



VOCL PROGRAMMES

vocL nurtures, connects and champions new voices of responsible business leadership

Being able to communicate company purpose and societal impact is now an essential ability for any business leader.

vocL empowers business leaders, especially future senior leaders, to be brave, to become more effective, authentic communicators with the ability to positively influence society.

The vocL professional development programmes have been designed to cater for value-driven, ambitious, business leaders

- ⦿ during their early career stages (emerging Leader Programme)
- ⦿ as well as for rising stars in business and future C-Suite leaders (Leader Programme).



**LEADER
PROGRAMME**

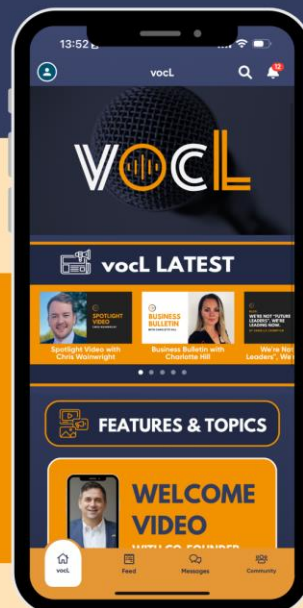
25 PLACES ANNUALLY

**EMERGING LEADER
PROGRAMME**

250 PLACES

NETWORK

ONE TO ONE MENTORING AND COMMUNITY SUPPORT



**BLOGS &
ARTICLES**



PODCASTS



**WEEKLY
INTERVIEW
FEATURES**



**TOPICAL
LEADER
INTERVIEWS**



**EVENTS &
DEBATES**



VOCL ELP

EMERGING LEADER PROGRAMME

For promising future leaders in the early stages of their careers, we are offering some key components of our leadership programme.

These elements are designed to help them break into the world of public speaking, build their confidence and expertise, and introduce them to the world of responsible policy making.

- Participation in content features and competitions
- Peer to peer networking opportunities
- Access to some meetings and events
- Access to some vocL Masterclasses and Facilitated Expert Sessions
- Annual vocL emerging Leader Award
- Full access to our vocL app



EMERGING LEADER PROGRAMME

LEADER PROGRAMME

YEAR 1

YEAR 2

YEAR 3

MENTORING

PRACTICE & COLLABORATION

MEDIA

NETWORK & COMMUNITY



VOCL ELP PROGRAMME HIGHLIGHTS

The programme aims to foster content creation, offering a variety of opportunities to refine both written and spoken communication skills.



Spotlight Video

A short self interview where members will record themselves answering questions



Blogs/Essays

Three blog submissions per year



Business/Policy Bulletins

Each member will be asked to submit a written or video answer to a different business or policy related topic biweekly



A Short Video

A short video where members will talk about a topic they are interested in



Asking Questions

The opportunity to submit questions for all our panel events throughout the year



Shadow Panel

The opportunity to participate in practice panels throughout the year



VOCL COMMUNITY APP

On the **vocL app** members practice communication in real life by **co-creating content** with mentors and peers, supported by world class journalists and communications experts.

The vocL app provides a secure and constructive platform for

- ① testing message impact
- ① engaging in lively, thought-provoking debates
- ① participating in topical communities for knowledge sharing and support

Organisations with 30+ places on the vocL Programmes are provided with co-branded channels and admin facilities

Blogs &
Articles

Podcasts

Question
& Answer
Exercises

Topical
Leader
Interviews

Roundtables
& Panel
Discussions





EMERGING LEADER PROFILE



What are we looking for?

- 🕒 Are in the **earlier stages of their careers** (second or third job, mid to late 20s)
- 🕒 Have an **appetite to read about and speak about issues of concern to them**, particularly about business matters with implications for the wellbeing of society as a whole
- 🕒 Possess a deep **sense of social purpose**, both personally and professionally, believing that business leaders and companies should always strive to have a **positive social impact**
- 🕒 Are **curious about policy-making** and interested in understanding how collaboration between business, government, and society can lead to effective, impactful policies
- 🕒 Are **eager to learn and grow, especially as communicators**, by engaging with peers and pursuing personal development
- 🕒 Are **vibrant communicators** with a curious, questioning, and creative mindset, complemented by a good sense of humour



VOCL ELP

To join the programme:
£1,000 (plus VAT) per person



Access to the programme **renews annually (free of charge)** based on mutually perceived value of the individuals' participation levels.

Emerging Leader places can be upgraded to a place on the vocL Leader Programme.

Packages are available from 10 eLP places.

Once 30 places are secured, branded and tailored spaces on the vocL app will be unlocked.



250 Places available in 2025