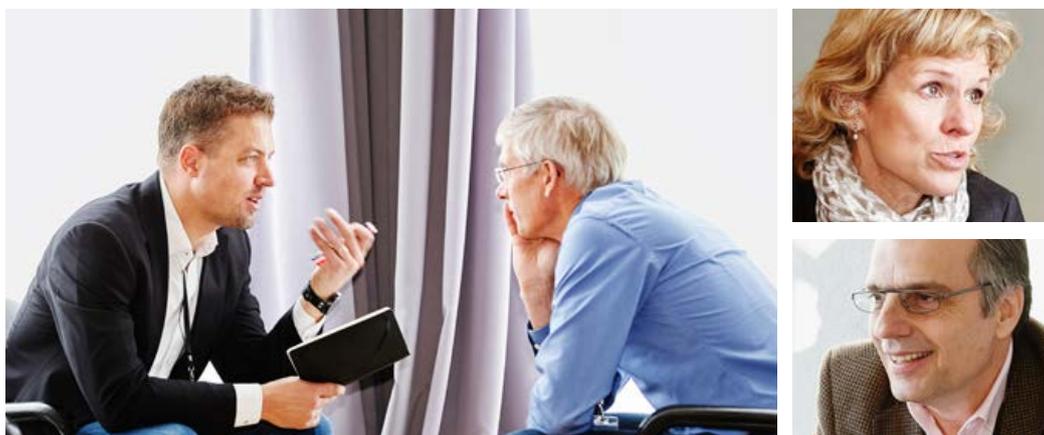


Aligning People, Purpose & Strategy

CORPORATE PROFILE

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For more information about Oxford Leadership, please visit the website at:
www.oxfordleadership.com

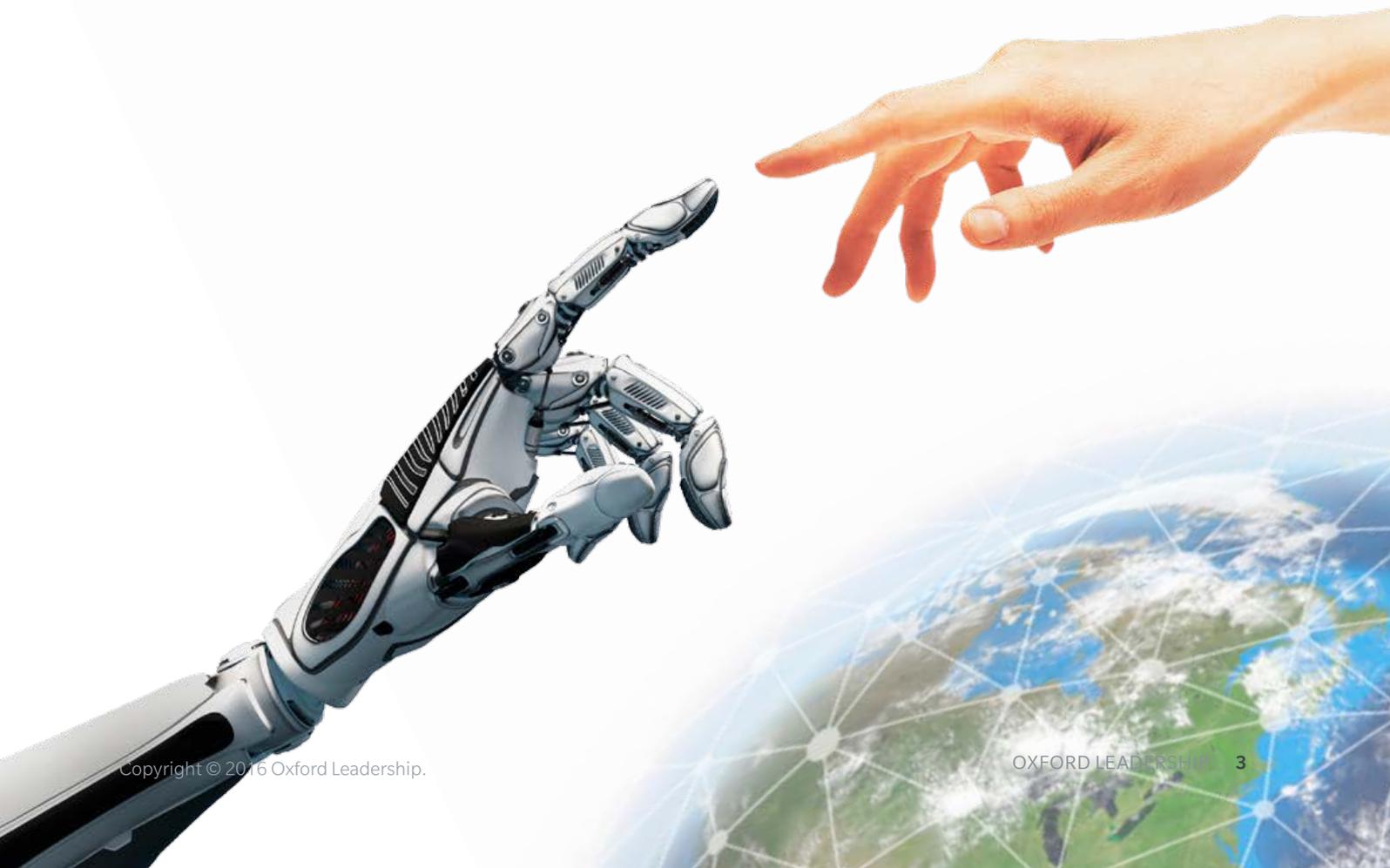
Developing a **new** breed of leaders

A new Industrial Revolution is fundamentally changing the way the global economy is organised.

Whereas steam power, electricity, and computers defined the first three, the next is being shaped by algorithms, artificial intelligence, machine learning, mobile computing and the proliferation of inexpensive sensors collecting and interpreting terabytes of data.

Disruptive technologies are driving exponential growth for those who can master it; for others it spells disaster.

We are developing the leaders who are ready and able to master this new operating environment in which speed, agility, connectedness, whole system thinking and the ability to harness the collective intuitive intelligence of teams will define success.





Leadership in the 4th Industrial Revolution will be defined by the ability to rapidly align & engage empowered, networked teams with clarity of purpose & fierce resolve to win.



Overview

Oxford Leadership is a global leadership consultancy helping multinational corporations master change and accelerate socially responsible performance by aligning people, purpose and strategy.

Typical interventions are to accelerate performance, execute strategy and embed capability and change. Our programmes are part of the core curriculum in many of our clients' corporate universities, and our leadership development programmes have over 300,000 executive alumni. Methodologies are based on more than 100 corporate turnarounds and performance acceleration assignments in FTSE 100 and Fortune 500 companies.



- Where We Operate
- Our Reach

Our international network includes 215 partners, consultants, and coaches in 24 countries throughout Europe, North America, Latin America, Asia, and Africa.

This enables us to support large-scale leadership interventions consistently and effectively across the world.

World-class Expertise

World-class consultants, mentors and coaches that deliver at C-Suite and senior levels across industry and region.

Client Focused

Local and regional teams ensure appropriate cultural expertise, and language competence.

Global Reach

Global footprint and ability to scale quickly to meet organisational needs in different regions.

What we Do

Oxford Leadership™ is made up of three specialised divisions that meet the pressing leadership needs of today's global organisations.

We are coaches, consultants and facilitators, helping CEOs and Management Teams execute strategy, accelerate performance, master change and make consistently good choices, faster, and together, in globally dispersed, high-performing teams.

Our approach to coaching and leadership development is based on a belief that business must benefit society and that the most effective leaders are inspired and guided by a purpose that goes beyond products, profits and personal agendas.

We have proven methodologies and programmes which consistently produce rapid acceleration of growth and performance through the development of people and culture through collaboration, teamwork, accountability, engagement and a fierce resolve to win.

Performance Consulting

Specialists in strategy execution amid complexity and change, that help organisations align people and culture with strategy, for enduring success and accelerated performance.

We design and facilitate interventions that create alignment, cohesion, engagement, and accountability throughout teams and organisations. Our programmes offer accelerated performance and rapidly generated breakthrough solutions to key business issues.

Leadership Development

Our innovative programmes help organisations to create alignment around purpose, to improve the engagement and teamwork required for enhanced overall performance.

We help leaders and their teams develop new capacities, master powerful tools, and embrace the mindset required to innovate and execute. By expanding mental and emotional capacity we enable teams to make consistently good choices, together, faster.

Team & Exec Coaching

Coaching is a vital tool for fast-track development and improved performance. We design and develop customised coaching programmes for C-Suite, board members, senior executives and organisational teams.

Our rigorous methodologies are developed to improve individual and team performance and focus while developing competencies which are vital in leading and facilitating engagement and permanent change.



Developing leaders with the thinking, feeling and intuitive skills needed to succeed in a volatile, uncertain, complex and ambiguous environments.





World-class expertise in strategy execution, leadership development, executive coaching, and organisational transformation.



Our Approach

Our programmes and proven methodologies are grounded in real-world, first-hand experience of 32 corporate turnarounds in FTSE 100 and Fortune 500 companies.

The programmes engage the whole person; forge strong connections between individual, team, and organisational goals; improve performance in management and teams, and transform organisational culture.

We go beyond consulting and delivery, and partner with our clients to ensure an intervention is successful. Our solutions are co-created in collaboration with our clients and blended learning programmes are designed to meet the needs of, and address the total intelligence of, an organisation's leadership.

Niche Specialists in Leadership

We occupy a unique position at the intersection of strategy and HR consulting, business school executive development and coaching institutes. Our holistic approach results in transformational change and unprecedented performance.



Inside-out Approach to Change

Knowing and leading self is the prerequisite for leading others. Our approach is based on scientific research of how the brain creates habits and patterns, how it feels, senses, synthesises, makes connections and choices - **'When you change, the world changes'**.



Our Purpose & Values

Our purpose is to develop high-performing, purpose driven leaders with the character, competence and judgement needed to steer complex global enterprises to success during the 4th Industrial Revolution.

This requires a potent combination of strategy, character, competence and a heart that cares. We take our own medicine by continuous inside-out development of partners, faculty and staff based on core competencies informed by our purpose and values

A Spirit of Service is the foundation of our values, and it's at the heart of everything we do.



Our Values

Rigorous

Do your homework. Start with the facts. Search for evidence. Be structured and planned. Go deep. Follow through.

Vigorous

Be fierce in your resolve. Be passionate and powerful. Be intensely upbeat. Be humble and helpful.

Generous

Be kind. Be open-hearted. Collaborate. Work with love. Share. Be surprisingly cooperative.

Curious

Challenge your assumptions. Look beyond the obvious. Zoom out to see the whole picture. Turn conflict into a conversation.



Values-based leadership is the foundation of a fair, humane and ecologically respectful society.



Transforming Leaders & Organisations

We work in global practice areas (GPA) each with functional experts in leadership development, team & executive coaching or organizational consulting.

Since GPA's span geographies, we can ensure that the best skilled and experienced talent most suitable for the assignment is engaged, regardless of where they are based.



Global Practice Areas

Divisions & Programmes	Performance Consulting	Leadership Development	Team & Exec Coaching
Organisation	<ul style="list-style-type: none"> » Culture Change » Talent Management » Succession Planning » Performance Accelerator 	<ul style="list-style-type: none"> » Developing Winning Strategies Programme » Customised Leadership Development Interventions 	<ul style="list-style-type: none"> » Peer Group Coaching » Developing a Coaching Culture
Team	<ul style="list-style-type: none"> » Strategic Focusing® » Team Assessments » Team Profiling » Team Building 	<ul style="list-style-type: none"> » Leading High-Performing Teams Programme » Leadership Journeys » Team Player Profile 	<ul style="list-style-type: none"> » High Performance Team Coaching » Team Development
Individual	<ul style="list-style-type: none"> » Executive Assessment » Leadership Profiling 	<ul style="list-style-type: none"> » Self-Managing Leadership® Programme 	<ul style="list-style-type: none"> » CEO & Executive Coaching » Online Coaching Compass



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Oxford Leadership helped our Group Management Team significantly sharpen our strategic focus, create alignment, strengthen teamwork and improve overall performance of the Electrolux Group.

Keith McLoughlin
President and CEO - Electrolux AB



Leadership for the 4th Industrial Revolution starts within the Individual

Creating a team of teams. Interconnected communities & networks united by a common purpose

**Building
Community**

Level 04
Community

Developing collective organisational wisdom, making leaders and organisations more agile, more engaged and more accountable

**Shaping the
Organisational
Culture**

Level 03
Organisation

Developing team wisdom, trust and commitment to a purpose beyond individual egos

**Leading
Others**

Level 02
Team

**Developing the leader
from the inside out**

**Leading
The Self**

Level 01
Individual



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Oxford Leadership™ is a long-term partner of Telefónica's Corporate University. More than 2,000 Telefónica senior leaders have completed the Oxford Leadership courses, which consistently achieve the highest level of evaluation amongst our directors.

Rory Simpson
Chief Learning Officer
Telefónica

Telefónica



Who We Work With

We work with CEOs, top management and teams – creating alignment, engagement and accountability through a compelling purpose, fierce resolve and a passion to win in an environment of unprecedented volatility, uncertainty, complexity and ambiguity.

We have successfully supported the people and culture side of more than 100 global business turnarounds in Fortune 500 and FTSE 100 companies. Over 300,000 leaders from 90 countries have participated in our programmes, and many rate as the most life-changing development experience of their life.

Our Work

Companies with a strong sense of purpose are better able to transform and innovate. When purpose is a core driver of strategy and decision making there is more success at driving successful innovation and transformational changes and more consistent revenue growth.

“The business case for purpose” Harvard Business Review Analytics Serves Report, 2016

NXP

NXP is one of the world’s largest high-tech corporations, driving innovation in the areas of connected cars, cyber security, portables and wearables, and the Internet of Things. The company has \$10billion in revenues, \$40 billion capitalisation, 45,000 employees and operations in more than 25 countries.



Client

NXP Semiconductors

Objective and Challenge

Oxford Leadership was engaged by the CEO of NXP Semiconductors to support senior leadership alignment and culture integration following NXP’s acquisition of one of its biggest competitors, **Freescale Semiconductor, Inc.** an American multinational corporation headquartered in Austin, Texas with operations in more than 75 locations in 19 countries, and 17,000 employees worldwide. The task was to unite and align the two organisations with a common purpose, values and vision in order to create a sustainable, high performance culture.

The Solution

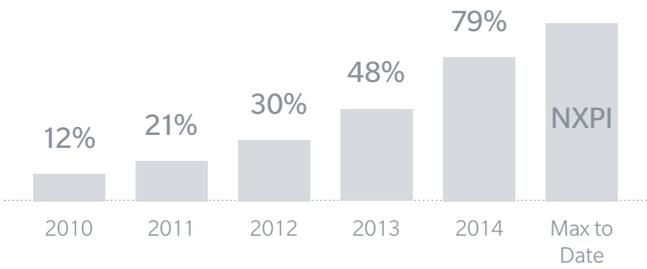
Oxford Leadership developed and deployed a culture transformation and change management process known as ‘Making a Difference’. This involved a 3-day ‘purpose’ workshop for the senior leadership team to define common purpose, values and vision for the new combined organisation and to establish 6 core elements in a ‘way of working’, which would shape the organisational culture of the future. These include a communications code based on trust and respect, core values and behaviours, a decision-making framework, feedback protocols and a ‘Breakthrough’ process for solving complex, critical problems. This leadership workshop was subsequently conducted with the management teams of each business unit, product line and global function. Eighty-five internal facilitators were trained by Oxford Leadership to cascade

throughout the organisation, eventually facilitating 1200 workshops reaching 35,000 engineers over 4 months.

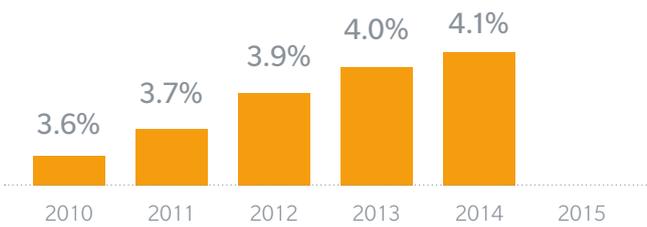
The Result

The merger is considered to be one of the most successful ever in the semi-conductor industry. In May 2016, Forbes Magazine wrote **“The Right Way to Do a Merger. The New NXP leverages Freescale Resources”**, the article cites the company’s successful culture integration as one of the main reasons why the new NXP has succeeded in becoming the global #1 in critical focus areas including autonomous vehicles, smart cities, mobile and wearable IoT applications, smart networks and an underlying theme around security.

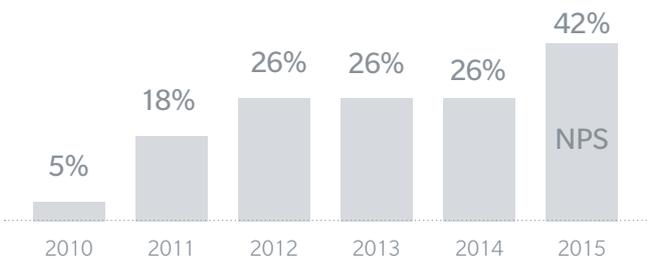
SP (Stock Price): Shareholder



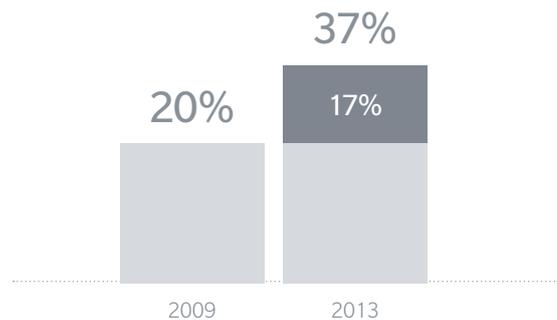
EES: Employee Engagement



NPS: Customer Satisfaction



Market Share Increase



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We have successfully applied Oxford Leadership’s breakthrough process in small and large settings (teams of 10 to 100 people) and applied the follow-up techniques as well, which use modern enterprise-social networking tools to deliver true breakthrough results. The additional benefit has been to engage those teams in a lasting manner, creating a platform where issues are debated and resolved and from the initial sparks have now generated far more improvement initiatives and results than we envisioned at the start.

Henri Ardevol

SVP of Corporate Strategy
 NXP

Our Work Cont.

SEB

Developing people-oriented leaders who embrace a fast-changing environment



Client

Senior MT

Objective and Challenge

Since 2006, SEB has been expanding internationally while at the same time the financial services industry is changing, constantly re-organising, and outsourcing. The increasing rules and regulations make it difficult for customers to do business with the bank. In response, the organisation decided to focus on efficiency through “Lean” concepts and has decided to turn from a culture of “Management” to a culture of “Leadership, Relationship and People”.

The challenge put to Oxford Leadership was to develop leaders who are able to handle constant change, adapt faster, and work more effectively through people. The ultimate goal was to improve the quality of leaders through self-knowledge. This was a bold decision for SEB as it offered their leaders the chance to question not only the right path for the organisation as a whole, but also for themselves personally.

The Solution

Self-Managing Leadership Programme

The Result

Over 1000 leaders have attended Oxford Leadership programmes, with a long waiting list for those wanting to attend in the future. The initial target group of Senior Leaders has expanded to include Project Leaders and Specialists, and leaders from other countries.

By embedding the change, SEB now has a different mind set. The decision to invest in their leaders proved worthwhile, as so many participants are grateful, regularly reporting that: “It is one of the best programmes they have attended”.



We can see the difference in the quality of leadership. We find our leaders are more aware of themselves and their behaviours - they have become mature. Good leadership starts with good knowledge about yourself. Oxford Leadership are very professional and were able to make a true impact on our leadership; in how they behave, in their relationships with themselves, and their employees. They have exactly the right people to work with leaders.

Eva Norrbohm

Programme Manager, Group HR - Leadership & Organisational Development
SEB

Our Work Cont.

AkzoNobel

Transforming an organisation through
a proven leadership model



Client

Global Management Team

Objective and Challenge

Oxford Leadership collaborated with Akzo Nobel to overcome the major cultural change that the company could have gone through and worked with Deco to create a model for Deco's transformation. The strategy was aimed to engage people at a personal level, and the goal of 'igniting the spirit' became the overarching principle around which a larger organisation restructuring began.

The challenge for Oxford Leadership was to implement a proven model of leadership that was scalable to all levels of the organisation.

The Key Objectives were to:

- » Re-think its identity.
- » Restructure the linkages between the individual pieces of the global organisation.
- » Shift the company's mission from selling paint to 'adding colour to peoples lives'

The Solution

Self-Managing Leadership Programme > Developed around the 'Ignite the Spirit' concept

The Result

Starting with the Leading Self as a journey targeted at the top 300 leaders from 5 continents, AkzoNobel decided to cascade it down to every single member of the business through the 'Ignite the Spirit' programme. By 2012,

more than 22,000 employees had experienced the "Ignite the Spirit" leadership programme.

Once these self-managing leadership tools were in place, it became evident that a larger strategy was needed. As Heitmann explains: "The Self-Managing Leadership programme is a really good starting point, but to make it really efficient you need a strategy, a mission around it and you need to cascade it. You have to make it an integral part of a whole reform programme."

”

If we are able to lead ourselves in this authentic way, we will truly be able to mobilize those we lead, unlock the potential of the organisation and turn it into growth for our business. Together we will build a community that can be characterized as cohesive, inclusive, respectful, trustworthy and inspired.

Tex Gunning

Managing Director
AkzoNobel

Our Work Cont.

METRO

Changing the firm's DNA to enable collaborative, risk-taking leadership.



Client

Global Human Talent team

Objective and Challenge

With the arrival of a new CEO, new CHRO and new board members in 2012, Metro decided that their future success would depend on the ability of the organisation's leaders to develop and implement profound changes across global operations, that would transform not only the delivery model in Metro stores, but also the product offerings and the structure of the internal functions

including among others, IT, Real Estate, Supply Chain, Marketing and Non-Foods.

Key focus was changing the DNA of the firm to enable a less hierarchical, command and control culture, to one that is more collaborative, cross-silo and empowered at the lower levels. To build more "enlightened" and risk-taking leadership as well as to break down the barriers between HQ and the countries - creating more trust and partnership between the two entities.

The Solution

Self-Managing Leadership, Capabilities for Change and Strategic Focusing

The Result

Oxford Leadership collaborated with Heiko Hutmacher, CHRO and the AG Board to develop a firm-wide culture change initiative called "Leadership for Growth" using Oxford Leadership methodologies.



Leadership for Growth is an inspirational experience that allows personal leadership to be the starting point and anchor for better team and organizational leadership. Our top leaders have benefited from making this leadership journey, that touches their hearts and minds.

Heiko Hutmacher

Board of Management, CHRO
Metro



Aligning people, purpose & strategy, to drive socially responsible transformation in global organisations.



Client Testimonials



What I've learned from Oxford Leadership™ is bigger than words. My perception of myself, of my life, of the world, and of my place in this world is today totally different from what it was 4 months ago. My individualistic approach to leadership has moved to a more humanistic one. The effect on my work has been significant and sustained.

Sirivan Chaleunxay
Financial Controller
GE India, Oil & Gas



I have been through many leadership programmes before, but none has had the same impact as OLDP on my approach to life and work. It has definitely changed me as a leader.

Santiago Gowland
Former Vice President
Brand & Social
Responsibility Unilever



The Presidential Innova Award is conferred on Oxford Leadership in recognition of outstanding contribution to the Mexican Government during the term of my Presidency. This award is an indication of my esteem for Oxford Leadership and its Founder and Chairman, Brian Bacon, whom I consider to be one the best leadership consultants and mentors in the world.

Vicente Fox Quesada
President of Mexico
2000 to 2006



Oxford Leadership enabled us to build a new corporate culture and develop the whole company... a pragmatic way of getting business results by connecting people with spirit, wholeness and learning.

Rodrigo Loures
Former CEO
Nutrimental



Helping leaders align organisational strategy with culture, people and purpose - **a purpose that benefits the organisation, society and the world.**



Oxford Leadership's Self-Managing Leadership programme was by far the most powerful and moving course I have ever attended in my entire professional career. Brian's vision and foresight has helped me deal with many difficult situations both personally and professionally.

John Mahtani
Vice President
Warner Bros



Oxford Leadership has played a key role in the company's business turnaround since 2002, initially in Europe through the EuroMission management alignment, and also internationally as a key advisor to myself and the Plan to Win Project. I am personally grateful to you for your insightful perspectives on people and your development of the European Management Team.

Charlie Bell
CEO
McDonald's



During a highly turbulent period in the history of our 100-year-old company, Oxford Leadership defined a new focus for the company and helped build the determination, confidence and commitment amongst our managers to lead the change. We have achieved exceptional growth both in revenue and profitability. I consider this to be the fruit of the Oxford Leadership's programmes during this critical period.

J.L. Shah
Managing Director
Atul Industries Ltd. India



The Breakthrough process helped us align as a management team and engage our top 90 leaders with fierce resolve to outperform the market.

Ruediger Stroh
Executive Vice
President, NXP



About Oxford Leadership™

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Austria, Belgium, Brazil, Canada, China, Colombia, Denmark, Finland, France, Germany, Italy, Mexico, Norway, Poland, Portugal, Russia, Serbia, South Africa, Spain, Sweden, The Netherlands, UK, Uruguay, and the USA.



For more information about Oxford Leadership or to get in touch, visit us at:

www.oxfordleadership.com

