



# Change Accelerator

**Empowering business leaders to drive transformational change**

## Welcome to the Change Accelerator



The Change Accelerator programme is a fantastic way to give your leadership a substantial boost. It is designed for mid-senior career professionals seeking to reflect on their own leadership journey and work with peers to define the 'change they want to see'.

Radical change to a more sustainable future has never been more important than it is now, the urgency of the task is front of mind for businesses and leaders alike across the Built Environment. This uniquely positioned programme aims to explore the change needed and the role each of us has to play individually and to accelerate change in our businesses across the sector.

**Elfrida Hamilton-Russell**  
Head of Learning & Leadership



**The Change Accelerator is a two-month programme aimed for middle to senior level business leaders (+15 years' experience) working in the built environment with real influence over business strategy, and with a remit for change.**

Starting in September 2022 and running to November 2022, the programme brings together leaders from across the built environment to

champion transformational change in their organisations, aiming to support the overall systemic shift needed in the sustainability of the built environment.

By the end of the programme participants will think differently, and will be connected to a network of peers who will support them in the delivery of bold and sustainable outcomes for their own organisations.

## The programme experience

The programme consists of three parts:

- 1 **Purpose:** Kick-off call: 20th September 10:00-12:30 (Zoom). Residential session: 2 days and overnight, 4-5th October (Hawkwood, Stroud)
- 2 **Storytelling:** Check-in Webinar 18th October 10:00-12:00 (Zoom). Storytelling Workshop 2nd November (London)
- 3 **Systems:** 29-30th November (London)

During the 3 month programme, you will identify and develop your own change strategy, working between the face to face sessions to develop your ideas, engage within your



business and your network.

### FUTURE LEADERSHIP FORUM

Over the last few years, the alumni community of UKGBC's leadership programmes has grown to include over 250 individuals, representing over 80 organisations from the built environment sector. UKGBC is dedicated to ensuring that this group has the opportunity to continue this journey with our support and has established a dedicated alumni group called the Future Leadership Forum that continues to work together beyond the programme to share experiences of sustainability leadership.

*What a truly inspirational but practical leadership course, I enjoyed every minute, even the bits where I was way out of my comfort zone. Elfrida and her team created such a safe space to deeply explore our personal purpose and the change we want to see. I really feel like I've finished the course with a group of professional friends and I hope those relationships continue to grow over the coming months and years. The programme has helped so much. The time, space and novel techniques, particularly at the retreat, were so refreshing. Delving deep to try and get to the bottom of my own purpose and then thinking about how to apply this through my career has been truly enlightening. I've learnt so much from everyone on the course, hearing their stories and it's given me the confidence to be myself and do my own thing. Most importantly I feel so much more confident to challenge and do things differently.*

**Penny Gowler, Elliot Wood**

*It might sound cliched, however it has genuinely accelerated my business change journey. It provided the impetus and the head space to recognise the importance and priority to 'get it done'. It has broadened by leadership skills by building on my ability to tell a story and appeal to the emotional/'feeling' argument*

**Nick Jones, Retirement Villages**



## Who is it for?

The Change Accelerator is for leaders working in the built environment with real influence over business strategy and with a remit for change. Individuals should have significant professional experience (typically 10+ years) and decision-making authority.

The cohort will be deliberately diverse, drawing from many professions across the built environment. Applicants will be selected based on their desire to challenge current systems and create a positive transformation in their organisation or beyond.

## Top reasons for participating

### 1. NETWORK AND LEARN FROM YOUR PEERS

Lift your head out of the day to day challenges, reconnect with your leadership purpose and engage with a diverse range of fellow leaders who are tackling similar challenges

### 2. BE INSPIRED

Hear from expert speakers from within the built environment and beyond, providing you with inspirational leadership and change stories to draw upon

### 3. DEVELOP YOUR STORY

Reflect on the kind of leader you want to be and discover your story to inspire others to come on the journey with you

### 4. TRIGGER TRANSFORMATIVE CHANGE

Identify the change you want to see, leveraging new insights and connections to define the transformational change in your own organisation and your own leadership journey

### 5. BE PART OF A SYSTEMIC SHIFT

Be part of something much bigger than you or your organisation – a radical shift to a sustainable built environment that enables people and planet and business to thrive



**PART 1: PURPOSE**  
(20TH SEPTEMBER &  
4-5TH OCTOBER 2022)

In Part 1 we will explore the macro sustainability trends and disruptive forces and impact on business and society.

Purpose-led leadership will be central to the retreat where participants will have time to reflect and pause on their purpose and drivers through experiential exposure during the retreat.

Business decision making and organisational response will be explored and how we can deliver positive impact through business.

**Learning outcomes:**

- Understand the role of purpose-driven leadership as a driver for change
- Assess your own leadership journey and potential
- Identify key areas for change in your businesses and what is needed at sector level



**PART 2: STORYTELLING**  
(18TH OCTOBER & 2ND NOVEMBER 2022)

In Part 2 we will look at making change happen and your role as a change agent. We will come back to your own purpose and understand the power of storytelling.

You will learn how to develop your own story and enhance your own mastery to influence others and inspire change.

**Learning outcomes:**

- Understand how to make change happen and the importance of mindset, culture, and networks to leverage change
- Exercise compelling storytelling to maximise influence and impact



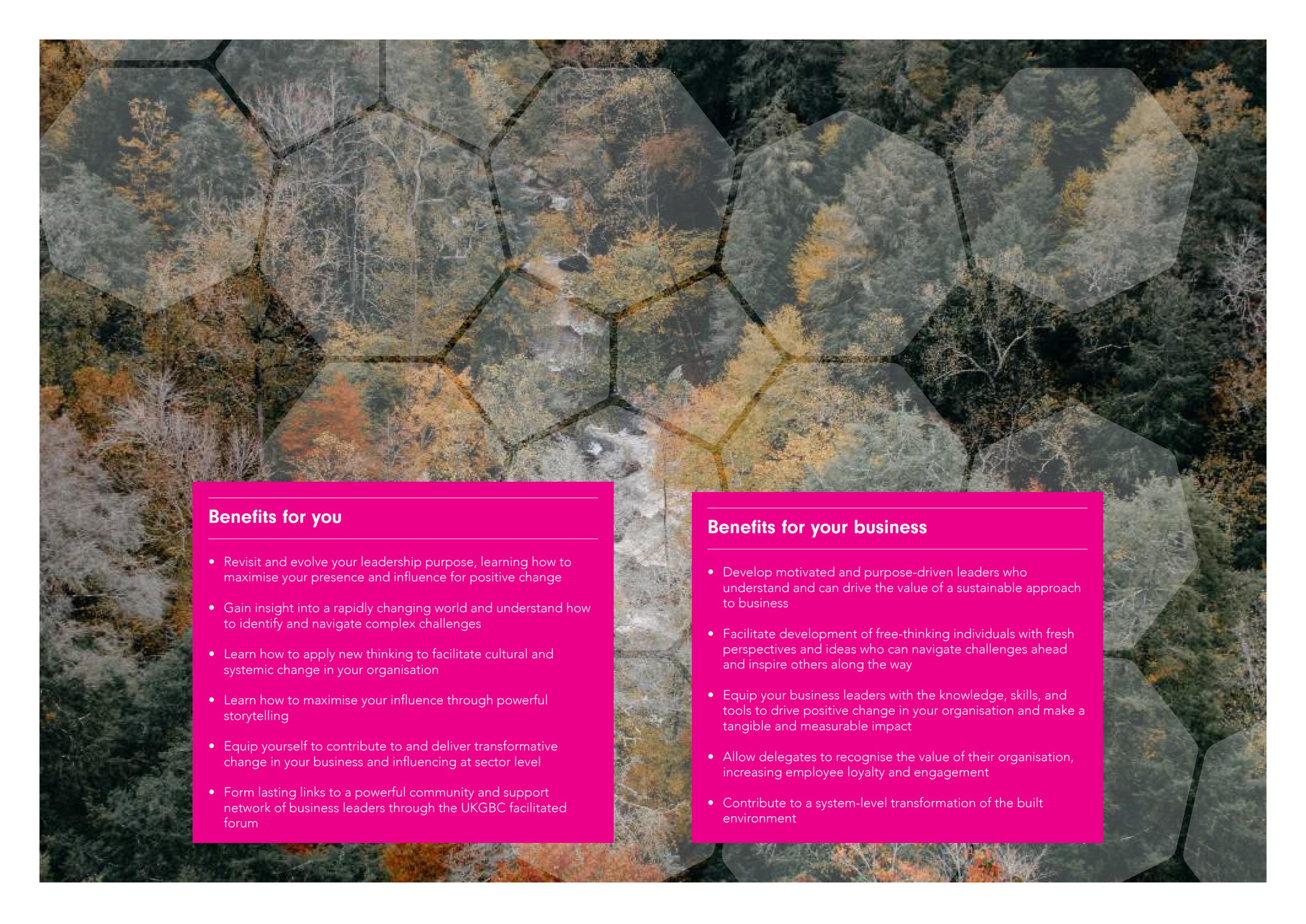
**PART 3: SYSTEMS**  
(29-30TH NOVEMBER 2022)

In Part 3 we will come back to the rapidly changing external context to our businesses and consider the adequacy of our business responses.

You will hear from inspirational leaders who have delivered transformation. We will explore systems change and define where we can make a difference to make systemic change happen.

**Learning outcomes:**

- Understand systems change and where systems shifts are needed
- Identify the transformational change you want to see and how you will make that shift through yourself and others
- Understand how you will embed sustainability across your organisation



## Benefits for you

- Revisit and evolve your leadership purpose, learning how to maximise your presence and influence for positive change
- Gain insight into a rapidly changing world and understand how to identify and navigate complex challenges
- Learn how to apply new thinking to facilitate cultural and systemic change in your organisation
- Learn how to maximise your influence through powerful storytelling
- Equip yourself to contribute to and deliver transformative change in your business and influencing at sector level
- Form lasting links to a powerful community and support network of business leaders through the UKGBC facilitated forum

## Benefits for your business

- Develop motivated and purpose-driven leaders who understand and can drive the value of a sustainable approach to business
- Facilitate development of free-thinking individuals with fresh perspectives and ideas who can navigate challenges ahead and inspire others along the way
- Equip your business leaders with the knowledge, skills, and tools to drive positive change in your organisation and make a tangible and measurable impact
- Allow delegates to recognise the value of their organisation, increasing employee loyalty and engagement
- Contribute to a system-level transformation of the built environment



## Fees

The cost per person for the full programme is as follows.

- UKGBC members: £2995\*
- Non-members: £4399

\* Discounts and bursary places available for public sector, SME and not-for-profit organisations. Please contact us for more information.

\*Gold Leaf members receive a 10% discount

## How to apply

Applications for the Change Accelerator are now open. **Applications close in August 2022.** If you are interested in taking part, we would be delighted to hear from you. As with our other leadership programmes, we expect applications to be highly competitive, so we will be accepting a maximum of two applicants from each organisation.

- 1 An application form can be downloaded from our website at [www.ukgbc.org/changeaccelerator](http://www.ukgbc.org/changeaccelerator)
- 2 All applicants must be endorsed by a senior director in their organisation.
- 3 When you are ready to submit your application please complete and return an application form to [leaders@ukgbc.org](mailto:leaders@ukgbc.org).
- 4 Once all applications are received, they are put before a review panel for assessment and a decision will be made within 4 weeks. As part of the application process, you may be asked to participate in a short telephone interview. Applicants are chosen based upon their knowledge, experience, and desire to challenge current systems and ways of working.

If you would like to discuss your application, please contact us.

WITH THANKS TO OUR STRATEGIC PARTNERS:



**KEY CONTACTS:**

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