

## **PRESS RELEASE**

### ***‘Leading UK Business School, Aston, launches exclusive executive education programme on Strategic Leadership for African Directors’***

These Young Minds, in partnership with Aston Business School are pleased to announce their forthcoming exclusive executive education programme, tailored specifically to address the unique challenges and meet the needs of African Directors

The 5 day executive education programme on Strategic Leadership for Senior Executive in Emerging Countries takes place from 25<sup>th</sup> – 29<sup>th</sup> June 2012 and will be delivered by the world class faculty at Aston Business School. Aston is among the top 1% of global business schools with triple accreditation by AMBA, (Association of MBAs) EQUIS (European Quality Improvement System) and AACSB (Association to Advance Collegiate Schools of Business). Registration for this programme could be made at

[http://www.theseyoungminds.co.uk/index.php?option=com\\_eventbooking&view=event&Itemid=93](http://www.theseyoungminds.co.uk/index.php?option=com_eventbooking&view=event&Itemid=93)  
[?](#)

These Young Minds, who have supported the development of the curriculum, is managed by a group of professionals who have either worked or lived in Africa, are very passionate about the progress of the continent and understand the challenges that leaders in this emerging economy face. This is the second programme of this nature which These Young Minds has helped to project manage. The first executive education programme at Manchester Business School on Corporate Strategy was a resounding success and had the Chief Operating Officer of Manchester United and UK’s Director of Strategy at Mc Kinsey as some of the external faculty. In addition, These Young Minds has partnered with other Universities such as Oxford, Cambridge and London School of Economics on other capacity development programmes around themes such as corporate responsibility, sustainability and strategy for a European audience.

The curriculum for the forthcoming programme on Strategic Leadership at Aston Business School is tailored to address the challenges that African Directors face. Participants will be equipped with skills in the following areas:

- Painting a high-level picture of the global contextual business opportunities
- Developing a clear context-specific perspective of authentic leadership
- Building their organisation’s capacity for change
- Providing for sustainable organisational competitive advantage

Participants will also take part in an exclusive working visit to Jaguar Land Rover, experience a business simulation developed by INSEAD and IMD and have the opportunity to attend a networking session with the Institute of Directors, UK. Upon completing the course, participants will receive a certification from Aston Business School, one of the world's finest business school.

Professor Pawan Budhwar, Associate Dean Research, Aston Business School says: "this programme will help participants to not only become aware about the rapidly changing global business context, but will also help them to develop competencies needed to both efficiently lead and organise businesses in the present challenging times."

Alim Abubakre, Founding Executive Director of These Young Minds says that: "this programme will equip senior executives with actionable knowledge and skills to create sustainable value for their organisations. It would equip participants with the ability to ease the tensions between critically evaluating new opportunities and situations towards competing today while applying sound judgement to these analyses such that long-term leadership is not sacrificed. It will also enable them to understand the key commercial drivers of their organisations, and make key investment decisions that create an enduring competitive advantage for them in key value adding areas".

The full residential course will take place at Aston Business School between 25<sup>th</sup> and 29<sup>th</sup> June and cost £4200 (covers tuition, accommodation, feeding and certification). For more information including details of the full programme or to find out how to register please contact

**Alim Abubakre** Founding Director, These Young Minds

Phone: +44 (0)7983128450

**Paul Butler** Executive Development Director, Aston Business School

Phone: +44 (0)121 204 3071

**END**

## **Notes for editors**

### **About Aston Business School**

As one of the world's few business school with triple accreditation of AMBA, EQUIS and AACSB, Aston Business School is committed to transforming experiences, making real live difference to organisations, economies and the global society.

### **About These Young Minds**

*These Young Minds* is committed to adding sustainable value, through its programme, it provide Directors and senior managers in emerging countries with skill sets that enable them to stimulate their organization performance and achieve set goals.