



IRISH  
MANAGEMENT  
INSTITUTE



# Membership Review 2021

Inspiring Leadership Performance

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Head of Sales and Corporate Membership
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# Your Leadership Centre of Excellence

A welcome from IMI's Head of Sales and Corporate Membership



What a year of challenge and change, pushing our personal and organisational perspectives. What lessons can we take from this period of disruption that will help us to move forward into this ever-evolving landscape?

Since the onset of the pandemic in March 2020, IMI have adjusted to support and service our membership community.

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*The membership offering has always challenged assumptions, disrupted thinking and reframed approaches.*

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We moved to virtual delivery and brought the latest thinking, typical of our membership proposition, directly to your screen. Leaders and organisations were already facing key challenges — how to grow and innovate, build sustainable business models and how to balance the digital and human capital agenda. These were all accelerated by the pandemic.

Through the stages of stabilising and surviving, your organisation has been tested.

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*We are proud to have been at your side every step of the way,*

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equipping you with insights on resilience, digital transformation, AI, how to thrive working from home, workplace culture and wellbeing.

We've all got used to logging on for virtual membership events, but we crave social interaction too. When it is safe to do, we will be delighted to meet you in person again at an IMI event.

Enjoy the summary of what has been delivered so far this year. There is much more to come for the remainder of 2021 and an exciting new schedule for 2022.

**David Magee**

Head of Sales and Corporate Membership

# Events — By The Numbers

Bringing you the latest thinking from around the world, IMI events provide year-round learning and development opportunities for individuals at all levels of your organisation, from an emerging manager to the high-potential leader or seasoned executive. In 2021, IMI has continued to deliver thought-provoking and inspiring events directly to your desktop and our reach has extended further than ever before.

## 2021

(6 months)



# 11

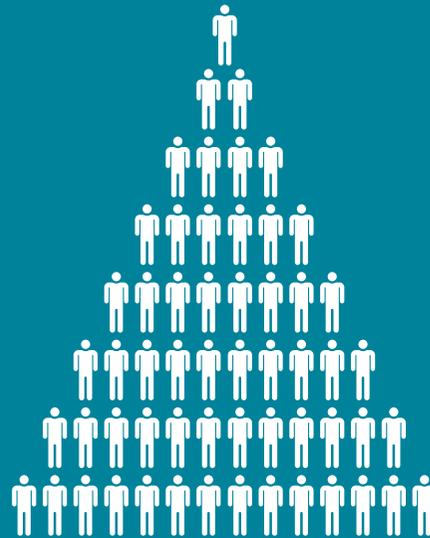
The number of events we have delivered this year to date

# 3,500

The numbers of attendees at our events this year so far

# 39%

Already in 2021, our live event audience is up **39%** compared with our full attendance over 12 months in 2020



## 2020

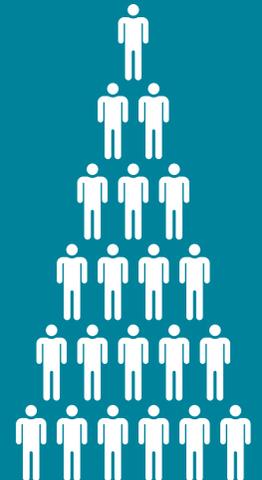
(12 months)

# 29

The numbers of events we delivered in 2020

# 2,520

The numbers of attendees at our events last year



# Shaping The Future

IMI Masterclasses represent the pinnacle of cutting-edge leadership insights, delivered by world-class speakers on a range of topics that address the challenges of the current landscape for leaders.

## TESTIMONIALS

*"The IMI events are the most professionally run and produced events I have attended both offline and online. Presenters are extremely well prepared. The content is not too heavy, it is informative and overall, extremely engaging. Brilliant insights and takeaways."*

**Suzanne Dennehy, Self-Employed Consultant**

## Masterclass Series

*In association with Mason, Hayes & Curran*

**Hal Gregersen:**

*Leading Successful Transitions During Digital Disruption*



"Sometimes the most important question to ask yourself is: 'Who can help me?' Each time a question is sparked in our minds, we are embarking on the quest built into that question. Regardless of what part of a transition you are in, implementing so-called 'diagnostic questions' — those that spark reflection and action — can be potent tools to move forward. Often we limit ourselves to a focus on self with these questions, but it is often more enlightening and useful to ask: How might I help my colleagues with their transition?"



**Podcast: Inquiry and Insight with Hal Gregersen**



**Jacob Morgan:**

*9 Leadership Skills and Mindsets for the Future of Work*



"To be the leader your organisation needs, you must be able to take care of yourself so that, in turn, you can be at your best for others. Contrary to what some leaders believe, self-care is not "selfish care" and adopting the mindset of 'The Servant', whereby leaders put serving their team first, can have a dramatic impact on an organisation."



**Podcast: Flexibility, Focus and the Future with Jacob Morgan**



# Purposeful Change

## Mini-Masterclass Series

To this point in 2021, our Mini-Masterclasses have shone a spotlight on purposeful change: creating the conditions for your organisation and teams to thrive by fine-tuning your leadership to meet the moment.

### TESTIMONIALS

*“Excellent presentation and use of technology to ensure an engaging and participative experience.”*

**Alan Barron, Corporate Services Manager, Workplace Relations Commission**

### Kerrie Fleming:

*Empowering Your People Through Purpose-Driven Leadership*



“To become a purpose-led leader, it is important to tell a high-impact story, to put people at the heart of every decision, to allow purpose to evolve with the organisation and thus foster a bond with the people who work there and, crucially, to care about something other than shareholder profits.”



Podcast: Purpose-Led Leadership with Kerrie Fleming



### Tony Moroney:

*Digital Transformation and the Hybrid Organisation*



“Digital transformation is here to stay. It is the organisations that adapt best that will be able to thrive into the future. Ultimately, it is not about the technology; it is about the transformation. If your plan is not a holistic one, focusing on how technology can help to deliver your organisation’s vision, it will not work.”



Podcast: coming soon

# Grow & Transform

Through a variety of Leadership Webinars in 2021 so far, our line-up of speakers has reiterated the importance of a growth mindset and how it is pivotal to thrive in the current context.



*"Practical approach and advice which can be easily applied on a day-to-day basis."*

Grainne Kelly,  
Head of IT Strategy and Planning, VHI

## IMI Leadership Webinars

**David Kerrigan:**

*A Pragmatic Introduction to AI*



*"Embrace the AI challenge"*

"We all think we're noticing what's going on around us, but we're not really. We're not present most of the time. A lot of people think destressing is about doing more; in fact, it's about doing less, slowing down and noticing. Leaders need to focus on their energy levels, getting out in the air and setting realistic expectations."



Podcast: Bridging the AI Gap with David Kerrigan 

**Deloitte:**

*The Social Enterprise in a World Disrupted - Leading the Shift from Survive to Thrive*



*"Put people first"*

"It is crucial to remain distinctly human in your decision-making processes as a leader. Whether it is redesigning work around wellbeing or introducing new ways to reskill and upskill your workforce, people must be at the heart of it. With the future of work in the here and now, we must move from a survive to a thrive mindset and face the challenges that come along with that."



Read Deloitte's Human Capital Trends 2021 report 

# Optimising Organisations

## People Strategy Network

The pandemic has forced organisations to rethink and restructure at a breakneck pace, with traditional models discarded in favour of flatter, more decentralised ones. IMI's People Strategy Network sessions with Jon Ingham and Lisa Gill have guided leaders through the implications of these sweeping organisational changes.

TESTIMONIALS

*"Variety of topics and engagement is very professional, and learning is excellent."*

**Mary McSharry, HR Manager, Department of Social Protection**

**Jon Ingham:**

*HR as a Leading Growth Strategist*



*"Find your best fit"*

"The strategic approach to collaboration needs to be moving much more towards asynchronous communication where people are working in their own time and coming together when they need to. As people are the most important resource, people strategy needs to be differentiated and done on a best fit basis. We can no longer just copy a competitor or similar organisation. A big problem many organisations have is that they are not clear what their differentiating factor is."



Podcast: Developing a Strategic HR Vision with Jon Ingham



**Lisa Gill:**

*Decentralised and Ambidextrous Organisations*



*"You don't have all the answers"*

"If I change my way of being as a leader, that starts to shift how others show up around me as well. A lot of leaders think about changing their organisations, but don't think enough about how to go about changing themselves. Humility helps in terms of being open to feedback and realising that you don't have all the answers. Curiosity is also key; you have to be able to listen and to create the space for people to make their voices heard. These are quite different qualities to the archetypal leaders of the past."



Podcast: coming soon

# Grow & Transform

## Future of Work Series

How we view work may never be the same again. With the proliferation of hybrid workplaces, leaders need to remain informed and curious about the latest trends to create as smooth a transition as possible on a rocky road of change.

In the first of two Future of Work sessions this year, Bruce Daisley, one of Europe's most influential voices on fixing work, argued that without a great workplace culture, great work can't get done.

Bruce Daisley



*“Don't be afraid to experiment”*

“For a lot of people, the experience of work has gotten worse. We need to think about how work in the future will be organised – and it is unlikely we will get a universal response from businesses on that point. It's about working out what is best for you, building team cohesion and ensuring the right culture is in place. Leaders should bring a sense of invention and experiment to make the most out of this situation.”



Podcast: Mapping The Future of Work with Bruce Daisley



# 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.

# Upcoming Events

|  |  |   |  |
|--|--|---|--|
| <p>23 SEPTEMBER</p>  <p><b>NATIONAL<br/>MANAGEMENT<br/>CONFERENCE</b></p> | <p>SEPTEMBER</p> <p><b>29</b></p> <p><b>IMI Leadership<br/>Webinar:</b><br/>Future of Working — The Rise<br/>of the Hybrid Team Culture</p> <p><b>Paula Milligan</b></p> | <p>OCTOBER</p> <p><b>06*</b></p> <p><b>PSN3: Leading the Hybrid<br/>Organisation — Challenges and<br/>Opportunities for Companies</b></p> <p><b>Ciara Darcy</b></p> | <p>OCTOBER</p> <p><b>13</b></p> <p><b>Mini-Masterclass:</b><br/>An Evolutionary Approach<br/>to Innovation</p> <p><b>Ben Shenoy</b></p>                          |
| <p>NOVEMBER</p> <p><b>10</b></p> <p><b>Masterclass:</b><br/>The New Business<br/>Economy</p> <p><b>Marga Hoek</b></p>                                      | <p>NOVEMBER</p> <p><b>25*</b></p> <p><b>Future of Work<br/>Series 2:</b><br/>Culture of Innovation</p> <p><b>Bruce Daisley</b></p>                                       | <p>NOVEMBER</p> <p><b>30</b></p> <p><b>Network Mentor<br/>Programme Launch</b></p>  | <p>DECEMBER</p> <p><b>08</b></p> <p><b>IMI Leadership Webinar:</b><br/>Storytelling — Rules for<br/>Exceptional Communication</p> <p><b>Eric Fitzpatrick</b></p> |

\*TRANSFORM ONLY

SEP  
23<sup>rd</sup>  
2021



NATIONAL  
MANAGEMENT  
CONFERENCE

/ PREDICT.  
/ PREPARE.  
/ PROPEL.

The premier thought-leadership event for senior business in Ireland, IMI's National Management Conference will focus on how CEOs and leaders can develop strategic resilience in the face of constant change, capitalise on digital transformation and create a human-centric, dynamic organisational model.

This year's theme is **Predict, Prepare, Propel.**

**The National Management Conference is for:**

C-level and Senior Executives

**23 September 2021**

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/ PREDICT...

the future actions and behaviours that will define leadership

/ PREPARE...

for ambitious and cutting-edge digital transformation

/ PROPEL...

yourself and your organisation into a redefined world of possibilities

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# 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](mailto:membership@imi.ie) today and begin accessing your organisation's very own leadership centre of excellence.

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## More ways to get in touch

📞 +353 (0)1 207 8400

🌐 [www.imi.ie/membership](http://www.imi.ie/membership)

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



Irish Management Institute  
Sandyford Road,  
Dublin 16, Ireland  
[imi.ie](http://imi.ie)

UCC Centre for Executive Education  
1 Lapp's Quay, Centre,  
Cork, Ireland