



UNLEASH YOUR POTENTIAL & DELIVER SUCCESS VIA "I CARE" LEADERSHIP ONE DAY MASTERCLASS

Hon Visiting Professor **Chris Roebuck** helps you use your own experience to transform the performance of people via a new, innovative, inspiring and effective way to deliver success.

THE "I CARE" MASTERCLASS : PROVEN ROUTE TO SUCCESS

The "I CARE" Masterclass helps you unleash the power of your own experience to get the best from people and focus that onto what delivers success for you, the team and the organisation. You will be inspired to make it reality as by the end of the Masterclass you will have your own personal plan you know you will work, can implement and will succeed with.

WHO HAS BENEFITTED FROM "I CARE"

To date over 5000 business leaders have been introduced to the "I CARE" route to leadership success. They have come from organisations globally and as diverse as international banks, legal firms, logistics, construction, healthcare, transport, retail to the Myanmar Red Cross and the Chinese Space programme. "I CARE" also enables functional leaders to be more successful in delivering their operational objectives and has helped HR, Finance, IT, Operations, Marketing, Communication & Strategy directors.

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Because of his unique experience Chris Roebuck is able to help leaders in ways that work in the real world. His focus is on delivering success not discussing theories. He has been a leader in each of these areas:

Corporate : eg, ex Global Head of Leadership UBS contributing to Harvard Case Study, HSBC & KPMG.

Public sector : London Underground & UK National Health

Military : Ex professional Army officer

Academic : Hon Visiting Professor of Transformational Leadership, Cass Business School, London.

Financial : Qualified Economist

Thought leader : Regular HR "Most Influential Thinker" award listing, writer, executive coach and mentor.

Chris is a leadership expert and comments on business and leadership for leading global publications and media: BBC, CNN, Financial Times, Wall Street Journal, Harvard Business Review and others. He writes articles, has published 5 books and regularly judges business awards.

DOES "I CARE" WORK ?

"I CARE" leadership has the potential to get up to 30% more effort from 60% of people, across an organisation that can deliver 10% + on bottom line.

One organisation that implemented "I CARE" had an increase in employees prepared to recommend it as "great place to work for friends or family" from 40% to 83% in two years and also had significant increases in profitability, quality of customer feedback and internal product quality assessments.

An executive who implemented "I CARE" in his organisation reported a 15% increase in profits in just 18 months.

"I CARE" AS A HOLISTIC SOLUTION

The "I CARE" Masterclass also helps you understand the holistic organisational perspective, enabling you to collaborate and add more value to the wider organisation. It helps leaders move from operational to strategic thinking and action.

"I CARE" benefits are not just financial but also improve customer service, cost efficiency, both market and employee brand, innovation, collaboration and even risk management.

The "I CARE" Masterclass helps you make the actions you already take every day more powerful and effective to maximise your success in everything you do.

"Chris inspiring ideas and interactive approach meant that even the seasoned, senior, and traditionally sceptical audience left enthused and with practical actions"

Events Chairman, Financial Services Professional body.

"A breakthrough in thinking about leadership"

Adrian Furnham, Professor of Psychology, University College, and business writer London

"Wonderful delivery of simple truths that are business game changers."

CEO Global Search CEO - Client event : 50 leaders, New York

"Absolutely amazing presentation. Resonated perfectly. Crisp, clear, simple. A true enabler"

CEO Global Pharma - Annual Conference: 150 leaders, Madrid

"Chris Roebuck was amazing. Very realistic approach and effective."

HRD Athens - Conference: 300 HRDs/ CEOs, Athens

"Brilliant speaker, fantastic. The true spirit of leadership. A 'wow' effect with all our delegates."

CEO Industry Body - Annual Forum ; 800 leaders, Stockholm

"A wonderful guide for leaders at all levels."

Marshall Goldsmith, California. Top global executive coach, number one of top 50 global business thinkers.

"Every year Chris delivers an inspirational encouragement by giving insights on how to get the best from people that are invaluable, simple and practical. The feedback on what he says is excellent"

Principal - Management College

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