



Good leaders *are* made...

If you think about it, the creative agency model should not work. Take a talented group of creative thinkers, given them a problem to solve and, then put them under pressure to deliver. *What could go wrong - right?*

Well, agencies do deliver, and this is often because of good leadership.

Whilst leadership is often thought of as being top down, successful organisations empower individuals to take responsibility, and inspire others at all levels. This not only enables the business to run day-to-day it also generates talent capital for tomorrow whilst nurturing our industry's future leaders.

We think that this is important.



So, we've partnered with the [AAR Group](#) to offer their incredible "No Bullsh*t Leadership" e-learning programme to MISSION Partners and Affiliates. ([Watch our interview here.](#))

Based on [Chris Hirst's](#) award-winning, [best-selling book](#), this self-paced 100% online course is ideal for people looking to make change happen.

Delivered by Chris Hirst (Author), Vonnie Alexander (Leadership coach) and a great selection of guest contributors across eight 1-hour modules, with the goal of democratising leadership training, this CPD-accredited course is appropriate for anyone in an agency leadership role.



Participants connect, learn, and share with fellow delegates and course tutors in a unique and supportive online classroom environment that also includes personal coaching.

Across the modules, the course addresses what makes a good leader, a leader's journey, the leadership equation, culture – the leader's superpower, creating culture, being followed, and leading yourself.

Because the course is interactive, it's delivered throughout the year in different cohorts, with places being secured by individuals who benefit from the classroom experience with their fellow classmates. The next cohort begins in April 2024.

As a MISSION Partner or Affiliate agency, we are delighted to announce that you're able to benefit from an exclusive 10% discount off the standard course rate of £1,495. This makes the per delegate price £1,345.50* (+VAT/tax where applicable).

If you'd like to learn more, [check-out this introduction video](#), or watch our discussion ([here](#)) about the course with Chris and Paul then, to secure your place on the next cohort, please contact:

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**For illustration only, as of 21.11.2023 £1,345.50 is equivalent to €1,540 / \$1,686US*