

# FEGIME Advanced Management Programme 2025

ASHRIDGE HOUSE, UK  
12 – 18 OCTOBER 2025



## Accommodation & classes

**Ashridge House**, Berkhamsted HP4 1NS, UK

17th of October we will transfer to:

### Millenium Hotel Gloucester:

4-18 Harrington Gardens, South Kensington,  
London SW7 4LH, United Kingdom

For further information please download the  
FEGIME Meets App:



## Many Thanks

to our partner suppliers for all their support for the  
FEGIME Academy initiative!





# FAMP 2025 - Programme Overview

The Programme aims to:

- Contribute to the growth of a future-proof and mature leadership pipeline for the member companies of the FEGIME organization.
- Diversify the participants' experience, enriching their perspectives outside of the country borders, equip them for facing disruptions and coming transformation to become successful leaders and developing their targeted senior leadership competencies in strategic thinking and advocacy, vision-driven communication, strategic collaborative leadership mindset and leading transformation and change

## Day 1

### Megatrends and Strategic Response

Understanding key external influences that will impact us all and strategic models and frameworks that help provide clarity and direction

## Day 2

### Business Simulation - changing Strategies for a changing World

Using strategy to lead a business in a competitive market and changing environment

## Day 3

### Thriving in a VUCA World

Leading transformation and change.  
Understanding the theories and research of how change impacts humans and how to use this knowledge to lead change effectively

## Day 4

### Business Simulation -Leadership Lens

Designed to help leaders understand how decisions and actions they make can be aligned to their values and beliefs

## Day 5

### Reflections and Sensemaking



# FAMP 2025 - Simulations



## Stretch

The 'Stretch' simulation allows teams to run a business in a competitive environment and changing economic conditions, to help leaders learn about strategy and leadership.

Time is sped up and a year passes in a matter of hours. In this way it is possible to explore the impact of strategic decisions on businesses and the market in which they operate. However, as in real life, time cannot be reversed: the team will need to live with the consequences of its decisions. Each participating team inherits a different business and is responsible for formulating and implementing strategy for its own company, which is in competition with the other companies in the market. As each simulated year is concluded, teams make decisions concerning a variety of business issues which are then processed through the simulation model software. These include decisions such as finance and financial management, market research, customer segmentation, product positioning, product R&D and innovation, manufacturing capacity and sales & marketing and competitor analysis.

**Learning Outcomes** The simulation acts as a mechanism for experiencing and developing the strategic decision making, financial and administrative skills required to run a business. It also provides an opportunity for working in teams, with consideration given to 'ground rules' at the beginning, and reflection on team performance and learning at the end.

***"The simulation really helped my holistic view of how different areas of the business interrelate."***



# FAMP 2025 - Simulations



## The Leadership Lens

Our one-day, emotionally engaging simulation helps leaders truly understand their value set, develop the courage to defend what they believe in and to become more self-aware.

The simulation confronts participants with how their “espoused values” tie in with what they say their leadership values are and the values and behaviours required for future success.

Through careful, expert facilitation our faculty will guide participants to dig deeper into understanding themselves. The program starts with individuals picking out key life moments to identify how their values may have informed decisions. The group then experience a series of dilemmas during which they must discuss and agree on the best course of action.

**Individual learning outcomes** The simulation creates more self-aware, resilient leaders that are committed to their beliefs and values, and braver in their leadership going forward.

## **Organizational learning outcomes**

Leaders return to the organization more confident, courageous and committed with new collaborative networks through a shared experience and a greater understanding of how individuals operate under pressure.

***“The opportunity to self assess and really search your values and inner core. Hard hitting if you are prepared to be honest with yourself.”***





# FAMP 2025 - Facilitators



**Paul Griffith**  
MEng, MBA, ACGI

Paul is a Professor of Practice in Strategy & Innovation and works with executives and organizations in the areas of strategy, innovation, customer centricity and digital transformation. In the Open Program portfolio, he is Program Director for Leading Digital Transformation and delivers on Agile Innovation for Business Growth and the Management Development Program. He has led a range of custom programs for national and global organizations in the private and public sector. Paul is the Academic Director for the Level 7 Senior Leader Apprenticeship programs (MBA and DLM). Prior to joining the Hult Paul was a Vice President at Inmarsat managing the product management and marketing function where he was responsible for the commercial performance of the global portfolio, launching the next generation of products and as a member of the executive management team taking the business through a private equity transaction and

subsequent IPO on the London FTSE. He has held leadership roles in marketing, business development and corporate strategy for global enterprises, start up and turnaround businesses including BT, FirstMark and Datapoint. At BT Paul led the change management program for the sales, customer service and marketing division serving Small & Medium Enterprises. Paul has extensive international experience leading cross-cultural teams and global programs serving the enterprise and SME markets. He began his career with engineering and commercial roles in the oil and gas sector for Air Products.

He has an MEng in Chemical Engineering from Imperial College, London University and MBA (Distinction) from London Business School.



# FAMP 2025 - Facilitators



**Brian Worsfold**

MA (OXON), ACIB,  
Dip. FS, MBA

Brian Worsfold is Professor of Practice in Strategy and Innovation. He is an expert in the development and implementation of business and customer strategy. Brian has also had extensive experience as client director and program director for a wide range of Strategy and Leadership development programs including top talent programs in Financial Services, Pharmaceuticals, Engineering, Chemicals, Manufacturing and the UK Civil Service. He is experienced in teaching in a wide range of regions of the world including Europe, USA, Middle East, Africa and Asia. Brian is program director for Designing Operating Models on our consortium programme and module lead for Strategy, and for Operations and Entrepreneurship on our MBA program. Brian's background is in financial services and initially developed his career at Barclays Bank

as a senior corporate banker before moving on to specialize in senior strategy and change delivery roles in their corporate and retail businesses and at Group Strategy level. Brian's last role prior to joining Hult Ashridge was as Strategy Director for Barclaycard where he was responsible for facilitating board level strategic thinking in their UK and international consumer and corporate businesses.

Brian has a degree from Oxford University in Politics, Philosophy and Economics and is an associate of the Chartered Institute of Bankers. He has a Diploma of Financial Studies and an MBA from Manchester Business School where he graduated with distinction. He is also qualified in a wide range of psychometric instruments.



# FAMP 2025 - Facilitators



**Dr Ilze Lansdell-  
Zandvoort**

DBA, DC, MBA, MSc

**Recent Research/**

**Publications:** Lessons Leaders can Learn from those Living Through Change; Seven Steps to Reposition Middle Management

Ilze specializes in leadership and management development at top, senior and middle levels, and delivers Executive Education programs across the globe. Her focus areas include the interface between leadership, teamwork, change and strategy implementation. Ilze's facilitation brings theories to life and ensures that leaders and teams can understand and apply theoretical concepts and frameworks in a practical and applied manner. Ilze is the Program Director for our Open Portfolio Management Development and Leading Culture Transformation Program and has been the Academic Director of our Level 7 Degree Apprenticeship Programs, the Executive Masters in Leadership and Management, and the Executive MBA for a number of years. She works with a wide range of clients in a variety of industries within the corporate, public and not-for-profit sectors. Some of her clients include Capita, the NHS, Civil Service,

Continental, Otsuka, Rittal, DSM, Merck KGaA and NATO.

Ilze's professional and personal life is a testimony of transformation. She graduated with a Masters in Chiropractic (MSc) in South Africa and a Doctorate of Chiropractic (DC) in the USA. After a successful career as a Chiropractor and Entrepreneur, Ilze moved to the UK. Here she transformed her career and graduated with a Masters in Business Administration (MBA) (with distinction) from Ashridge Business School, before joining the fold as part of the MBA team. In 2019 Ilze completed her Doctorate in Business Administration (DBA) from the University of Liverpool, where her research focussing on the lessons leaders can learn from those living through transformation, won the prestigious award of 'Best Thesis of the Year'.



# FAMP 2025 - Facilitators



**Neil Twogood**  
BA(Hons), MSc(Dipl),  
ACA

Neil has extensive experience designing and delivering programs on leadership, strategy and innovation with particular interest helping leaders understand themselves better, in order to lead more effectively. He has worked extensively with large companies in Europe, USA and Asia and a wide variety of other organizations. Neil is a chartered accountant who worked in industry in finance and line management before founding, growing and selling a telecommunications company and then investing in, growing and selling a psychometric services company. He joined one of the UK's leading coaching partnerships before starting his own consultancy and joining the faculty at Ashridge.

Neil has an economics degree from Exeter University, a MSc (Dipl) in Executive Coaching and Organizational Design from the University of Portsmouth and is a member of the ICAEW. He is BPS level A and B trained and

qualified to use a number of psychometric tools.