



Leadership for Directors

Two-day course

7-8 April 2025, Beijing

Member rate: £2,995

Non-member rate: £3,495

Delivered in collaboration with:



European Union
Chamber of Commerce in China
中国欧盟商会



BRITISH
CHAMBER OF
COMMERCE
IN CHINA
中国英国商会



上海英国商会
BritCham
Shanghai



China-Britain
Business Council
英中贸易协会



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Course overview

Strong leadership is increasingly fundamental to the successful realisation of an organisation's vision and purpose. This intensive course provides a valuable opportunity for directors to explore strategic leadership issues both within and beyond their organisation. This module introduces a more personalised approach to leadership and delegates will be encouraged to understand and develop their own self-awareness and emotional intelligence.

The IoD Award in Leadership for Directors, Level 9 (SCQF) is a module of the Certificate in Company Direction qualification. This course may be booked as a standalone module or taken as part of the full qualification.

Course benefits

Gain an understanding of the key competencies required to be an effective leader at board level with the opportunity to practice and develop some of these competencies. During the course you will assess different leadership and decision-making techniques (including bias), determine how to build, and sustain high-performing and diverse teams, manage conflict, and influence others, and evaluate how these can be applied to your own organisation to contribute to its increased success.

Learning objectives

By attending this course, you will gain the knowledge and skills to:

- Develop an understanding of how leadership can be defined and understood in relation to the director's role on the board.
- Apply techniques for developing a greater awareness of one-self and of the motivations and behaviours of others.
- Create a culture which constructively engages others in the organisation to achieve the strategic objectives, and to respond effectively to crisis and change.
- Identify how leaders create influence and impact within and beyond the organisation and assess relevant stakeholder engagement strategies.



It was great to join the Finance for Non-Finance Directors training delivered by the IoD. Guided by the really professional and experienced IoD trainer who has been on the board for many big international companies herself, I found the training extremely thought provoking and helpful for both my daily work and mid/long-term career development. It enabled me to look at finance information from a totally new and more strategic angle... The course is very well structured and tailored for directors like me who is not specialised in accounting or finance but would really need to know how to make critical decisions based on finance analysis.

Jing Liu

Deputy Director, Education, Skills, Creative, Retail and Sports (China) | Department for Business and Trade (DBT) | British Embassy | China



Director Competency Framework

The Director Competency Framework underpins the IoD's professional development offering, and defines the distinct and wide-ranging competencies required for effective leadership.



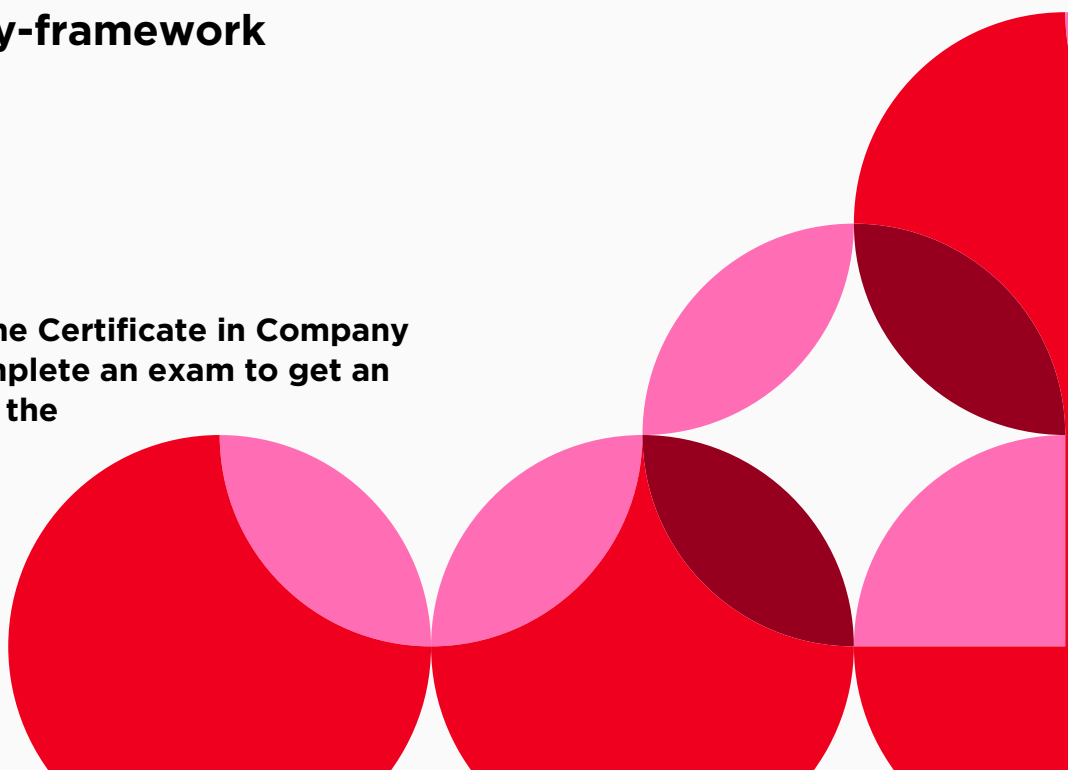
By placing knowledge of finance and business strategy on the same level as ethical decision-making, effective communication and the encouragement of diverse views, the framework sets the standard for professional practice for directors, in a clear and digestible format.

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iod.com/competency-framework

Did you know?

This course is also part of the Certificate in Company Direction qualification. Complete an exam to get an award which contributes to the overall qualification.



Course leader

Ian Waddelow



Business experience

Ian Waddelow is an expert in strategic planning, board performance and international brand marketing. With over 25 years of experience helping CEOs, boards and organisations to grow worldwide. Ian currently lives in Bordeaux and works with clients in the UK, Europe, North America and Australasia in industries ranging from high fashion to hi-tech, manufacturing through to property.

Professional credentials and training experience

Ian is a member of the Chartered Institute of Marketing and works with clients ranging from SMEs to large multinationals such as RBS/NatWest, Bibby, AMEC, WS Atkins and Wrigleys. As an IoD consultant he has helped formulate strategy, develop new products and expand into new markets with companies such as Laing O'Rourke, First Group, The British Dental Association and the BBC.



Exam preparation session

As part of your learning journey and to assist you in your preparation for the exam, we are running two hour exam preparation sessions, which will be scheduled in the fortnight preceding each certificate exam sitting.

These sessions, delivered online via virtual classrooms, will be run by our course leaders in each of the four certificate subject areas, and will provide a valuable opportunity to practice and discuss a range of exam questions with a small number of your peers.

These sessions are included in your certificate course fees but need to be booked in advance. It is essential that you have completed the relevant course before attending the exam preparation session.

Visit iod.com/professional-development/chartered-director-programme/examinations/ to register for the exam.



Courses and events in China 2024

The IoD was delighted to deliver our three-day course of Strategy for Directors (SFD), along with IoD's first Alumni Event in China on June; following with the other three-day course of Finance for Non-Finance Directors (FFD) on November 2024, hosted by Tina Wang - Representative in China.

The course of SFD was led by the IoD strategy specialist Jane Bishop, and FFD was led by Deborah Morton-Dare, the programme lead of Finance in IoD. Both courses were delivered in partnership with the British Chamber of Commerce in China, British Chamber of Commerce Shanghai, the European Union Chamber of Commerce in China, China-British Business Council and the China-Australian Chamber of Commerce.

The Alumni Event comprised of a discussion forum focused on "navigating business strategy through uncertain times". IoD alumni and guests were treated to an inspirational and fascinating set of presentations, perspectives, insights and debates.

These included inputs from Jon Geldart - Director General of the IoD, Jens Eskelund - Chief Representative of Maersk in the Greater China Area and North-East Asia/President of EUCCC, Dr. Henry Huiyao Wang - the Founder & President of Centre for China and Globalization, Yue Su - the Principal Economist of Access China/Asia at Economist Intelligence: EIU, and Jane Bishop.

View the images from the insightful Alumni event [here](#)



As an over two-decade finance professional, the Finance for Non-finance Professional Director course actually brought me quite some refreshed views to my finance practice and reminded me of some knowledge gone over time. I would like to encourage senior managers of all background to participate in the course to benefit not only from the course itself, but also from the instructor and peers with diverse experience.

Jiang Wu

Country Head, UK Export Finance | British Embassy | China





Courses in China 2023

We were immensely proud to deliver our International Role of the Director and the Board course twice in China in both June and November 2023. The courses were delivered in partnership with the British Chamber of Commerce in China, the European Union Chamber of Commerce in China and the China-Australian Chamber of Commerce.

Led by IoD corporate governance specialists, Sheelagh Duffield (June) and Paul Munden (November), alongside invaluable contributions from Tom Luckock, a partner at Norton Rose Fulbright, the course provided a comprehensive understanding of governance practices tailored to the Chinese context.

We had the privilege of hosting distinguished delegates from renowned international corporations and institutions (as listed company logos below), representing diverse cultures such as those from Australia, Canada, China, Germany, Ireland, Italy, Taipei and the United Kingdom. The dynamic mix of cultures and perspectives ignited robust discussions, leading to highly positive feedback and satisfaction from all attendees.



I highly recommend the Finance for Non-Finance Directors course. It has been presented in a sophisticated and professional manner, with comprehensive materials and a highly competent and experienced tutor. Despite having worked for several multinational corporations for almost 20 years in senior leadership positions in business and marketing, this course provided a valuable opportunity for me to refresh, reflect, and enhance my financial knowledge, enabling me to contribute more effectively to boardroom decision-making.

Phoebe Lou

Executive Director of Marketing and Communication, University of Nottingham Ningbo China



Proud hosts to:



Testimonials



After 20 years of practical experience working for and serving on several boards, it was great to finally sit through a formal course that explained the theory, common practices, as well as regulatory and legal context of how directors and their boards should operate. I can wholeheartedly recommend the programme for both aspiring and veteran board members.

Adam Dunnett

Secretary General, European Union Chamber and Commerce in China

As a director focused on governance, this IoD program proved very valuable. Discussing challenges frankly with fellow board members from diverse industries sharpened my skills. Key learnings centred on risk oversight, compliance practices, and ensuring transparency and accountability as regulations rapidly change. Modules reinforced governance fundamentals that protect shareholders regardless of scale. The international with China-specific insights allowed me to continually strengthen governance knowledge benefiting my companies.

Mirko Turrina

GM, Goglio (Tianjin) Packaging Co. Ltd

I have not found any similar program as this one in China yet... It was a rather inspiring two-day's studying environment which I have not been experienced since long time ago. I would like to highly recommend this course to my colleagues and friends.

River Xi

Business Management Officer, CFO Office
Asian Infrastructure Investment Bank (AIIB)

Being a strong believer in lifelong learning, I embraced the opportunity to join IoD's International Role of the Director course in Beijing. Having worked with boards and currently sitting on two boards in China, I wanted to enhance my knowledge of best practices of the board's role in corporate governance and risk management. The course struck the right balance between a board member's duties and legal responsibilities and the practical day-to-day application in China. The course's open and hands-on exchange with other international and Chinese directors and senior executives made the experience highly valuable and worthwhile to me. I wish the new China Chapter of the IoD all the best and look forward to joining future courses.

Dr. Mike Hofmann

Managing Director, Melchers China Beijing
Chairman of the Board, Koehler Pharmaceuticals
Beijing

I highly recommend the International Role of the Director and Board course. It helped me to refresh, consolidate and expand my knowledge and provided me with practical knowledge essential for my role.

The course materials were comprehensive and designed to reflect real-world scenarios. This enhanced my understanding of the concepts and how they are applied in practice. Paul Munden's expertise as a commercial law barrister and his experience in chairing and working with boards of different types of organisation also brought an invaluable dimension to the course. His ability to blend strong technical knowledge with experience of the practical application of the concepts made the learning experience both engaging and highly relevant.

The course is a must-attend for anyone aspiring to or currently serving on a board, seeking to deepen their understanding and enhance their effectiveness.

Vaughn Barber

Chair, China-Australian Chamber of Commerce

While I have been a member of and supported a number of boards in my career, I have never done this from the position of legal knowledge or best practice. Good and effective governance is so fundamental for organizational success as well as for regulatory compliance. The course was a great opportunity to strengthen my knowledge, spend some time with others from different industries and reflect on operating within the context of China. The IoD International Role of Director course is a great stepping stone component into the other three courses to become a Chartered Director which I now aim to pursue too.

James Birkett

Registrar, University of Nottingham Ningbo China (UNNC)

I achieved the two objectives I set out in taking the IoD's International Role of the Director course in Beijing, which:

- As a senior communications consultant, the IoD's courses have given me crucial understanding of company decision-making, helping me to tailor advice directly to boards' needs. This gives me a 'step up' over others.
- Enabled me to 'speak the language' of the board. As a senior public affairs consultant, much of my work relates to corporate reputation and risk, largely board responsibilities. Understanding the process of how boards direct this and related issues helps me to tie my work to that of company boards, making me a better professional.

Mark Pinner

Head of Communications, BE Education

Better directors for a better world

Join the Institute of Directors

Join thousands of directors in the world-wide. Whether you're the founder of a start-up, the director of a multi-million pound business or a senior civil servant, the IoD is the place to connect, share knowledge and develop professionally.

For members of delivery partners: two years full International IoD membership is included as part of the course package.

For non-members: one year full International IoD membership is included as part of the course package.



Never stop learning. The IoD specialises in supporting directors to be the best they can be, through world class training and development courses. Come and learn, come and connect with directors like you, and come and have a voice to government.

Jonathan Geldart
Director General, IoD

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