



**LEADING MBA<sup>®</sup>**

*YOUR LEADERSHIP, MASTERED*

# TAKE PART IN A WORLD- LEADING PRACTICAL ONLINE MBA

 [leadingmba.com](http://leadingmba.com)

DELIVERED BY **QUOLUX<sup>™</sup>** IN PARTNERSHIP WITH

 **UNIVERSITY OF  
GLOUCESTERSHIRE**



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## Welcome to Leading MBA™ and your first steps in taking the lead to become a better leader.

Leading MBA™ is a world-leading online Master’s programme that aims to make you the best leader you can be – supporting you and your business for long-term success.

Uniquely designed for owners, directors and senior managers of both family and non-family businesses, the two-year part-time programme offers real life learning that’s both practical and academic, achieving the gold standard in education: an MBA accredited by a British university.

Leading MBA™ builds on yours and others’ leadership experiences, provides a community for learning, offers valuable tools and techniques

for you to apply in your business and accelerates your development.

And, by capturing the power of learning in the workplace, your business can benefit directly while you remain in work, applying your learning without having to leave your home, job, or travel to another country.

Accredited by the UK’s University of Gloucestershire, Leading MBA™ is delivered by QuoLux™, experienced leadership and strategy development specialists, combining the best of practical and academic learning in this unique programme. QuoLux™ has built an extensive partnership with the University over the last

decade, delivering a range of work based learning programmes.

Leading MBA™ mirrors the other MBA programmes from QuoLux™ in terms of rigour, robustness and quality and provides flexibility for those who do not want to relocate or commute.

I trust that you find the contents of this brochure interesting, informative and inspiring to encourage you to make contact and discuss joining our programme.

**Rachael Ramos**  
Leading MBA™ Programme Director and Facilitator

### Four powerful principles make Leading MBA™ the ideal choice for business leaders:

1

#### Experience

You don’t need any previous qualifications to join Leading MBA™. It is your management experience and capability for communicating in English that determines entry to the programme.

2

#### Interaction

We build a community for delegates to learn from the facilitators, coaches, tutors and their peers – the other business leaders on the programme – so that you can improve relationships with others through more effective questioning, coaching and problem solving.

3

#### Application

You will learn business tools, techniques and approaches that you can immediately put into practice. We will support you to connect your everyday working life to relevant models and frameworks.

4

#### Motivation to be better leaders

We will assist you to make full use of your talents, capacity and potential so that you can become more self-directed and will be recognised by others to be doing so.

# LEADING MBA™ – AN OVERVIEW

Leading MBA™ is uniquely designed to support delegates to become more effective leaders and improve the performance of their business.

The programme is delivered entirely online, bringing leaders of growing organisations personal access to some of the world's foremost experts in leadership and business.

Each delegate becomes part of a small cohort of international peers, expertly facilitated by qualified coaches. Experience shows that learning with other leaders, in a trusting environment, and applied within your personal workplace, is powerful. It is transformational for you, your business and those around you.

## Who is it for?

Leading MBA™ has been designed for owners, chief executives, directors, partners and senior managers of both family and non-family businesses. It's suitable for leaders from all industry sectors, including private companies, family businesses, partnerships and charities, employing from 10 to 1,000 staff. The programme requires commitment, an appetite for learning, reflection and thinking deeply.

Leading MBA™ concentrates on your personal leadership development and business strategies to positively impact you and your organisation – you can apply your learning to real projects that add value to your business.

Everything about the programme – from the bespoke online learning platform, to the format of assessments and the expertise of facilitators and masterclass experts – has been created to suit the requirements of delegates who hold demanding leadership roles while learning.

It is common for leaders to question whether they can commit sufficient time to develop their learning alongside their business responsibilities. Consistently, delegates find that by taking time out to participate in the programme, they are better able to focus on important matters rather than being drawn into the daily minutiae.

## What's involved?

What makes Leading MBA™ special is its focus on real life learning that's both practical and academic.

You will be introduced to tools and models that can be applied within your own business straight away. By practising techniques for reflection,

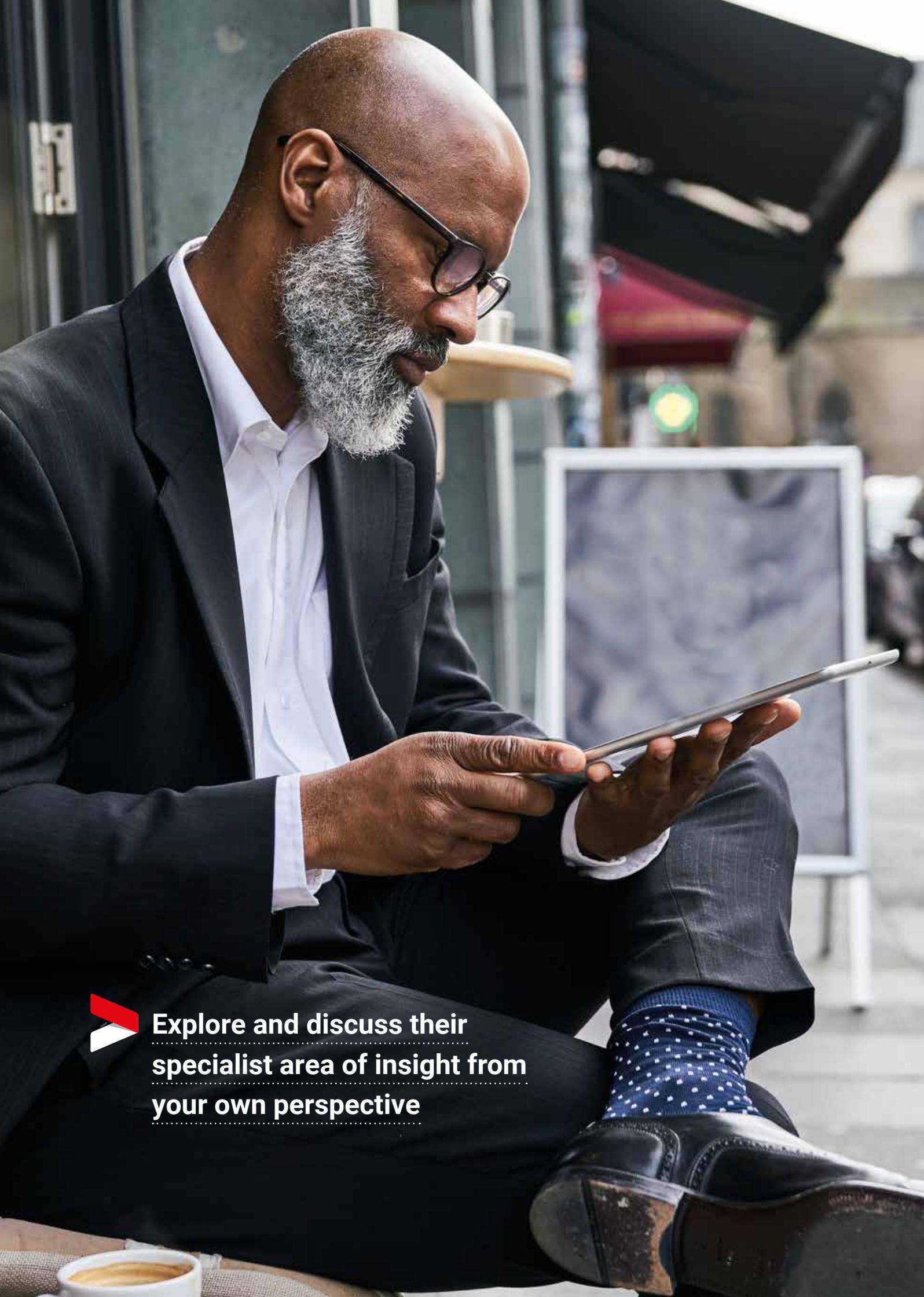
both individually and as a cohort, delegates are encouraged to reflect on their business and their role in it, to take lessons back into their own companies.

You will hear masterclasses from international business and leadership experts, and then have opportunities to question, explore and discuss their specialist area of insight from your own perspective.

Throughout the two years of the programme, you will work with an experienced, qualified coach on a one-to-one basis, identifying new ways of tackling issues and learning from experience.

You'll have opportunities to come together online with your cohort for live discussion, sharing your learning points and personal perspectives on the masterclass topics, relating theory to your experience in the workplace.

There is an option to undertake a residency in the UK in Gloucestershire for those who wish to visit the area, but it is not a requirement of the programme. This can be arranged through QuoLux™, although expenses such as travel, accommodation and subsistence are not included in the programme fee and will need to be covered by the individual delegate.



**Explore and discuss their  
specialist area of insight from  
your own perspective**

Programme detail

# YEAR 1

## The first year of Leading MBA™ encourages critical thinking to tackle live business issues, create winning business strategies and explore leadership styles, developing greater confidence as a leader.

You will be introduced to a range of bespoke strategies and methods that will support and develop your learning over the two-year programme.

- ▶ **Kick off** – a live, interactive session conducted with your cohort and facilitator at the start of the course as a way of meeting and getting to know each other. Delegates also start to consider what leadership is and what it means to each of them, as well as discovering their learning styles and receiving their personal development plan.
- ▶ **Masterclasses** – each month a different masterclass is available to stream or download as a series of segments, providing delegates with the flexibility to review at their own pace and convenience. Topics covered include market planning and segmentation, business strategy, leadership performance, radical employee engagement, maximising operational success and productivity, financial imperatives, emotional intelligence in leadership, leaders as coaches, how leaders learn to lead, and leading change.
- ▶ **Think tanks** – before the end of each month there is a Think Tank related to the masterclass. Here delegates come together for an interactive discussion to share learning points and personal perspectives on the masterclass topic, relating the theory to experience in the workplace.
- ▶ **Learning logs** – reflection is a vital part of learning as well as creating and acting on new knowledge. The programme provides the structure for you to record key learning points following each masterclass, building your own personal learning log.
- ▶ **Coaching** – delegates work with a qualified and experienced coach on a one-to-one basis. A solutions-focused approach enables delegates to take immediate, practical, actionable steps.
- ▶ **Action learning sets** – smaller groups of delegates share experiences, discuss real business issues and resolve them through active listening and open question techniques.
- ▶ **Learning and reflection** – in three separate workshops delegates come together to reflect on their learning from the programme so far. Here they consider their personal development and that of their business and their role in it by asking questions of themselves. They then present what they have learnt to each other, listening and learning from each other's experiences.
- ▶ **Online forum** – this is a discussion area where delegates can share learnings and discuss issues online. They also have access to podcasts, masterclass presentations and additional resources. After viewing the video masterclasses, you can pose questions to discuss in the Think Tank.
- ▶ **Work based learning** – there are three parts to work based learning: workshops with the facilitator and University tutor; carrying out two learning projects in the delegate's own place of work; preparing and submitting the assessments to the University.
  - Work based learning workshops – these are delivered to support delegates as they undertake the learning projects and assessments.
  - The learning projects – delegates carry out two projects (one on leadership, one on business development) in their place of work, evaluating and learning from the results. They will choose one of the projects to write about as one of the written assessments (see below).
  - The assessments – these are prepared and submitted to the University over five months. They comprise a one-to-one professional discussion, two written pieces, and the completion of the personal development plan that was introduced in the kick off meeting.

While doing the projects and assessments delegates have access to online tutorial support.



Programme detail

# YEAR 2

In year two, delegates build upon their learning to focus on business planning, strategic leadership, change management, decision making, culture change, and innovation within their own firms, creating a 'learning portfolio' with their research project which may help to create a sustainable competitive advantage for their business. Delegates are supported and help each other to work through a range of simulated board meetings and workshops, as well as working on a practical, business-based innovation project whilst receiving ongoing tutorial support.

During this year the programme encourages you to develop your vision for the business with an annual action plan that links it to day-to-day activities. Together with your peers, you are coached on how to prepare board packs, understand and interpret appropriate management and financial information, create a dashboard report with relevant key performance indicators and produce a prioritised sales pipeline.

Through the monthly simulated board meetings, delegates will experience 'being' a Non-Executive Director (NED) and receive the impact of 'having' a NED focused on their organisation. This directly improves your performance in your own board and senior management meetings, plus gives you the confidence to become a NED and/or engage a NED as you develop yourself and your company further.

- **Kick off** – a live, interactive meeting at the start of year two with your cohort to learn about the role of the board and NEDs, begin preparing a business plan and find new ways forward for your company.
- **Masterclasses** – these are accessed online monthly and are delivered by inspirational speakers who provide insights into culture change, strategic leadership, decision making processes, change management, innovation management and creating sustainable competitive advantage. The sessions will stretch delegates' critical thinking, focusing on new knowledge, tools and techniques, while encouraging them to reflect and take lessons back to their own businesses.
- **Think tank** – as in year one, this is where the cohort collectively reflects on the learning from the session in a discussion to share learning points and personal perspectives on the masterclass topic, relating the theory to experience in the workplace.

- **'Board' meetings** – 'meeting' monthly in a virtual boardroom on a rotating basis, where the host for each meeting circulates, in advance, a full board briefing. One member acts as chair for the meeting and agrees with the host what strategic issue the board needs to work on. All members circulate and discuss their own dashboard reports. Progress on business plans are reviewed. Meetings conclude with action points, which are revisited at future meetings for progress reports.

- **Interactive online business game** – experiment with your new knowledge in a game to test your winning strategies in a virtual business marketplace.

- **Learning and reflection** – as with year one continual reflection and questioning about your own performance and that of your colleagues and cohort peers supports your learning.

- **Online forum** – delegates learn and discuss issues online, sharing board packs, business and financial information, business plans and have access to workshop presentations and additional resources.

- **Work based learning** – there are four parts to work based learning: workshops with the facilitator and University tutor; carrying out a research project in the delegate's own place of work; preparing and submitting the assessments to the University; collating a learning portfolio containing examples of where learning has been applied in the workplace and changes have been made.

- Work based learning workshops – these are delivered to support delegates while they undertake the learning project and assessments.
- The research project – each delegate applies the skills and knowledge that they have acquired by designing, undertaking and completing a project in their business that's focused on innovation or sustainable competitive advantage.
- The assessments – these are prepared and submitted to the University and comprise five written assessments plus the presentation of your research project.

While doing the projects and assessments delegates have access to online tutorial support.

# WHY JOIN THE PROGRAMME?

Busy business leaders study online, which is why we've created an easy to use online platform and App that is accessible on all devices.

But there's so much more to Leading MBA™ than a reliable interactive learning platform.

## **Entry based on experience**

You don't need any previous qualifications to join Leading MBA™. It is your management experience and capability for communicating in English that determines entry to the programme.

## **Elevate your potential**

By undertaking the programme you'll develop a clear understanding of what makes an effective leader as well as an increased awareness of your own leadership style and its impact on others. It will build your confidence in leading, delegating and influencing change.

## **Save time and money**

There's no need to travel as part of your study – you can remain in work and stay at home to avoid leaving your family, friends and business.

## **Immediate impact**

Eight out of 10 delegates see benefits in their business within two months of beginning our leadership programme. Leading MBA™ ensures you learn new approaches and techniques for strategic business planning, developing a positive workforce and creating sustainable competitive advantage.

## **Designed for owners and directors**

Leadership is at the heart of growing a business. This practical MBA will enhance your everyday practice of leading, offering professional development for you and organisational development for your business.

## **Gold standard**

Achieving an MBA from a British university is the gold standard in business education. Leading MBA™ is designed and delivered by a world-leading team of international business leaders and academics.

## **International network**

Learning with peers is powerful. Through Leading MBA™ you'll join a select international cohort of like-minded business people with whom you'll share experience, insight and your leadership journey together.

## **Assessment via work based learning**

There are no exams to sit and instead assessment is via a work based learning mode of study. This is where you demonstrate how you have applied your learning from the programme and developed your business practice.



**Fully online learning system**

Leading MBA™ is delivered via an easy-to-use online platform and App that is accessible on all devices. It's secure, flexible and simple to interact with your facilitators and other delegates. You can access all your learning materials in one place, with course content available 24/7 so that you can view it and post any comments when convenient to you.

**Lifelong global community**

After you've graduated you will become part of an international alumni network of leaders operating worldwide, giving you special access to leading business people, critical thinkers and decision makers from across the globe.

The top reasons for participating on Leading MBA™ are to:

1. Be a better leader
2. Grow the business
3. Learn new approaches and techniques to use in the workplace
4. Meet like-minded business people and share experiences
5. Overcome any personal shortfalls
6. Address the loneliness of being at the top and obtain external support
7. Gain formal training on leading your business
8. Build and improve your senior management team



“The programme gave me clarity and focus in a safe environment with peers from all sectors with similar challenges. It helped me develop the best learning foundations for starting here in Australia. With all that experience and learning I hope to be the best here at what I do, with further activity in Australia, India and New Zealand planned.”

**Rob Rees MBE DL**

Director,  
Food Works Australia Pty Ltd

# ENTRY REQUIREMENTS

Unlike more traditional degree-level qualifications, the nature of this unique work based learning programme does not set an entry requirement of previous academic attainment.

Instead entry is based on experience. It's your management experience and capability for communicating in English, not your previous academic qualifications, that determines entry to Leading MBA™.

Delegates must have a minimum of five years' professional management experience and capability for communicating in English. We are seeking evidence of managing growth/change, people and budgets.

For delegates whose first language isn't English, the programme requires applicants to achieve IELTS 6.5 or above, with no individual element below 6, or a comparable recognised English exam. If the delegate has proven experience of studying or working in an English-speaking environment, this will be considered in lieu of the above. An online interview is carried out by the programme facilitator as part of the application process.

On completion of Leading MBA™, you are invited to graduate from the University of Gloucestershire in its official graduation ceremony in Cheltenham, Gloucestershire in the UK.

For those who wish to, it is a celebration of your success and achievement with your MBA. Please note that expenses, such as travel, accommodation and the hiring of your graduation gowns are not included in the programme fee and will need to be covered by the individual delegate.

## Fees

Joining Leading MBA™ is a significant step towards your leadership development and your company's business growth. It's an investment that aims to deliver immediate and lasting returns. Independent research has shown that QuoLux™ alumni grow their businesses by an average of 27% after just one year of a leadership programme.

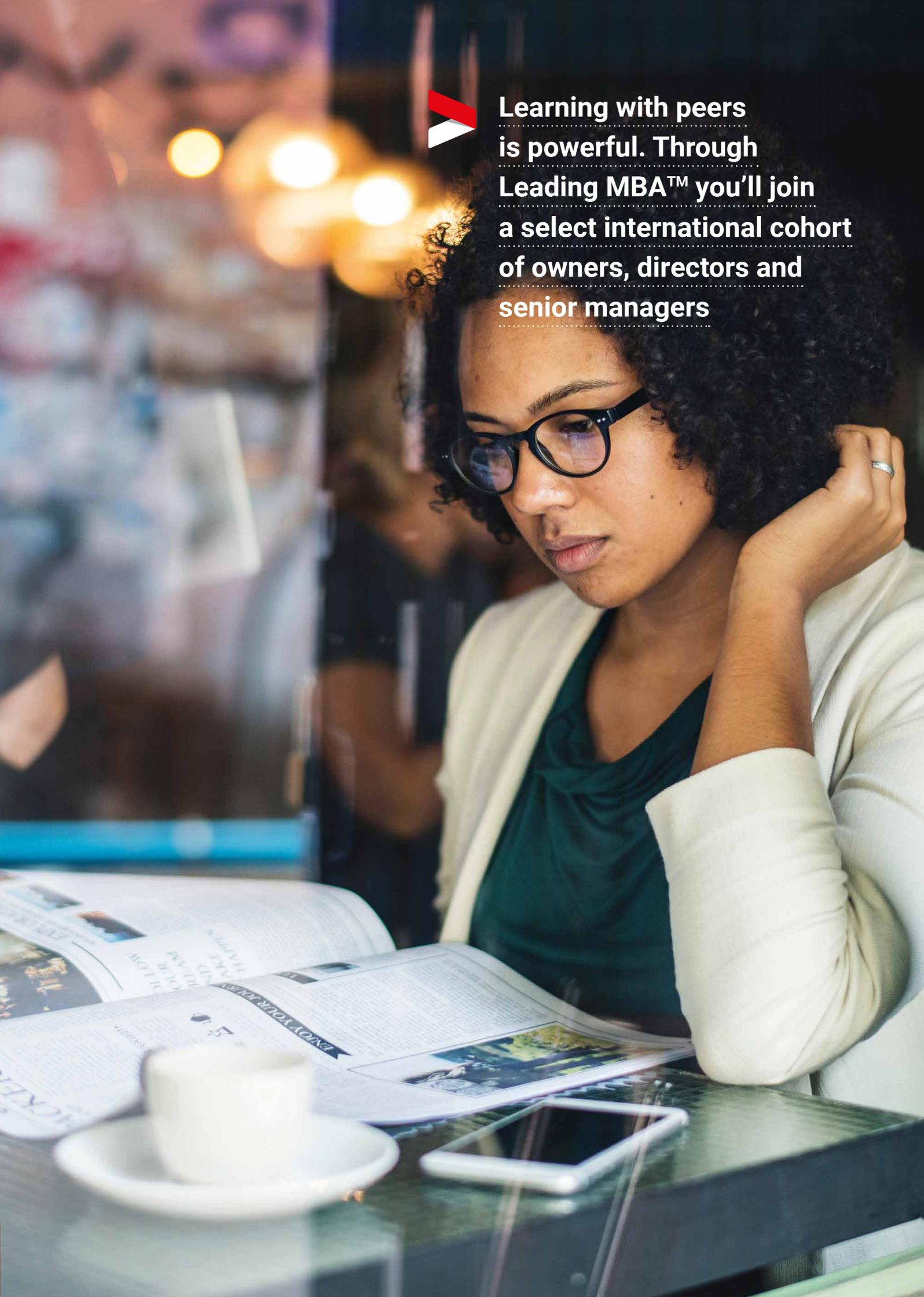
Fees for the two-year Leading MBA™ programme are £28,800 per delegate, payable in pounds sterling. The fees can either be paid in full in advance or paid in two equal instalments of £14,400 at the start of each year.

## Deposit

If you are made an offer for a place on the programme, you will be asked to pay a non-refundable deposit of £4,000 to secure your place. This is part of the total fees and not an additional cost.

QuoLux™ will email your deposit invoice within five working days of you accepting your offer. This will then need to be paid within 30 days of receiving the invoice.





Learning with peers  
is powerful. Through  
Leading MBA™ you'll join  
a select international cohort  
of owners, directors and  
senior managers

# QUOLUX™

Leading MBA™ is one of the postgraduate programmes created and delivered by QuoLux™, who has supported hundreds of leaders to acquire the skills and confidence they need to become the best they can be.

At QuoLux™, we know how hard life can be when you're in charge of a business. It takes a special type of person to take on so much responsibility and develop the range of skills needed to make a company successful – a task that at times may seem impossible.

Why should leaders struggle alone when they can gain from each other's experience and knowledge? Our aim is to provide business leaders like you with the support you need to develop your skills and improve your business' prospects.

We know that leadership skills are learnt; a question of nurture, not nature. And with international offices in the UK and Brazil we've made it our mission to develop high performance leadership to improve the productivity and profitability of businesses across the globe.

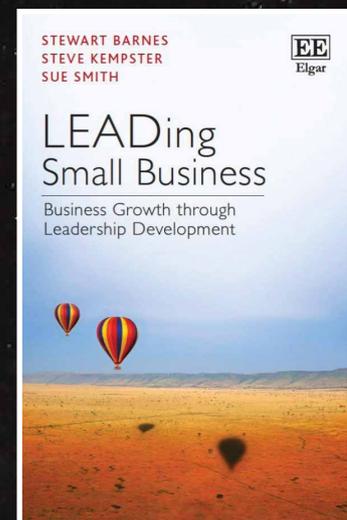
**Leading small business:  
Business growth through leadership  
development (Edward Elgar, 2015)**

This triple award nominated book is one of the first books to fully value and realise the connection between leadership and learning in small and medium-sized enterprises (SMEs).

It provides a real-life narrative, encapsulating the development of business people on a leadership programme for SME managers, whilst explaining the key theories, models and techniques that underpin the leadership methods and approaches deployed at each stage of the delegate's journey.

The authors follow the delegates over a ten-month period. Each chapter splits into two – a narrative on the learning journey and a 'theory sandwich', which draws the reader's attention to the theories, models and debates underpinning the learning at each stage of the delegate's journey.

Delegates on Leading MBA™ will benefit from the narrative in this book, as well as the research-based examination of leadership learning in the SME context, as it will allow them to stand in the shoes of owner-managers.



# LEADING MBA™ TEAM



▶ **Rachael Ramos**  
**BA (Hons) MA**

Rachael is the Leading MBA™ Programme Director and Facilitator. An experienced business woman, executive coach and facilitator, Rachael is an owner-manager and director of companies in the UK and overseas and understands at first-hand the issues that business leaders face. Her coaching experience and expertise is invaluable in helping clients gain practical skills to forge success.

Rachael has created, grown and sold two businesses and is one of the founding directors of QuoLux™. Her entrepreneurial flair and eye for detail have been instrumental in both the online and offline growth of the company.

Fluent in Brazilian Portuguese, Rachael has worked closely with numerous companies in sectors as diverse as automotive, aerospace, chemical, steel, oil and gas, food and drink, construction and building materials, manufacturing, engineering, retail, IT and communications, charity, marketing and professional services.



▶ **Stewart Barnes**  
**BSc (Hons), MBA, DipM**

Stewart is the Managing Director of QuoLux™. A high achieving entrepreneur, business coach and author, Stewart was a former main board director of a £100 million, multi-national, multi-site, family owned building materials company. It's there that he practised the knowledge and skills to transform businesses into highly profitable companies that lead their markets.

Stewart is an inspiring coach, mentor and masterclass speaker, and has worked with hundreds of businesses across all sectors and sizes, helping senior managers to develop their leadership skills and implement strategies for growth.

Appointed as a Visiting Fellow to the University of Gloucestershire in 2016, Stewart's deep understanding of how business owners become leaders led him to be published in more than 10 books, reports and journals.

Stewart delivers three masterclasses on the Leading MBA™ programme which will help you to contextualise your learning as a leader in your business.



▶ **Jo Draper**  
**LLB (Hons)**

Jo is a director of QuoLux™, a Non-Executive Director and trusted advisor to various Boards. As a skilled business coach, she dovetails her experience in leading cross-functional teams with her commercial directorship to ensure clients' development needs are identified, prioritised and met.

Jo has devised, launched and delivered various leadership, strategy and culture change programmes for QuoLux™ working with leaders at all levels from the Boardroom, to the senior management team through to 'middle leaders' – the crucial set of managers who act as a bridge between senior executives and employees. Her work on succession planning, employee engagement and staff development has been embraced by many organisations in diverse sectors.

# UNIVERSITY OF GLOUCESTERSHIRE

Ranked number one as the most sustainable university in the UK and among the top five British universities for its student support, the University of Gloucestershire has a heritage of delivering education for almost two centuries and is the awarding body for this truly innovative Leading MBA™.

## Mode of Study

### Work based learning

Work Based Learning (WBL) describes the learning from real-life activity within the workplace – what you learn from doing your work and exploring workplace concerns. It's about learning from doing.

Interactions with others are crucial – learning from real work and real life and accepting the link between the two activities. What you have learned at work is comparable in terms of difficulty to university-level learning, and this can be demonstrated by using a WBL mode of study.

### Assessments

Leading MBA™ assessments are a mixture of one-to-one professional discussions with the University of Gloucestershire, written assessments based on your learning, and research projects carried out within your business.

“ Learning-to-learn becomes more critical than learning specific topics.”

### Professor Kamal Bechkoum

Head of Business and Technology  
University of Gloucestershire

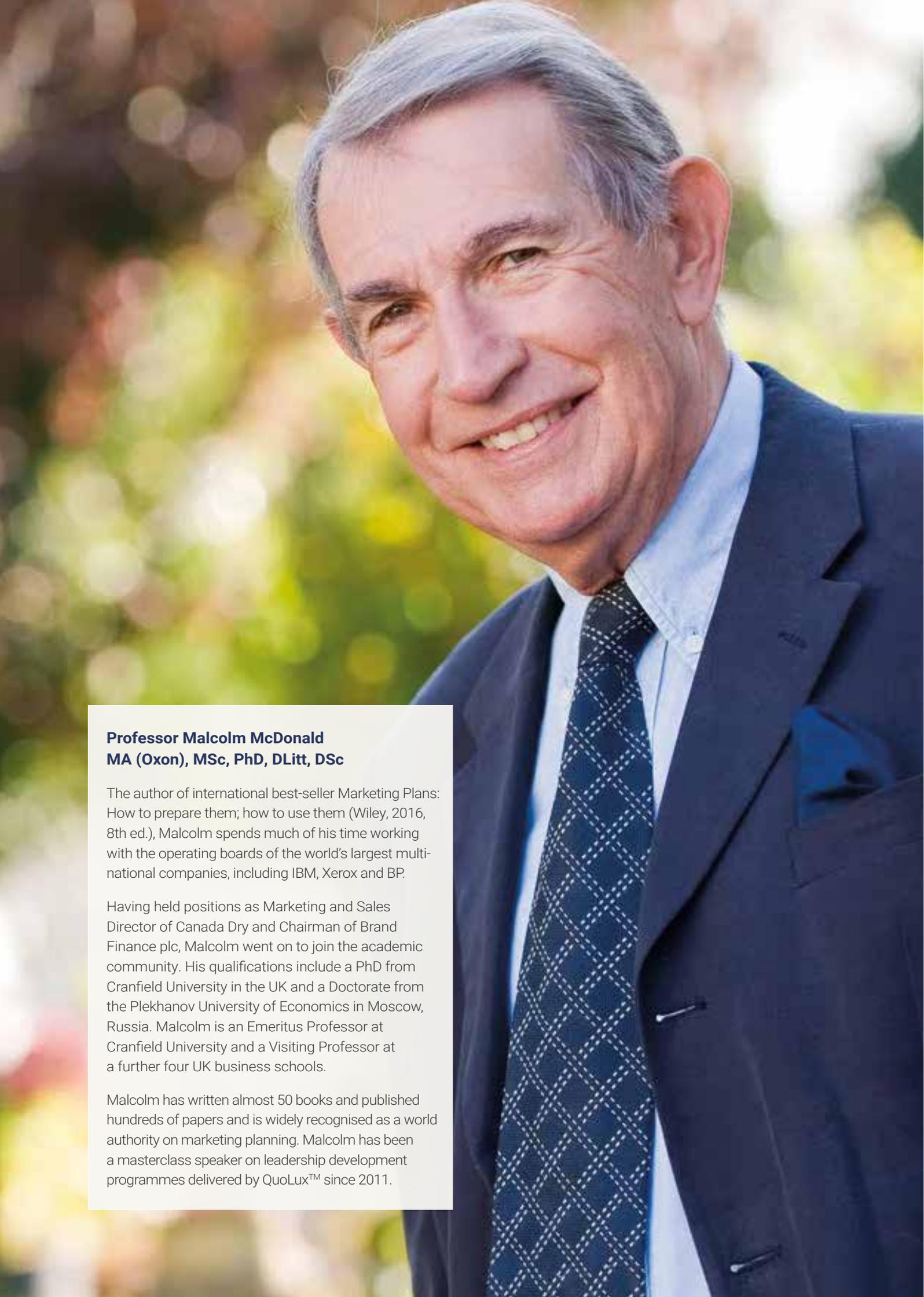




# THE SPEAKERS

Leading MBA™ works with over 20 Masterclass speakers who are truly masters of a specific area of interest to owner-managers. The speakers share their expert knowledge to stimulate delegates' thinking, develop their reflective skills and encourage the application of the learning back in the workplace.

Leading MBA™ has an international advisory group made up of representatives of global leaders in marketing, leadership and business. These include:

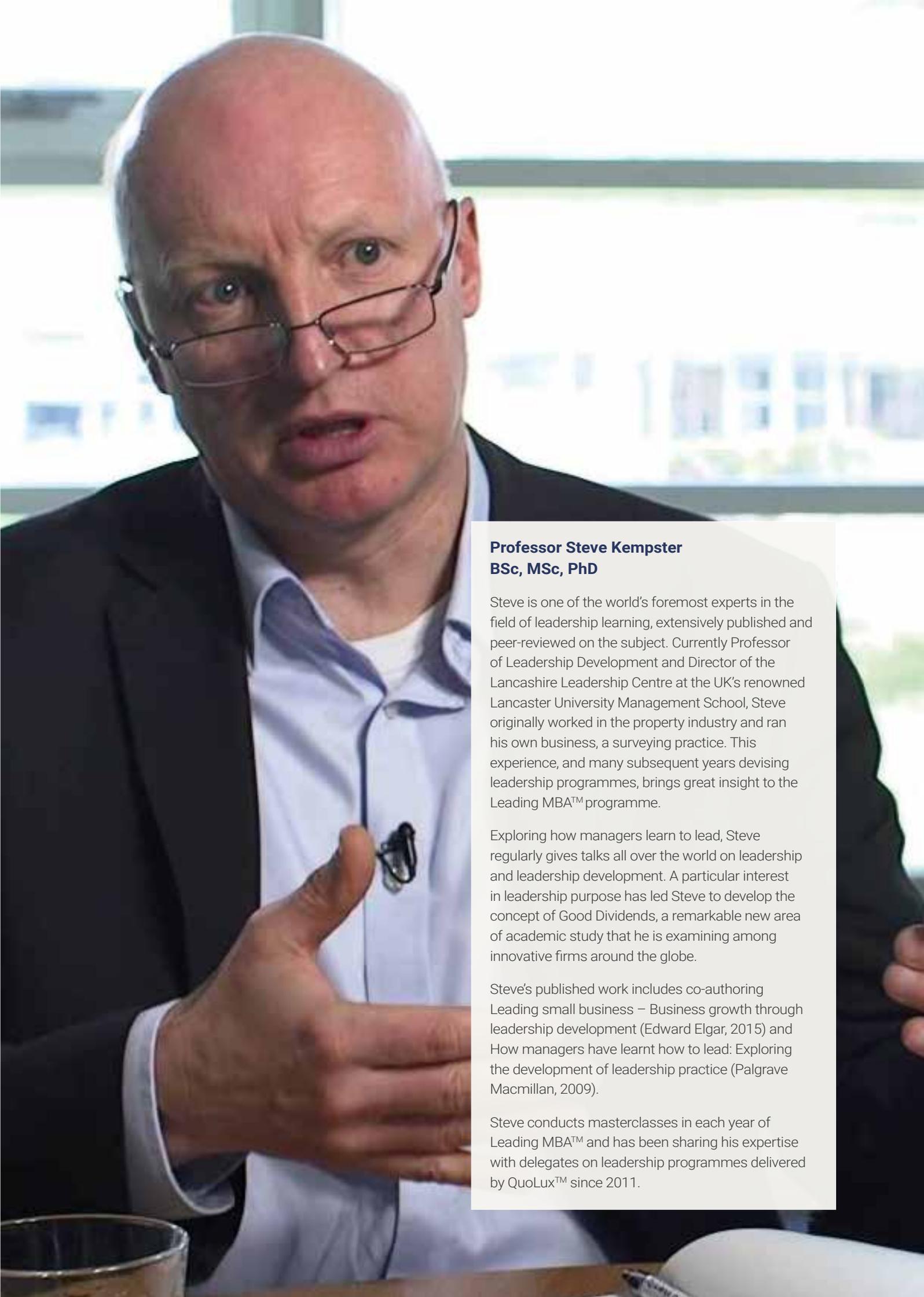


**Professor Malcolm McDonald  
MA (Oxon), MSc, PhD, DLitt, DSc**

The author of international best-seller *Marketing Plans: How to prepare them; how to use them* (Wiley, 2016, 8th ed.), Malcolm spends much of his time working with the operating boards of the world's largest multinational companies, including IBM, Xerox and BP.

Having held positions as Marketing and Sales Director of Canada Dry and Chairman of Brand Finance plc, Malcolm went on to join the academic community. His qualifications include a PhD from Cranfield University in the UK and a Doctorate from the Plekhanov University of Economics in Moscow, Russia. Malcolm is an Emeritus Professor at Cranfield University and a Visiting Professor at a further four UK business schools.

Malcolm has written almost 50 books and published hundreds of papers and is widely recognised as a world authority on marketing planning. Malcolm has been a masterclass speaker on leadership development programmes delivered by QuoLux™ since 2011.



**Professor Steve Kempster**  
**BSc, MSc, PhD**

Steve is one of the world's foremost experts in the field of leadership learning, extensively published and peer-reviewed on the subject. Currently Professor of Leadership Development and Director of the Lancashire Leadership Centre at the UK's renowned Lancaster University Management School, Steve originally worked in the property industry and ran his own business, a surveying practice. This experience, and many subsequent years devising leadership programmes, brings great insight to the Leading MBA™ programme.

Exploring how managers learn to lead, Steve regularly gives talks all over the world on leadership and leadership development. A particular interest in leadership purpose has led Steve to develop the concept of Good Dividends, a remarkable new area of academic study that he is examining among innovative firms around the globe.

Steve's published work includes co-authoring *Leading small business – Business growth through leadership development* (Edward Elgar, 2015) and *How managers have learnt how to lead: Exploring the development of leadership practice* (Palgrave Macmillan, 2009).

Steve conducts masterclasses in each year of Leading MBA™ and has been sharing his expertise with delegates on leadership programmes delivered by QuoLux™ since 2011.



# LEADING MBA®

*YOUR LEADERSHIP, MASTERED*

## TAKE PART IN A WORLD-LEADING PRACTICAL ONLINE MBA

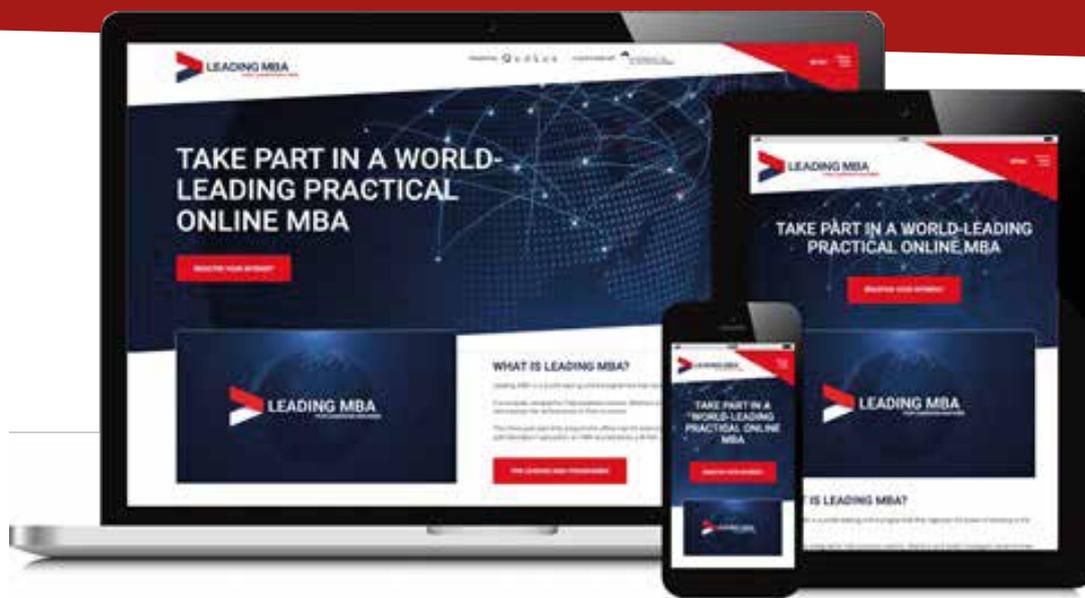
- ▶ 2 year programme with a British qualification
- ▶ Designed for owners, directors and senior managers
- ▶ Fully online but not alone
- ▶ Part of an international network
- ▶ Access tried and tested models
- ▶ Facilitated support by experts



# GET IN TOUCH

To enquire about your place on the next cohort of Leading MBA™, contact Rachael Ramos on **+44 (0)1242 386 881** or email **contact@leadingmba.com**

Follow us on social media:





**“If not you, who?  
If not now, when?”**

Professor Frank Dick OBE