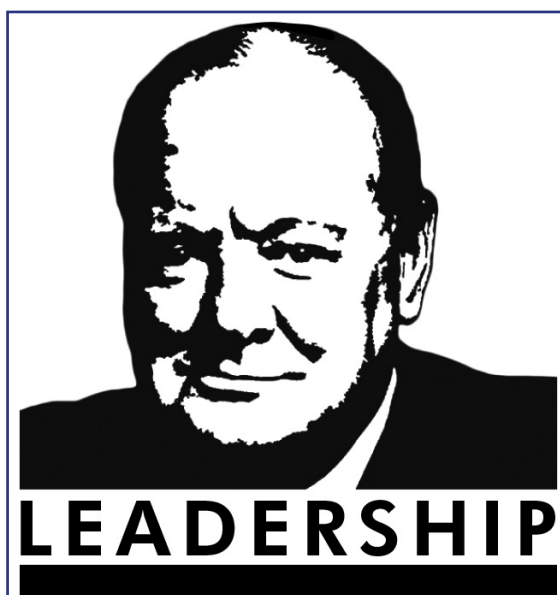


## Churchill 21st Century Leadership Churchill Next Generation Leadership



**What is it?** A purpose driven alliance of world class organisations and experts providing unique 21st century thought leadership and next generation leadership training – “joining the dots for 21st century leadership”.

**Core Aims:** To identify and build a better understanding of the greatest challenges facing the world today, and to equip future generations with the skills required for modern leadership.

**What makes it different to other leadership organisations/think tanks?**

- Critical mass.
- Genuinely inter-disciplinary.
- Major focus on next generations, millenials and students.

**Brand & Reputation** - C21C Leadership has established an excellent brand and reputation. Chairman **Lord George Robertson**; supported by **Churchill family** and **International Churchill Society**.

**What is unique?** - Next generation leaders engaging directly with senior figures from politics, diplomacy, foreign policy, business and the media.

**16 reports published** - Across geopolitics, business and finance, the sciences, and society, faith and religion.

**Profile** - 2015 - March 2016 programme-wide panel debates led by Lord George Robertson in Churchill War Rooms - YouTube videos; other high profile panel events (Westminster Central Hall, Legatum Institute, Royal Society, Linklaters) involving experts up to head of state level, 2 x further YouTube videos; BBC Radio 4 Today Programme and Radio 5 Live.

- Reports and YouTube videos available at: [www.churchillcentral.com](http://www.churchillcentral.com)

- Media coverage to date: includes Times/Telegraph, 4 page article in FT Weekend and FT video, BFPS broadcast; BBC Radio 4 Today Programme, Radio 5 Live.

### Opportunities

- Similar panels building upon Phase 1 work and experience; new panels keen to come on board; bespoke cross-cutting panels/inter-disciplinary events (e.g. climate change and business; security and faith and religion panels).
- Both public and discreet strategic advisory, brainstorming and workshop sessions.
- Tailored and bespoke events across the public service, commercial, community, and education sectors.
- Roll out proven successful events and training across the globe; events have already been held in Washington and Singapore.

Produced by Essential: [www.essential-creative.com](http://www.essential-creative.com)