



page future leaders experience

Nominations for the class of 2025-2026 will be accepted until October 28, 2024

The Page Future Leaders Experience is a two-year learning program designed to prepare high-potential communications executives from among Page members' teams for one of the most challenging corporate positions – that of the chief communications officer. No other program focuses on the essential knowledge and skills required to assume the most senior corporate communications position.

The Page FLE program is by far the best professional development experience I have personally encountered. The quality of the programming is top-notch and the network you can build with peers across industries is priceless. It's truly a rich and valuable experience.

– Chris Mainz
Southwest Airlines
Class of 2021- 2022



KEY FACTS OF THE PROGRAM

Duration	A two-year executive education program.
Location	In-person sessions in different U.S. cities; virtual engagement through online platform.
Structure	<ol style="list-style-type: none"> A total of six extended learning modules: 2025 - Three in-person sessions 2026 - Three in-person sessions All participants are expected to attend every session and participate with other members in mentoring, online discussions and other networking opportunities. Circle, an online engagement platform, will complement the in-person sessions. The six 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. Each learning module expands strategic thinking and skill sets on a topic relevant to corporate communications.
Class Size	25 – 30 participants.
Tuition	<p>Tuition for the two-year program is \$18,900 for one participant.</p> <p>(*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.)</p>

NOMINATION PROCEDURE

Overview	To participate in this exclusive program, participants must be nominated by a Page member at their organization. Up to three participants per organization.
Criteria	Nominees should be senior-level communications professionals with the potential to assume the chief communications officer (CCO) role within three to five years.
Decision-making	Once nominated, candidates will be reviewed by a special committee before a final decision is communicated to the candidate.

While the 2025-26 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.

Culture – Enterprises seeking transformation in the face of disruption are infusing their business cultures with new tools and approaches. These are affecting everything from collaboration and decision-making to how teams are structured and deployed. Enabling this level of

change calls for an enterprise-wide culture management system that is aligned with the company's brand system and supported by the company's CommTech platform.

Societal Value – There are increasing expectations for companies to create societal value through their core business products and services, through responsible policies and programs, and, in a relatively new development, by speaking out on societal issues. To be credible and impactful with all stakeholders, societal value must be integrated into the company's policies, processes, and the behavior of its businesses and people. It calls for advancing a new type of authentic differentiation.

Corporate Brand – A company's brand is now the totality of what is experienced by all stakeholders through every touchpoint. Stewarding the corporate brand requires a rigorous enterprise-wide system to ensure that every experience with your company authentically manifests its unique character. This spans the entire

As the Communications profession is changing faster than ever, being part of the FLE program has been a great privilege. I got to further my knowledge about the industry from subject matter experts and engage in conversations on global themes. The speakers are real and authentic and you really get to build lifelong friends that you can draw from at any time in your career – a brilliant experience!

– Umayma Abubakar
Mubadala
Class of 2021-2022

FLE has taken my career to the next level. It's given me the opportunity to take a step back from my day-to-day work and think more strategically and purposefully about communications. The community is incredibly valuable and gives you a peer network to test run ideas and collaborate. I can't imagine a better way to more naturally build important relationships and gather the intel I'll need for my continued growth.

– Mark LaVoie
Prosek Partners
Class of 2021-2022

experience spectrum, from what it means to “look and sound like” your distinctive enterprise or institution to what it “thinks and performs like” when it is most itself.

CommTech – By bringing data-driven precision to our work, CommTech enables us to design and optimize journeys that produce desired actions and outcomes. It requires increasingly sophisticated technology, from content management and campaign automation systems to collaboration platforms and data analytics. It also demands new team configurations, new roles and skill sets, new KPIs, new budgeting priorities and a truly Agile culture.



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