

**LEADING EDGE**

# LIMITLESS

**An Executive Leadership Programme for CEOs in our  
High-Performance Community**





“

Sometimes the bravest and most important thing you can do is just show up.”

Brené Brown



## LIMITLESS

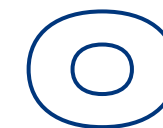
An Executive Leadership Programme for CEOs in our High-Performance Community.



CHALLENGE



EXPLORE



OPPORTUNITY

- > Do you want to **challenge yourself** further?
- > Are you **ready to explore** your next level of leadership potential?
- > Are you ready to take this **opportunity of self-discovery**?

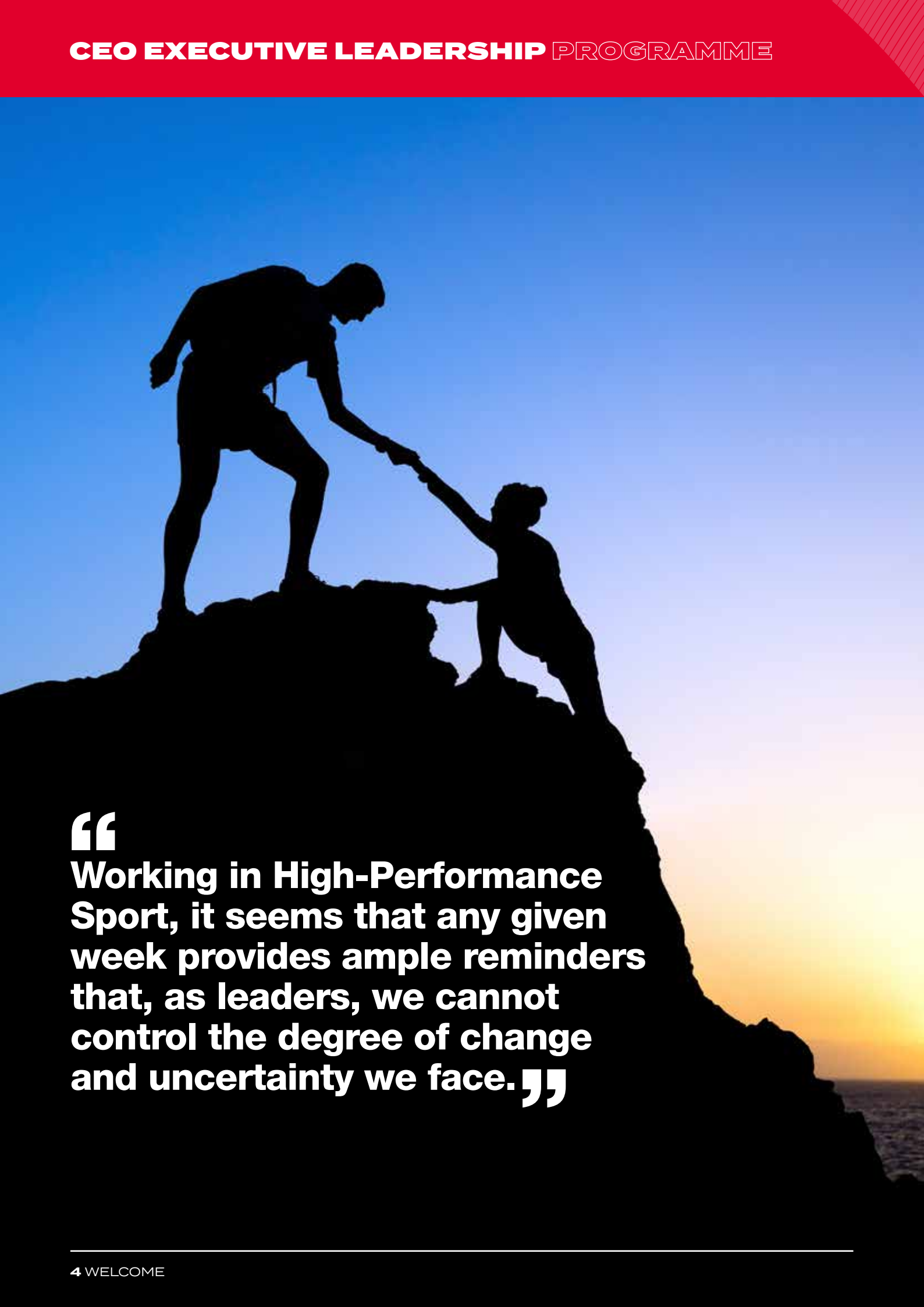
If you are ready for this journey of leadership self-discovery and growth, we are here for you.

“

It is a huge privilege to hold the role of Chief Executive in any organisation. It comes with incredible opportunity and responsibility.”

**Sally Munday**  
CEO, UK Sport





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Working in High-Performance Sport, it seems that any given week provides ample reminders that, as leaders, we cannot control the degree of change and uncertainty we face.”

## WELCOME

**It is a huge privilege to hold the role of Chief Executive in any organisation.**

It comes with incredible opportunity and responsibility; opportunity to shape and drive the future of the organisation you are leading and the responsibility to the people you lead, the stakeholders involved and the heritage of what has been before.

Working in High-Performance Sport, it seems that any given week provides ample reminders that, as leaders, we cannot control the degree of change and uncertainty we face. Therefore, we must continually improve our ability to learn, develop, and more effectively navigate the increasing complexity of our world.

In Olympic and Paralympic sport, the focus of our ongoing journey will not only be how we win and win well on the global stage but also how we, together as one high-performance sporting community, grow a thriving sporting system and inspire positive change. As a sector we must continue to reach and inspire the British public, using the power of sport to deepen our societal impact in communities across the country. National Governing Bodies (NGB's) and Partners can use this platform, both to amplify the inspirational impact of sport and also to support and enable people and athletes to perform at their very best. We believe that a key USP of the UK's NGBs and Partners is their people – a highly skilled, dedicated and loyal network of professionals.

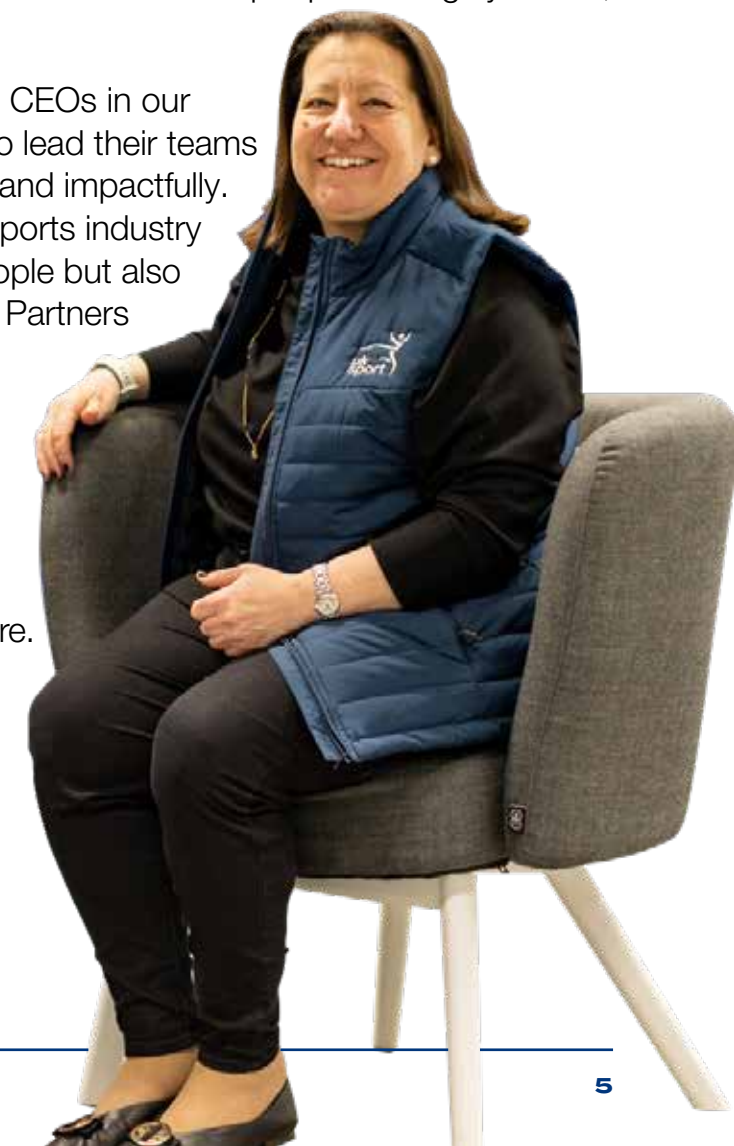
At UK Sport, we want to play our part in ensuring CEOs in our community feel supported and can be their best to lead their teams and organisations to deliver strategically, ethically and impactfully. We also want to support the sustainability of the sports industry in the UK, not only by the retention of the best people but also ensuring that, via excellent leadership, NGB's and Partners are future-proofed and limitless.

We are proud to be launching **Limitless** a development programme specifically for CEOs in our High-Performance community.

We are aiming to deliver the greatest decade of extraordinary sporting moments that unite and inspire. To achieve this, we need to keep developing extraordinary leaders who together will ensure that we power success and inspire impact!



**Sally Munday**  
CEO, UK Sport



Sometimes we're **tested**  
not to show our  
**weaknesses,**  
but to **discover** our  
**strengths**



## LIMITLESS – POWERING SUCCESS INSPIRING IMPACT

### No-one is born a CEO!

**Limitless** is purposeful in providing an opportunity for CEOs in the High-Performance Community to unlock and maximise their potential, to be even more effective, authentic, purposeful leaders who can strategically and impactfully drive a world leading organisation for their sport and/or nation.

## OUR FOCUS AND AIM OF THE PROGRAMME?

- > Every individual progresses in their leadership competence and impact
- > Each individual on the programme is better equipped to navigate the 'VUCA' world of **V**olatility – **U**ncertainty – **C**omplexity – **A**mbiguity
- > Each individual builds a personal network of trusted connections within our community

## WHO IS THE PROGRAMME FOR?

Whether you aspire to be a CEO and have 3-4 years senior executive experience, are just starting out as a CEO or looking to reinvigorate yourself as a CEO, this programme is aimed at all CEOs.

If you are looking to be better than your current self and want to have even more positive impact, this programme is for you.

“  
More **change**  
always demands more  
**leadership.**”

John P. Kotter



## HOW WILL THE PROGRAMME WORK?

Over 12 months, **Limitless** comprises of a structured programme using both workshop and experiential learning opportunities. This will be combined with support from a Mentor or Executive Coach; tailored development plans; self-reflection; and the opportunity, and responsibility, to apply the learning back in your organisation.

**Limitless** will give you access to a range of ideas, experience and insight which you will be able to apply to lead your organisation to deliver results and impact at every level.

The programme focusses on three key areas which increase a CEO's ability to lead their organisation to greater success...the '**Me**' – **leading self**, the '**We**' – **leading others** and the '**Us**' – **leading organisations** with professional magic moments interjected throughout, tailored for the CEO role.

**Limitless** includes a breadth of different experiences to give you the opportunity to take a considered look at yourself increasing your understanding of your unique intrinsic qualities, what gives you energy, what drives you, and your impact as a Leader. You will be taken outside your comfort zone at times, and you'll also have the opportunity to hear from other leaders who have lived through both triumphs and disasters.

**Limitless** will be uniquely tailored to the core participants. You'll go through the programme as part of a group, yet the experience will be highly individual.

“  
You miss  
**100%**  
of the shots  
**you don't take**”

**Wayne Gretzky**  
Ice Hockey Canada  
(former player and Head Coach)



# BIG JOURNEYS

BEGIN WITH SMALL STEPS



## LEADERSHIP

Leadership in a rapidly changing environment challenges even the most able leaders as they are required to make continuous shifts in people, process, technology and structure.

It's not enough to know what you are doing now, it's essential that leaders can learn fast, and be agile in adapting to a changing environment, while remaining focussed on the vision and purpose for their organisation.

## MAXIMISING POTENTIAL

While on the programme, in addition to the residential sessions, support will be provided from either an **Executive Coach** or a **Mentor**, in addition to the on-going support of the Leadership Development Team.

### Mentor

- > Provide appropriate timely advice and guidance
- > Act as a sounding board
- > Confront negative intentions or behaviours
- > Share experiences, knowledge, skills and ideas
- > Encourage the exploration of ideas and assist the mentee to identify and solve problems
- > Serve as a confidant and listen when the mentee has challenges to face

### Executive Coach

- > Support the CEO by proactively building insight, knowledge and understanding of self in order to enhance leadership capacities
- > Build a trusting but objective relationship over time with the CEO
- > Act as a sounding board for new ideas, theories and practices
- > Help embed learning and encourage the application of new knowledge within an organisation
- > Facilitate the identification and action planning of individual leadership challenges whilst exploiting major individual strengths
- > Encourage on-going self-reflection in order to continually improve



“  
One can choose to go back  
toward safety or forward  
toward growth.”

Abraham Maslow

## WHO SHOULD APPLY?

- > CEOs from the High-Performance Community (who are supported by their Chair)
- > Senior Executive of 3-4 years from the High-Performance community that are ready to step into a CEO role and who are supported by their CEO
- > CEOs who desire to be even more impactful and successful than they are currently

**Please note**, Chairs must be able to fully support their CEOs participation in the programme and CEOs support their Senior Executives. CEOs or Senior Executives must make a commitment to attend all dates.

## HOW YOU CAN APPLY

(Nomination and selection process)

### Individual Application from CEO

- 1 Application
- 2 Video (2-3 mins)
- 3 CV

### Supporting Nomination from Chair

- 1 Personal commitment of support
- 2 Application
- 3 Video (3 mins)

[Click here for application submissions](#) 

## FUNDING FOR THE PROGRAMME

UK Sport will fund the cost of **Limitless** as we recognise the importance of developing and nurturing future leaders. We are seeking to remove barriers for attendees, and we will review this on a programme-by-programme basis.

“  
Personal growth is not a matter of learning  
new information but of unlearning old limits.”

Alan Cohen  
Author



See your goal  
Understand the obstacles  
Create a positive mental picture  
Clear your mind of self doubt  
Embrace the challenge  
Stay on track  
Show the world you can do it



TIMEFRAME

Timeframe for Application, Selection and Onboarding

<b>Nominations Open</b> .....	<b>2 December 2024</b>
<b>Nominations Close</b> .....	<b>9 January 12pm 2025</b>
<b>Selection &amp; Cohort Confirmation</b> .....	<b>By end of January 2025</b>
<b>Onboarding &amp; Introduction Day</b> .....	<b>February – early March 2025</b>
> Strength Scope - Online Strengths Assessment .....	27th Jan - open for 2-3 weeks
> 360 Degree Feedback - Online Strengths Assessment	27th Jan - open for 2-3 weeks
> Needs Analysis .....	Induction Day - 1 day early March (TBC)
<b>Residential One</b> .....	<b>27th &amp; 28th March 2025</b>

TIMELINE

Overall Provisional Programme Timeline

	2024	2025	2026
DECEMBER	Nomination Process 2 DEC 2024 – 9 JAN 2025		
JANUARY		Selection Process	Coaching & Mentoring Residential 5
FEBRUARY		Onboarding & Introductory Event	
MARCH		Residential 1 ( 2 x days)	
APRIL			
MAY			
JUNE		Residential 2 ( 2 x days)	
JULY		Coaching/Mentoring Support	
AUGUST			
SEPTEMBER			
OCTOBER			Residential 3
NOVEMBER			
DECEMBER			Residential 4

For further information please contact the Programme Lead [jennifer.stock@uksport.gov.uk](mailto:jennifer.stock@uksport.gov.uk)



# CONTACT

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