The Future Leaders Experience is an exclusive professional development program for talented professionals from Page members’ teams on the rise to interact with current, past and future corporate officers who are faced with ever-increasing challenges of a globalized, 24-hour a day, instant communication environment. No other program focuses on the essential knowledge and skills required to assume the most senior corporate communications position.

Nominations for the class of 2021-2022 will be accepted until February 1, 2021.

The professional connections and personal friendships I have made from the FLE program have been invaluable. It was especially helpful during the COVID-19 crisis to have colleagues across multiple firms and industries to collaborate and consult with in real-time. Highly recommend the program.

– Jeff Mochal
LPL, Financial
Class of 2019-2020

KEY FACTS OF THE PROGRAM

| Duration | A two-year executive education program. |
| Location | Virtual sessions along with in-person sessions in different U.S. cities. |
| Structure | 1. A total of seven extended learning modules:
2021 - One in-person and three virtual sessions
2022 - Three in-person sessions
All participants are required to attend every session and expected to participate with other members in mentoring, online discussions and other networking opportunities.

2. The seven extended learning modules are taught by Page members, who involve leading experts in each of the topic areas. Class sessions engage participants through interactive discussions, case studies and thought leadership efforts.

3. Each learning module expands strategic thinking and skill sets on a topic relevant to corporate communications. |
| Class Size | 35 – 40 participants. |
| Tuition | Tuition for the two-year program is $11,500 for one participant.

(*The fee includes all course materials and meals. Participants are responsible for their own travel and lodging to each of the sessions, which will be held at various locations in the United States.)
## NOMINATION PROCEDURE

<table>
<thead>
<tr>
<th>Overview</th>
<th>To participate in this exclusive program, participants must be nominated by a member of the Page at their organization. Up to 3 participants per organization.</th>
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<tbody>
<tr>
<td>Criteria</td>
<td>Nominees should be senior-level communications professionals with the potential to assume the chief communications officer (CCO) role within three to five years.</td>
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<tr>
<td>Decision-making</td>
<td>Once nominated, candidates will be reviewed by a special committee before a final decision is communicated to the candidate.</td>
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While the 2021-22 curriculum is still in development, the program will likely explore the following topics:

**Leadership** – The CCO role is evolving. Corporate communications leaders must also be business leaders. This session will explore the traits of the future CCO and how participants can hone their skills.

**Digital Engagement** – Digital and social technologies are transforming business. The CCO is in the perfect position to help the enterprise navigate the new environment. This session will introduce strategic approaches to digital and social media, including how to manage risk and take advantage of new opportunities.

**Business Acumen** – To successfully implement change across an organization, corporate communicators must work collaboratively across business functions. This session will examine how successful communications leaders navigate complex organizational structures and work with their c-suite peers to achieve business outcomes.

**Corporate Character** – This session will expand participants’ understanding of corporate character – its unique identity, differentiating purpose, mission and values. In an era of extraordinary transparency, it is not enough to define these elements of corporate character. The CCO must work to activate corporate character across the enterprise.

**Authentic Advocacy** – Empowered by the Internet, individuals have greater access to information and a stronger voice, while internal and external publics demand greater accountability. This session will explore how leading enterprises engage their stakeholders to become advocates, ultimately generating advocacy at scale.

**Future of the CCO** – The CCO of today is at a critical inflection point. The environment in which enterprises operate is fraught with challenges. Communication leaders must acquire new capabilities and lead new systems for their businesses to succeed.

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What I have gained from the Future Leaders Experience has been more than just insight, acumen, analytics and takeaways from workshops. I have built relationships and made friendships with some of the most intelligent, influential, talented and hard-working communications professionals in the business. We can—and have—called on one another to share best practices within our own companies or advised on how we’ve implemented change. I couldn’t have asked for a better experience than the one shared in the FLE.

– Jennifer Chatfield  
Sharp HealthCare  
Class of 2017-2018

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The Future Leaders program has provided invaluable insights into our shared communications challenges and opportunities that we face every day. By the end of the FLE program, you will think differently about everything as it relates to the power of communications. This program isn’t just about innovation or management—you learn by engaging with experts that being an effective communications leader combines humanity, empathy, foresight, and adaptability to change.

– Mary Liz Burns  
AARP  
Class of 2019-2020

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