

Resumé - Brian Willman

Through his own company or through London Business School (LBS), Brian is a teacher of leadership to executives in organisations. He has twenty five years experience of working across the world and is known for his ability to engage audiences with relevant concepts, models and examples. He uses his energy and humour to keep attention but also has a deep understanding of how executives learn through involvement, practical exercises, discussion and reflection.

Teaching areas: personal leadership, leading change, driving performance and motivation, team development, top team performance, corporate culture, influence
Accredited to provide feedback: 360, WIS, Belbin, TMP

Teaching

- I have taught leadership on LBS customised executive programmes for the last 15 years. My teaching is consistently highly rated by participants (4.7 plus out of 5)
- In both of the two years I was eligible, I was runner-up for the Faculty Teaching Award
- I ran the full-time MBA leadership skills programme in the mid 1990s and the three day leadership skills module on the Accelerated Development Programme in 1999-2003
- In 2010, I taught the School's flagship Essentials of Leadership programme (with Jay Congar) with 50 participants from across the world and received almost maximum ratings
- Other clients: Time Warner, Hong Kong (for executives from across Asia), AKEPT, Malaysia (higher education academics), Cairo, Beirut (open programmes - Leading in Turbulent Times)
- Geographies: I have worked throughout Europe and in the USA, Brazil, Mexico, South Africa, Dubai and South East Asia including China, Hong Kong, Singapore and Malaysia.

Programme direction

- I have been Programme Director for many LBS programmes (including Rabobank and If Insurance) using faculty from across the school. This includes programme design, faculty briefing, overseeing content delivery, ensuring there is a "story line" and client and participant follow up. Rabobank believe I am "the most outstanding educator" of all of their programmes with business schools
- I have incorporated a number of innovative learning methods including discovery visits to "interesting" organisations and team based innovation experiments
- In 2012, I reviewed and redesigned all my current LBS programmes around these questions: what are the key outcomes desired, what is the best way to achieve them, how can we measure success

Business development

- I have won new client business for the School: most recently Zurich's global leadership programme for their top 200 leaders and United Health Group's leadership programme for their non US executives (Europe and India)
- I have extended client relationships including a new high potentials programme for Roche Pharma and the continuation of the Nestlé Leadership Programme beyond the original core group as a result of the programme's success

Successes

- Roche Pharma Insights (2002-2009): - a highly rated five day personal leadership programme involving coaches and 360 feedback attended by 1500 managers from across the world
- Nestlé Leadership Programme (2005 ongoing):- a four day leadership programme for 3000 top global leaders which has led to a continuing strong partnership between LBS and Nestle
- Rabobank SKA Talent Leadership Programme (2007 ongoing): a five day leadership programme for senior middle managers identified as the next top management
“This was the highest overall score that we have had with our talent programmes” - Rick Garrelfs, Programme Director Management and Talent Development, Rabobank (May 2011)
- Zurich Financial Services Executive Leadership Programme (2008 ongoing): a five day leadership and innovation programme for global top management.
“I wanted to send you a personal thank you for the outstanding work that you and your team have displayed on our recent ELP in Zurich. I received so many positive and excited comments from participants that I felt it is important to pass on such compliments to the people who actually are behind this program and put so much hard work into it.”
Martin Senn, CEO Zurich Insurance Group (October 2012)
“The positive feedback from this session was unprecedented. Well done to you and the team that made this program such a success!”
Ann Haugh, Group Chief of Staff, Zurich Insurance Group (October 2012)

Qualifications

Since 1999	Fellow in Centre for Management Development, London Business School
2001-03	Teaching Fellow in Organisational Behaviour Department at LBS
Since 2006	Visiting Professor Cyprus Institute of International Management Associate of Aalto University Executive in Helsinki Associate of The Coaching Centre in Germany
1987-1989	London Business School Master of Business Administration (part time)
1977-1978	Bristol Polytechnic Postgraduate Certificate of Education
1974-1977	University of Exeter BA (Hons) in Social Studies