

INTERNATIONAL CTO PROGRAMME



26 Weeks Online

Personal Success Coach

- ◆ Designed by award winning CTOs
- ◆ International Certificate: Acknowledged Globally
- ◆ Accredit past experience as part of award
- ◆ Curriculum professionally designed for success
- ◆ Personal Success Coach for career acceleration

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The International CTO Programme

26 Week Course

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At the Marlow Business School, we pride ourselves on providing accreditation opportunities tailored to recognise and lever the rich experience of technology leaders. Our accreditation programme acknowledges the invaluable expertise gained from previous technology leadership roles, offering a pathway for recognition and advancement in the field.

Additionally, through expert instruction from accomplished industry recognised CTOs and industry leaders, participants engage with best practices in technology leadership, strategy and innovation, gaining a comprehensive understanding of current industry trends, emerging technologies and best-practice methodologies.

Our courses are crafted to offer practical, actionable insights that empower CTOs and senior technology professionals to drive innovation and spearhead strategic initiatives within their organisations. Whether you're seeking to enhance your leadership acumen or stay abreast of the latest technological advancements, the Marlow Business School equips you with the knowledge and skills needed to excel in today's fast paced business environment and to accelerate your career.

Who is this course for?

This programme is designed for technology leadership professionals already occupying key strategic positions, aiming to elevate their skills, personal performance, and organisational effectiveness, as well as to accredit their past professional experience. Additionally, it caters to those who aspire to transition into company-wide leadership roles and contribute significantly to shaping business strategy. If you're in search of a programme that sharpens your innovation and technological acumen, amplifies your ability to influence and communicate, and fosters the expansion of your global network, then this course is tailored for you.

Ideal participants should have a proven track record coupled with a resolute determination to drive change.

The CTO Programme is specifically designed for:

- ✓ Current CTOs, aspiring CTOs, VPs of Engineering, Software or Solution Architects, and senior executives keen on spear-heading their organisation's technology
- ✓ Senior technology executives entrusted with crafting strategy or overseeing the adoption of emerging technologies.

Our accreditation programme is a testament to the invaluable expertise garnered from prior technology leadership roles, offering a structured pathway for acknowledgment and progression in the industry.



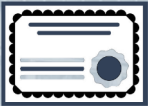
Career Acceleration

Accelerate your career through enhanced knowledge and qualifications. By supercharging your organisation, you elevate respect and career performance, paving the path for accelerated growth in the tech industry.



Experience Accreditation

Success is the outcome of blending best-practice and experience. We prioritise accrediting past experience, acknowledging it as fundamental for personal and professional growth, and the foundation for future success in our programmes.



International Certificate

Acknowledged globally, this prestigious accreditation celebrates the amalgamation of learning and seasoned proficiency in shaping world class Chief Technology Officers.



Designed by CTOs

Designed by operational C-Suite CTOs, our program centres on real-world challenges, incorporating insights from top technologists and global research. This unique curriculum, unavailable through pure academia, demands prior top-tier CTO experience for effective guidance on best practices in the field.



Alumni & Network

Accreditation offers membership in a prestigious global alumni network. Connect with accomplished professionals, access exclusive resources, and benefit from career opportunities, networking and guidance. Enjoy a supportive community that fosters collaboration, innovation.



Personal Success Coach

Your coach will be an industry recognised leading CTO, currently in a C Suite position, bringing expert learning and career guidance, enhancing your personal performance and technology leadership experience!



Career Coaching

The Marlow Career Coach Programme is unique in the industry. We will pair you with not one, but two coaches, firstly a seasoned CTO with current C-Suite experience, secondly with a Executive Career Coach.

Your coaches' roles are to facilitate success in your current role while also providing guidance for your personal performance and career advancement.



Executive Technology Interview Assessment

Our service provides independent technology advisors to sit with organisations on interview boards. As seasoned experts in training top-flight

technology professionals, we understand the intricate nuances and expertise required for success in such pivotal positions. Leveraging our deep understanding of the industry, we meticulously assess candidates, evaluating their potential and scrutinising their career experience. Recruiting your CTO or CIO is worth getting right.



Technology Leadership Accreditation

Rigorous validation and accreditation of past career experience.

More details at: www.marlowbusinessschool.com

International CTO

Programme Fee

	\$ 12,000
	£ 9,500
	€ 11,000
	¥ 86,000

Start Dates

18 Nov 2024

20 Jan 2025

17 Mar 2025



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Strategy

In the first core unit we delve into the art of crafting and executing a robust technology, innovation, or digital strategy that becomes a cornerstone within the broader business objectives. We discuss the essential principles and practical insights needed to seamlessly integrate technology initiatives into the core fabric of organisational success.

- ✓ Introduction to Strategic Vision and Planning
- ✓ Understanding the Business Landscape
- ✓ Defining Technological Objectives
- ✓ Creating a Technology Roadmap
- ✓ Crafting the Technology Strategy
- ✓ Emerging Technologies

Leadership

The second core unit is designed to create a thorough exploration of technology leadership and challenges confronting CTOs today. It covers navigating leadership styles, building strategic relationships, fostering innovation, driving digital transformation, embracing ethics, continuous learning, managing remote/hybrid teams, diversity, inclusion, and navigating mergers and acquisitions

- ✓ Introduction: Leadership & The CTO
- ✓ Digital Transformation and Re-Engineering
- ✓ Design Thinking & User-Centric Design
- ✓ Product Ownership and Product Management
- ✓ Project Management: Getting Things Done
- ✓ Data-Driven Decision-Making
- ✓ The Many Faces of the CTO
- ✓ CTO Guide To Finance and Budgeting

Innovation

Innovation in technology is the catalyst for industry progress, transforming ideas into user-centric solutions. CTOs play a pivotal role in cultivating a culture of experimentation and learning, driving companies to stay ahead by embracing innovation throughout the product lifecycle. This core unit sets the stage for a detailed exploration of strategies and best practices for accelerating innovation through the hands of the CTO.

- ✓ Innovation in Practice
- ✓ The Innovation Mindset
- ✓ Creating an Innovation Lab
- ✓ Three Horizon Innovation
- ✓ The Power of Imagination
- ✓ Global Perspectives on Innovation

For the Employer

Why should an employer invest in this programme?

The International CTO Programme offers a transformative opportunity for organisations to cultivate innovation and drive strategic growth. Through the programme, CTOs gain the skills and insights needed to enhance product and service offerings, accelerate time-to-market, and achieve cost savings through efficient technology investments. With a focus on customer-centricity and innovation, organisations can enhance customer satisfaction, unlock new revenue streams, and strengthen their competitive position in the market.

Furthermore, participation in the programme empowers CTOs with improved strategic thinking and leadership capabilities, fostering a culture of creativity and agility within the organisation.

By attracting and retaining top talent, organisations can harness the full potential of their workforce, driving organisational growth and resilience in the face of emerging technologies and market disruptions. Overall, the programme equips CTOs with the tools and knowledge needed to lead high-performance teams, navigate complex challenges, and propel their organisations to new heights of success.



Marlow Business School - London

- ✓ Enhanced product and service offerings through innovative CTO leadership
- ✓ Increased revenue streams by leveraging emerging technologies.
- ✓ Improved time-to-market, capitalising on emerging opportunities.
- ✓ Improved strategic thinking and execution aligned with business objectives
- ✓ Cost savings and efficiency gains from optimised technology investments.
- ✓ Enhanced innovation capabilities fostering a culture of creativity.
- ✓ Increased organisational agility and responsiveness to market dynamics.
- ✓ Stronger leadership skills among CTOs, leading high-performance teams.
- ✓ Enhanced customer satisfaction through innovation and customer-centric approaches.
- ✓ Better talent attraction and retention, driving organisational growth and competitiveness.

How it works

The programme has been developed drawing upon the extensive experience of technology leaders across a wide range of industry sectors. Importantly, it has been tailored with a pragmatic and hands on approach, informed directly by insights from individuals currently occupying technology C-Suite positions, rather than relying solely on academic theory or assumption. This ensures that the content is grounded in real-world scenarios and reflects the actual challenges faced by CTO's.

Comprising three fundamental components, the programme offers expert tuition in best practice methodologies. Participants benefit from the guidance of seasoned practitioners, C-Suite technologists, who provide invaluable insights and strategies gleaned from their own experiences at the forefront of technology leadership.

Secondly, the programme facilitates the accreditation of skills acquired through previous leadership roles, acknowledging the wealth of knowledge and expertise garnered throughout professionals' careers. This dual approach not only imparts practical wisdom but also recognises and validates the proficiency attained by individuals in their respective leadership capacities. We strongly believe that skills are the product of what we learn but also our past experience.

The third component is your Success Coach. Every student is allocated a coach during the programme who will assist with any questions with the course content, process or platform, but more importantly support you through your learning. Your coach is there to help you prepare the evidence in each section to go towards your final assessment. The purpose of the coach is to make you successful. At the end of the 26 week programme the structured Evidence Portfolio will be built together with your coach to be presented alongside your certificate.

The course is structured into three main sections or units: Strategy, Leadership, and Innovation, spanning a comprehensive 26-week period. Each unit integrates online study materials, real-world case studies, and interactive exercises designed to assess and refine participants' leadership skills. The study materials and exercises are curated to simplify complex topics, allowing for a more thorough exploration of key components of the CTO role. Assessment of prior skills involves prompting participants to document their experiences with specific events or scenarios. This assessment serves not as a pass/fail evaluation but rather as a means of collecting evidence aligned with strategic outcomes, enabling participants to demonstrate their proficiency and growth effectively.



Certificate Award

The certificate and award will be presented at the end of the 26 week programme. This timeframe is flexible, acknowledging the possibility of extensions due to personal or significant business commitments. We recognise the realities of external factors that may affect your schedule, and our programme is structured to seamlessly integrate into your professional and personal life, offering support and facilitating career advancement.



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13

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