</p> | <p>Webinar Storytelling — Rules for Exceptional Communication</p> <p>Eric Fitzpatrick</p> |  <p>IMI Insights</p> | National Management Conference 2021 | <p>People Strategy Network Decentralised and Ambidextrous Organisations</p> <p>Lisa Gill</p> | <p>Future of Work Series Workplace Culture</p> <p>Bruce Daisley</p> |
| |  <p>Strategies for Growth</p> | <p>Masterclass The Future Leader: 9 Leadership Skills & Mindsets for the Future of Work</p> <p>Jacob Morgan</p> | <p>Mini Masterclass An Evolutionary Approach to Innovation</p> <p>Ben Shenoy</p> | <p>Webinar A Pragmatic Introduction to AI</p> <p>David Kerrigan</p> | <p>Webinar Human Capital Trends: Building Workforce Resiliency and Agility</p> <p>Deloitte</p> |  <p>IMI Insights</p> | | <p>People Strategy Network HR as a Leading Growth Strategist</p> <p>Jon Ingham</p> | <p>Future of Work Series Culture of Innovation</p> <p>Bruce Daisley</p> |
| |  <p>The Hybrid Organisation</p> | <p>Masterclass Leading Successful Transitions During Digital Disruption</p> <p>Hal Gregersen</p> | <p>Mini Masterclass Digital Transformation & the Hybrid Organisation</p> <p>Tony Moroney</p> | <p>Webinar Five Home Wins - Thriving in a Working from Home World</p> <p>Neil Kelders</p> | <p>Webinar Future of Working — The Rise of the Hybrid Team Culture</p> <p>Paula Milligan</p> |  <p>IMI Insights</p> | | <p>People Strategy Network Leading the Hybrid Organisation - Challenges and Opportunities for Companies</p> <p>Ciara D'Arcy</p> | |
|  <p>Additional Benefits</p> | <p>Programme discounts </p> | <p>Learning and Development Resources </p> | <p>IMI Campus Facilities </p> | <p>Event Archive</p> | <p>Network Mentors</p> | | | | |



Performance delivered to your desktop.

IMI-Live is IMI's Virtual Learning Environment. Our virtual experiences are designed according to the same transformational, learner-centred philosophy that underpins our classroom experience. We have articulated this philosophy in our High Impact Transformation (HIT) model of learning.

All IMI virtual events are delivered in real-time by leading experts, with immersive and engaging content for attendees.

INTEGRATED AND INTERACTIVE

You won't passively watch an IMI Membership event — you will be challenged, inspired, and encouraged to participate.

ONLINE ACCESS

You will be able to access online content, videos, group activities, presentations and much more during and after every Membership event.

GROUP AND PEER LEARNING

At Transform level there is a deliberate focus on peer and group work, enabled through breakouts in the live sessions and discussion points.

Live on campus events are expected to resume in 2021, subject to government guidelines.

// IMI Membership gives our people access to a portfolio of learning and development that is world-class and an invaluable resource in our people development strategy. //

Paul Harrington, Site Operations and Program Manager, Ireland, Johnson Controls.

INFORM Membership Events

Experience world-leading thought leadership with INFORM Membership

The go-to place for all things related to strategy and talent, INFORM Membership will allow your people to ask the right questions and look for the right solutions.

Masterclass Series

| Jacob Morgan | Hal Gregersen | Marga Hoek |
|---|---|---|
| VIRTUAL | VIRTUAL | ON-SITE |
|  |  |  |
| Jacob is a four-time bestselling author, keynote speaker, and futurist who explores leadership, employee experience, and the future of work. | Hal is a senior lecturer in leadership and innovation at the MIT Sloan School of Management, a recipient of the Thinkers50 #1 leadership award and author of ten books. | Marga is a true visionary on sustainable business and capital. A global voice for G20, G7 Climate Change and Cop 23, she is an award-winning author and member of the Thinkers50. |
|  |  |  |
| The Future Leader: 9 Leadership Skills and Mindsets for the Future of Work | Leading Successful Transitions During Digital Disruption | The New Business Economy |
| Identify a new arsenal of 9 skills and mindsets that leaders must possess if they want to guide themselves, their people, and their organisations to success. | Get the insights, tools, and frameworks for navigating the human side of digital transitions and for delivering innovative results when working through change. | Discover the pathway towards a successful sustainable business model while acknowledging commercial realities, and capitalising on opportunities sustainability brings. |
| 10 February 2021 | 12 May 2021 | 10 November 2021 - Cork 11 November 2021 - Dublin |
| The Masterclass Series is for: C-level and Senior Executives | | |
|  Strategies for Future Growth |  The Hybrid Organisation |  Building a Sustainable Organisation |

Challenge your thinking, change your organisation.

INFORM Membership Events

Mini-Masterclass Series

| | Kerrie Fleming | Tony Moroney | Ben Shenoy |
|--|--|---|--|
| | VIRTUAL | VIRTUAL | ON-SITE |
| |  |  |  |
| | Kerrie is the Managing Partner of ELEOS, an Associate Dean at Ashridge Executive Education and has worked with Fortune 500 companies, international governments, indigenous and international organisations. | Tony is Managing Partner with Beta Digital, a specialist digital transformation advisory firm and is a co-founder of the Digital Transformation Lab at University College Cork (UCC), an expert community spanning industry, consulting and academia. | Ben explores, decodes and narrates how we respond to complexity — both individually and collectively. He is Visiting Professor of Psychological and Behavioural Science at the London School of Economics (LSE). |
| |  |  |  |
| | Empowering your People through Purpose Driven Leadership | Digital Transformation and the Hybrid Organisation | An Evolutionary Approach to Innovation |
| | See how you can inspire and empower your people to cultivate a purpose driven and outcomes-oriented culture to drive real and transformative change in your organisation. | The world of digital transformation is important now more than ever. This session will explore the drivers and benefits of digital transformation and equip you with a framework for considering your own transformation and progression. | Growth brings bureaucracy, and bureaucracy stifles innovation. In this session, you'll explore how established enterprises overcome the 'tyranny of success' and embed a culture of innovation instead. |
| | 09 March 2021 | 24 June 2021 | 13 October 2021 – Cork 14 October 2021 – Dublin |
| The Mini-Masterclass Series is for: Mid to Senior Executives/Managers | | | |
| |  Building a Sustainable Organisation |  The Hybrid Organisation |  Strategies for Future Growth |

Get the eagle-eyed view at a glance.

Please note that details are subject to change.

INFORM Membership Events

IMI Leadership Webinar Series (Part 1)

| Eibhlin Johnston | David Kerrigan | Neil Kelders |
|--|---|--|
| <p>VIRTUAL</p>  <p>An author, speaker, transformational executive coach and trainer, Eibhlin has nearly 30 years' experience in financial services, and now provides leaders with 'a roadmap for resilience'.</p> | <p>VIRTUAL</p>  <p>A specialist in artificial intelligence, David is an author, speaker, and founder of London-based software firm, Quikkly, which provides computer vision solutions to over 500 million users.</p> | <p>VIRTUAL</p>  <p>Neil specialises in the areas of Performance Coaching, Mentoring, Mental Health and Wellbeing Coaching, working with a diverse range of groups in order to manage their own mental health and wellbeing.</p> |
| <p>A Roadmap for Resilient Leaders</p> <p>Uncover a new method for developing resilience. Learn how to disrupt your current level of thinking to reduce stress levels in you, and your teams, and get a clear road map to productivity.</p> | <p>A Pragmatic Introduction to AI</p> <p>This session introduces business leaders to the practical applications of artificial intelligence. You will learn what AI can do, what it cannot do, and why businesses should care.</p> | <p>Five Home Wins – Thriving in a Working from Home World</p> <p>Discover how you can win the day when working from home. Plan your day, manage your stress levels, and communicate effectively, while becoming more productive than ever.</p> |
| <p>20 January 2021</p> | <p>03 March 2021</p> | <p>21 April 2021</p> |
| <p>The Leadership Webinar Series is for: All Managers</p> | | |
|  Building a Sustainable Organisation |  Strategies for Future Growth |  The Hybrid Organisation |

Ideas delivered straight to your desktop.

Please note that details are subject to change.

INFORM Membership Events

IMI Leadership Webinar Series (Part 2)

| Deloitte | Paula Milligan | Eric Fitzpatrick |
|---|--|--|
| <p>VIRTUAL</p>  <p>Deloitte is a leading global provider of audit and assurance, consulting, financial advisory, risk advisory, tax, and related services.</p> | <p>VIRTUAL</p>  <p>Paula is the Managing Director of the LALLO Consultancy business and has successfully worked with clients across the UK, Europe, US and Middle Eastern markets.</p> | <p>VIRTUAL</p>  <p>Eric Fitzpatrick is an international speaker and storytelling expert who helps organisations and professionals to be more persuasive and impactful in their messaging by helping them to shorten, sharpen and strengthen them.</p> |
| <p>Human Capital Trends: Building Workforce Resiliency and Agility</p> <p>Deloitte will explore the key trends that have been at the forefront for organisational leaders related to work, the workforce, and the workplace with a new action-oriented future-focused approach to help leaders prepare for future disruptions and discuss new approaches to building workforce resiliency and agility.</p> | <p>Future of Working — The Rise of the Hybrid Team Culture</p> <p>Learn how to build trust in a hybrid and virtual world of working and discover the concept of the “Hybrid Team” and taking a “Tight Loose Tight” approach for leading teams and building trust in a hybrid environment.</p> | <p>Storytelling — Rules for Exceptional Communication</p> <p>With most of the world working remotely and conversations with clients and colleagues taking place in a virtual setting, learn how storytelling can help you communicate with clarity, purpose and influence.</p> |
| <p>09 June 2021</p> | <p>29 September 2021</p> | <p>08 December 2021</p> |
| <p>The Leadership Webinar Series is for: All Managers</p> | | |
|  Strategies for Future Growth |  The Hybrid Organisation |  Building a Sustainable Organisation |

Ideas delivered straight to your desktop.

Please note that details are subject to change.

National Management Conference 2021

The premier event for senior business leaders

Each year, IMI brings together world-class speakers to deliver a morning of thought-provoking, challenging, and inspiring sessions for senior business leaders. Set in a private environment, you can network and discuss business challenges with your peers in total confidence.

Attendance is exclusively for IMI Corporate Members and C-suite professionals.

The National Management Conference is for:

C-level and Senior Executives

23 September 2021



// Fantastic Conference by the IMI, excellent delivery and content. Reflect-Reimagine-Rebuild, well done to the IMI team. //

Cathal Marley,
Group Chief Executive Officer, Ervia

TRANSFORM Membership Events

With TRANSFORM Membership, you will be forming a trusted learning and development partnership that can deliver solutions throughout the year that match your needs. The TRANSFORM suite builds on the strategic thinking of INFORM Membership and gives you, and the leaders within your organisation, insights into future business practices. Transform Members have access to all Inform events plus:

| | Jon Ingham | Lisa Gill | Ciara D'Arcy |
|--|---|---|--|
| People Strategy Network | VIRTUAL | VIRTUAL | ON-SITE |
| |  |  |  |
| | Jon Ingham, one of HR Executive's Top 100 HR Tech Influencers for 2020, brings strategic insights to developing innovative approaches aimed at increasing the contribution of people. | Included in the Thinkers50 Radar 2020 for her work with self-managed teams, Lisa Gill is at the cutting edge of new ways of working. | A deeply experienced Human Resources Director, Ciara is formerly HR Director of Accenture Ireland, Head of HR with Google and Technical Director with IBEC. |
| |  |  |  |
| | HR as a Leading Growth Strategist The current business environment is highly paradoxical — HR must navigate important polarities by focusing on business growth and developing capabilities for performance in the 'now' and performance in the future. | Decentralised and Ambidextrous Organisations Progressive organisations today are eliminating bureaucracy and distributing authority, unleashing new levels of collective intelligence. This session will explore the mindset and capability shifts needed to free up the human capacity in our organisations. | Leading the Hybrid Organisation – Challenges and Opportunities for Companies Explore how to evolve your company's culture so it is an enabler of a performance centred, flexible work 'place'. Discover what aspects of company culture are most at risk in a hybrid work environment, and see what HR needs to do differently in a digital world. |
| | 25 February 2021 | 03 June 2021 | 06 October 2021 – Cork 07 October 2021 – Dublin |
| The People Strategy Network Series is for: Senior Human Resources, Learning and Development, and Organisational Development Executives | | | |
|  Strategies for Future Growth |  Building a Sustainable Organisation |  The Hybrid Organisation | |

Please note that details are subject to change.

TRANSFORM Membership Events

Bruce Daisley

VIRTUAL



Bruce Daisley is one of Europe's most influential voices on fixing work. His book was a top selling business hardback of 2019 and is an international bestseller – translated into fourteen languages. Previously he spent over a decade running Twitter and YouTube (the latter at Google) operations in Europe, leaving Twitter as its most senior leader outside of the USA.

Bruce runs the Apple #1 Business Chart topping podcast *Eat Sleep Work Repeat* on work culture. He now spends his time championing reforms to workplace culture.



Workplace Culture

If you can't build and maintain a great workplace culture, great work won't get done. Learn how to foster psychological safety, see why workplace energy is so critical to understanding motivation, improve how you motivate teams, discover what team 'sync' is and how to foster it, and derive lessons from other great workplaces.

15 April 2021



Culture of Innovation

How do the best organisations channel their innovative spirit? In this session, you'll explore the neuroscience of creative thought. You will see how the best firms systematise creative work, learn how tech firms like Google, YouTube and Twitter think about innovation and creativity, and learn a time-proven technique for innovation.

25 November 2021

The Future of Work Series is for: All Senior Managers

Future of Work Series

Lead Change, Power Growth.

Please note that details are subject to change.

TRANSFORM Membership

IMI/30% Club Network Mentor Programme

IMI/30% Club Network Mentor programme will allow your organisation to develop high-potential talent, engage your senior leaders and create new pathways for networking and innovation.

You identify two senior executives interested in mentoring alongside two high-potential mentees to join one of the country's most successful mentor programmes – running in Dublin, Cork and Galway.

By allowing your people to step outside their own box and find new angles to their thinking, you will experience the positive ripple effects throughout your organisation.



INFORM Members:

€2,000 per cohort

TRANSFORM Members:

+ 1 complimentary cohort per 12-month membership period

One cohort comprises 2 mentors and 2 mentees

Programme Start Date

| FEBRUARY | APRIL | MAY | NOVEMBER |
|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| 17 | 27 | 19 | 30 |
| Network Mentor Programme | Network Mentor Programme | Network Mentor Programme | Network Mentor Programme |
| Galway // Spring | Dublin // Spring | Cork // Spring | Dublin // Autumn |

// At PwC, we focus on supporting our people to be the best they can be through innovative learning approaches. The IMI / 30% Club Ireland programme complements our L&D strategy. It provides a great opportunity to develop our future leaders by giving external perspective through the company mentors and mentees. //

Mary O'Hara,
Organisational Sponsor
and Partner at PwC

IMI Learning and Development Supports

All IMI Members also have access to the following learning and development opportunities:



IMI Insights

Sitting at the heart of the leadership development community, IMI is ideally placed to provide you with concise, easy-to-understand and deployable insights.

Throughout the year all IMI Members get access to a number of unique IMI produced cutting edge content.



Talking Leadership Podcast

Join us as we talk to some of the world's leading experts on what it takes to lead today.



IMI Knowledge Centre

The IMI Knowledge Centre provides access to the largest collection of business and management development resources available in Ireland to organisations.

The Knowledge Centre gives your team members the opportunity to find immediate solutions and the latest thinking around the challenges they are facing today.

IMI Learning and Development Supports

All IMI Members also have access to the following learning and development opportunities:



Programme Discounts

As an IMI Corporate Member, you and your organisation will receive attractive discounted rates on IMI professional diplomas and short programmes.



IMI Campus Facilities

Take the time to think strategically and bring your team to IMI's Campus for meetings and away days.

IMI Members can book a limited number of complimentary executive-sized meeting rooms throughout their 12-month membership period, as well as avail of member discounts on additional meeting room hires.

Use of campus facilities are dependent on government advice and adherence to social distancing guidelines.

Event Schedule 2021

| | | | | | | |
|--|--|---|---|---|--|---|
| JANUARY 20 WEBINAR 1 A Roadmap for Resilient Leaders Eibhlin Johnston | FEBRUARY 10 MASTERCLASS 1 The Future Leader: 9 Leadership Skills & Mindsets for the Future of Work Jacob Morgan | FEBRUARY 25 PEOPLE STRATEGY NETWORK 1 HR as a Leading Growth Strategist Jon Ingham | MARCH 03 WEBINAR 2 A Pragmatic Introduction to AI David Kerrigan | MARCH 09 MINI-MASTERCLASS 1 Empowering your People Purpose Driven & Leadership Kerrie Fleming | APRIL 15 FUTURE OF WORK SERIES 1 Workplace Culture Bruce Daisley | APRIL 21 WEBINAR 3 Five Home Wins – Thriving in a Working from Home World Neil Kelders |
| MAY 12 MASTERCLASS 2 Leading Successful Transitions During Digital Disruption Hal Gregersen | JUNE 03 PEOPLE STRATEGY NETWORK 2 Decentralised and Ambidextrous Organisations Lisa Gill | JUNE 09 WEBINAR 4 Human Capital Trends: Building Workforce Resiliency and Agility Deloitte | JUNE 24 MINI-MASTERCLASS 2 Digital Transformation & the Hybrid Organisation Tony Moroney | 23 SEPTEMBER NATIONAL MANAGEMENT CONFERENCE | SEPTEMBER 29 WEBINAR 5 Future of Working – The Rise of the Hybrid Team Culture Paula Milligan | OCTOBER 06/07 PEOPLE STRATEGY NETWORK 3 Leading the Hybrid Organisation Ciara D’Arcy |
| OCTOBER 13/14 MINI-MASTERCLASS 3 An Evolutionary Approach to Innovation Ben Shenoy | NOVEMBER 10/11 MASTERCLASS 3 The New Business Economy Marga Hoek | NOVEMBER 25 FUTURE OF WORK SERIES 2 Culture of Innovation Bruce Daisley | DECEMBER 08 WEBINAR 6 Storytelling – Rules for Exceptional Communication Eric Fitzpatrick | LEGEND: Inform and Transform Events Transform Exclusive Events Virtual On-Site ● Dublin ● Cork | | |



Get In Touch

Join a community of leaders and managers committed to delivering their organisations' business strategy — through a people strategy that is aligned and future-proofed. Contact the team at membership@imi.ie today and begin accessing your organisation's very own leadership centre of excellence.

More ways to get in touch

📞 +353 (0)1 207 8400

🌐 www.imi.ie/membership

📍 IMI — Irish Management Institute, Sandyford Road, Dublin 16, Ireland



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Cork, Ireland