



AN OPPORTUNITY FOR WAIKATO BUSINESSES
TO CONNECT WITH THE COMMUNITY &
DEVELOP BETTER LEADERS



2017
PROGRAMME
PAPER

INTRODUCING CELF

In 2014, the Community & Enterprise Leadership Foundation (CELF) was established by Dr. Bernie Crosby (ONZM) and David Irving (ONZM) to bring to life a mission:



To build future leaders from all walks of life who can reimagine a stronger Waikato from a social, environmental, cultural and economic perspective. These leaders take charge of their lives while influencing others positively, resulting in a significant contribution to Waikato communities, society, and New Zealand as a whole.



CELF OFFERS A UNIQUE OPPORTUNITY FOR WAIKATO BUSINESSES TO FLOURISH, BUT ALSO TO CONTRIBUTE...

So, how does that work?

A sponsor (local business) secures **two seats** on our CELF Elevate Programme. The **first seat is for a leader within their own company**. Then they choose a **community leader from a not-for-profit organisation to fill the second seat**.

The two cohorts complete a **part-time, 9-month leadership development programme**, that **connects businesses with community organisations** while upskilling, to ultimately build a more empathetic, socially responsible region.

Our programme is built around three key leadership competencies:

1

Integrative leadership

Understanding of self and others. This enables you to influence and lead others in a context where there are multiple competing interests and identities. Leadership is demonstrated through the application of your character and values.

2

Mobilisation through high-performing teams

A leader's influence moves beyond individuals to teams. Leadership within high-performing teams is distributed and shared..

3

Building leadership capital

Research has clearly established that a leader's social capital is linked to their effectiveness. This programme builds your leadership capital by linking you with leaders across multiple sectors and communities.

KEY PROGRAMME FEATURES



360 Degree Assessment

Personality, team strength, social intelligence & leadership style assessments.



Deeper Transfer of Knowledge

The programme ensures balanced participation from all sectors (public, business, not-for-profit, and charitable trusts)



Practical Learning Environment

Participants identify & work on their own projects, applying skills gained & solidifying their learning by doing



High Quality Mentoring

A senior Waikato leader will be paired with each participant as a mentor; offering constructive guidance & feedback



Pragmatic Workshops

All workshops will have key speakers and be action-orientated



Experiential Field Trips

Five field visits to learn and observe community-based projects at work, including a two-day field trip



Delivered by Subject Matter Experts

CELF has established a Strategic Partnership with the University of Waikato, Waikato Management School to ensure all content is inline with the latest management research and leadership concepts



GRAEME GEURTS

Senior Partner - Agribusiness | BNZ



Whilst somewhat apprehensive as to what the programme would involve and benefits it would deliver, I now can't speak highly enough of the programme. It's been great mixing with the other participants learning a great deal from their own experiences and backgrounds. The quality of the programme overall has been exceptional, great speakers and field visits to places you wouldn't normally get the privileged of seeing. To me it hasn't always been about learning either, but making sense or providing the theory to practical experiences which is hugely valuable. For me the stand-out has been digging deep on my own personal purpose statement and understanding myself as a leader. If you're privileged to get the opportunity, don't think twice.



MELISSA KING-HOWELL

Services Manager | Department of Conservation



The greatest personal learnings I have come away with is on better understanding my leadership style and personal purpose, and the leadership required to build high performing teams. Another key benefit of the programme are the relationships and networks formed, and the strength that brings to myself personally and professionally.

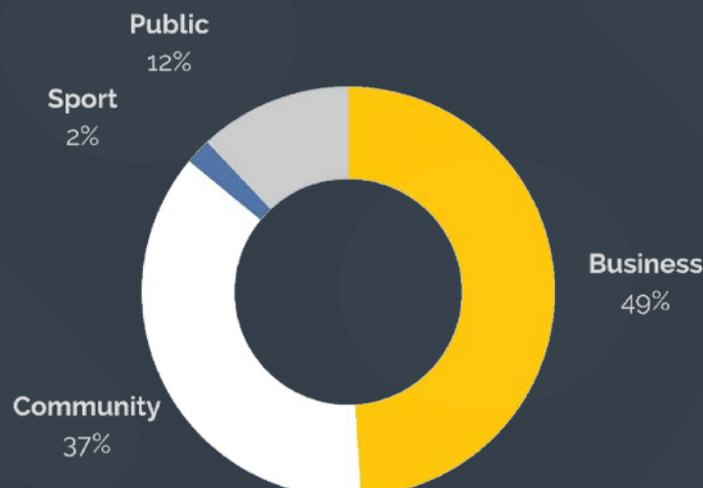
I highly recommend it to anyone in a leadership role that has the opportunity



See more testimonials at
www.celf.org.nz

SECTOR IMPACT

In the last 2 years, the CELF Elevate Programme has lifted the leadership capability & connections of 41 Waikato Leaders across the following sectors:



THE CELF LEADERSHIP TEAM

The Community & Enterprise Leadership Foundation (CELF) leadership team has been carefully curated to combine the experience and wisdom of business leaders, subject matter experts, and researchers to constantly examine our work and the regional relevance.



**JOHN
COOK**
Chairperson, Trustee



**DR BERNIE
CROSBY, ONZM**
Co-Founder, Trustee



**DAVID
IRVING, ONZM**
Co-Founder, Trustee



**RACHEL
KELLY**
Executive Director



**DR PETER
SUN**
*Research & Academic
Delivery, Trustee*



**RAEWYN
JONES**
*Trustee, Programme
Alumni*



**MALCOLM
PHILLIPPS**
*Strategic Partner,
Trustee*



**SUSAN
TRODDEN**
*Trustee, Programme
Alumni*

To learn more about us, go to
www.celf.org.nz

PROGRAMME DETAILS

If you're a company interested in playing an active part in increasing leadership capability in the Waikato and having a positive impact on our community:

SPONSORSHIP

CELF Elevate Programme sponsorship involves the purchase of two (2) seats at NZ\$25,000 (excl. GST).

You will then nominate a leader from within your company AND a community leader of your choice to become participants on our programme.

Want to discuss sponsorship?
Start a conversation:
hello@celf.org.nz

THANK YOU TO ALL OUR SPONSORS & PARTNERS

listed alphabetically



If you're a Waikato leader interested in:

- actively upskilling while maintaining work commitments
- better connecting with and understanding the Waikato community
- exercising a genuine interest in civic engagement and social impact
- finding greater alignment with your strengths and purpose

Here are ways you can participate in our CELF Elevate Programme:

1. be nominated by your company as a registered sponsor
2. be selected by a sponsoring company as community leader on their 2nd seat
3. join the programme without sponsorship for \$16,000 (excl. GST)*

* There are only limited places for fee paying participants.

HOW TO APPLY

Please complete the online application at www.celf.org.nz.

You will need to attach a copy of your CV and two references to support your application.

Following a review of your application, an interview will be arranged.

APPLICATION DEADLINE

Applications close June 30th 2017

PROGRAMME DATES

The 2017/2018 CELF Elevate Programme starts mid-August 2017 and completes mid-April 2018. Find more details at www.celf.org.nz

VENUE

Workshops take place at the University of Waikato. Field Trips occur at various locations within the Waikato



CELF

COMMUNITY & ENTERPRISE
LEADERSHIP FOUNDATION