



Developing Leaders for a Competitive Europe

Leaders of Industry Survey 2006/7

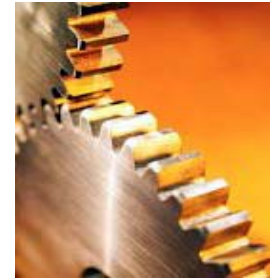


EIL Leaders of Industry Survey 2006/7

Introducing the EIL

Objective:

- To revitalise European industries and their partners by improving the business leadership qualities of engineers, technologists and scientists through the provision of highly relevant post graduate education and training.



History:

- Not-for-profit membership organisation, established in 2003 by senior industrialists and members of several European professional engineering associations, supported by Brussels Regional Government
- Developed innovative business and leadership education programme, based on research amongst industry leaders across Europe.
- First year of workshop-based programme from September 2004 proved concept. Now into third full year of workshop programme.

EIL Education Programme

- Providing post-graduate business education and leadership training for high potential technical professionals.
- Coached by experienced professional engineers, scientists and technologists through a flexible and modular workshop programme.
- Providing role models of successful business leaders with technical backgrounds to encourage more entrants to the technical professions



EIL Leaders of Industry Survey 2006/7

Leaders of Industry Survey 2006/7 – In brief

Why are we doing this ?

To produce survey results on key theme:

'The projected shortage of engineers and technical professionals in Europe in the coming decade; industry's position on the impact of this on European competitiveness and their actions and responsibility to address it.'

To gain maximum press coverage for these results to raise action-provoking debate amongst stakeholder groups for future supply of engineers, scientists and technical professional.

What are we going to do?

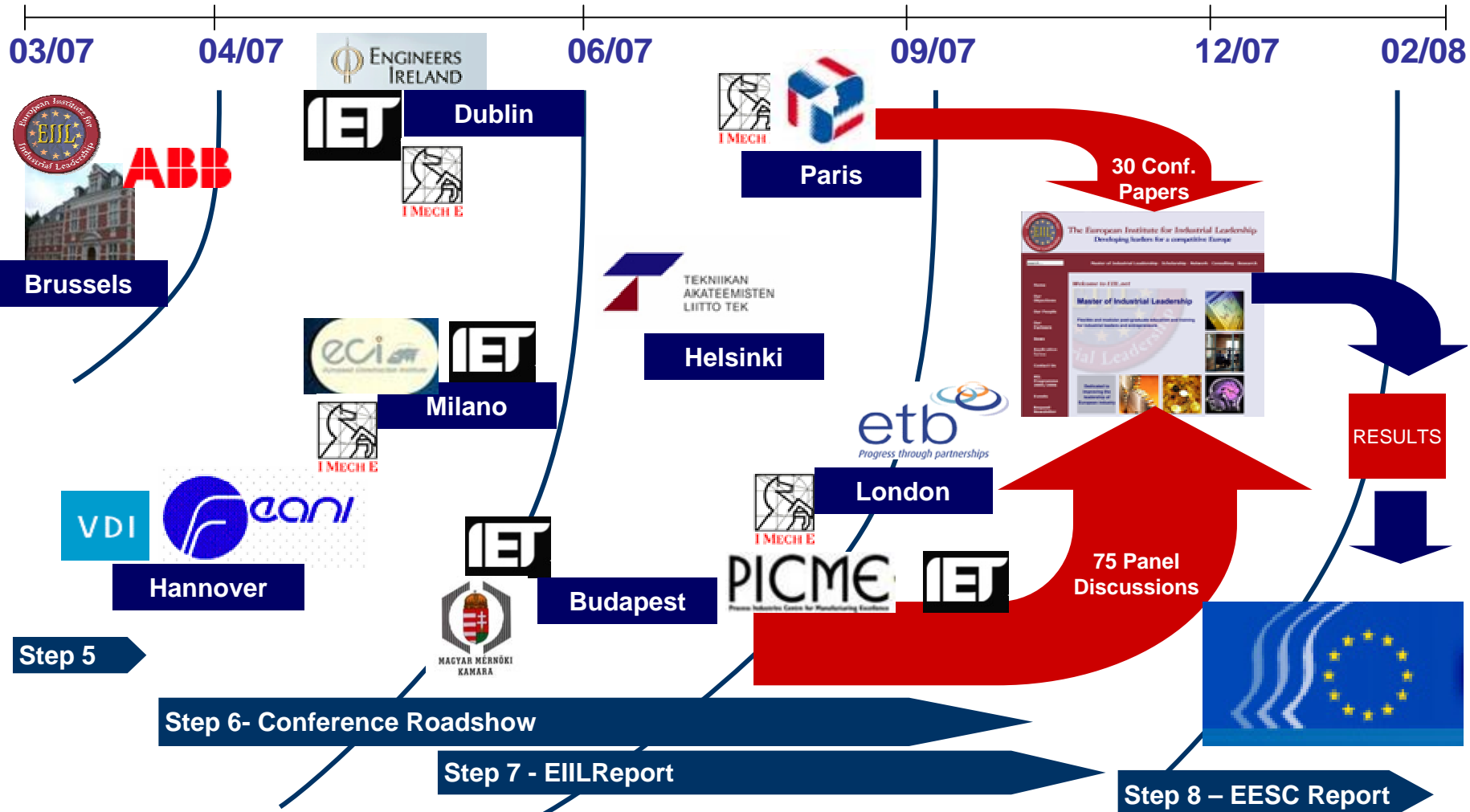
100 Face to face or telephone 'Computer Aided Telephone Interviews' CXOs in manufacturing and technology-led industry in Europe.

1000 Web-based questionnaire responses from several thousand interested engineers approached through their professional engineering associations.



EIL Leaders of Industry Survey 2006/7

Leaders of Industry Survey 2006/7 – Conference Programme



www.eil.net



EIL Leaders of Industry Survey 2006 / 7

Step 3: 100 CXO Interviews – Start November / December

Purpose

Obtain CXO views on trends in engineer's education needs
Raise awareness and prompt action-provoking debate on shortage of engineers amongst CXOs.

Targets

The most senior executive (with technical back ground) in major manufacturing / technology-led companies in each country in Europe. **(Target: 300 invitations / 100 interviews)**
Start with current EIL Corporate Members and prospective members involved in EIL workshop programme:
Shell, ABB, Akzo Nobel, Huntsman, Corus, Pilkington, Rolls Royce, SKF, FabricomGTI, BP, Qinetiq, Thales, Alsthom, Albemarle, Air Products, GSK,

Method

Email introducing EIL and survey and inviting CXO to be interviewed;
Invitations / recommendations / introductions from collaborating Institutions.



EIL Leaders of Industry Survey 2006 / 7

Step 4: 1000 Engineer Self-Submissions – Start December / January

Purpose

Raise awareness and prompt action-provoking debate on shortage of engineers amongst wider engineering population. Obtain engineer's views on survey questions to compare with CXO views.

Targets

Junior executives with responsibility for development of high potential engineers
High potential engineers with 5 to 15 years industry experience.
(Target 5000 web-site hits, 250 completed questionnaires by end Feb)

Method

Introductory articles in Co-sponsor magazines calling for 'viral marketing' effect for distribution amongst engineers concerned with the future of their profession and their industries in Europe. Start with EIL Nov. newsletter article **(1500 name mailing list)**.



EIL Leaders of Industry Survey 2006 / 7

Step 5: Conference – Brussels March 19th

Purpose

Develop key message to communicate to Council of Ministers
Provide networking opportunity for senior participants.

Targets

Senior and junior executives from manufacturing industry,
University engineering dept. heads & Int'l High School Heads,
Professional Institution representatives, EIL faculty and alumni
(Target 100 – 150 participants)

Method

Half day, eight speaker conference, starting with lunch, ending
with cocktail; subject: 'shortage of engineers in Europe'

Invitation email to:

- All LOI survey interviewees;
- All co-sponsor institution heads
- Local University and International high School contacts
- EIL alumni

(300 names, all known).



EIL Leaders of Industry Survey 2006 / 7

Step 6: Conference Roadshow April / September 2007

Purpose

Raise Awareness of LOI Survey theme 'shortage of engineers'
Conferences in 7 other major European cities
Develop relationships with home institutions
Obtain data for EESC Opinion Paper

Step 7: Collate Conference Proceedings April / September 2007

Purpose

Obtain data for EESC Opinion Paper
Exploit PR opportunities and conference highlights to raise awareness of EIL LOI Survey theme 'shortage of engineers'

Step 8: EESC Paper Published December 2007

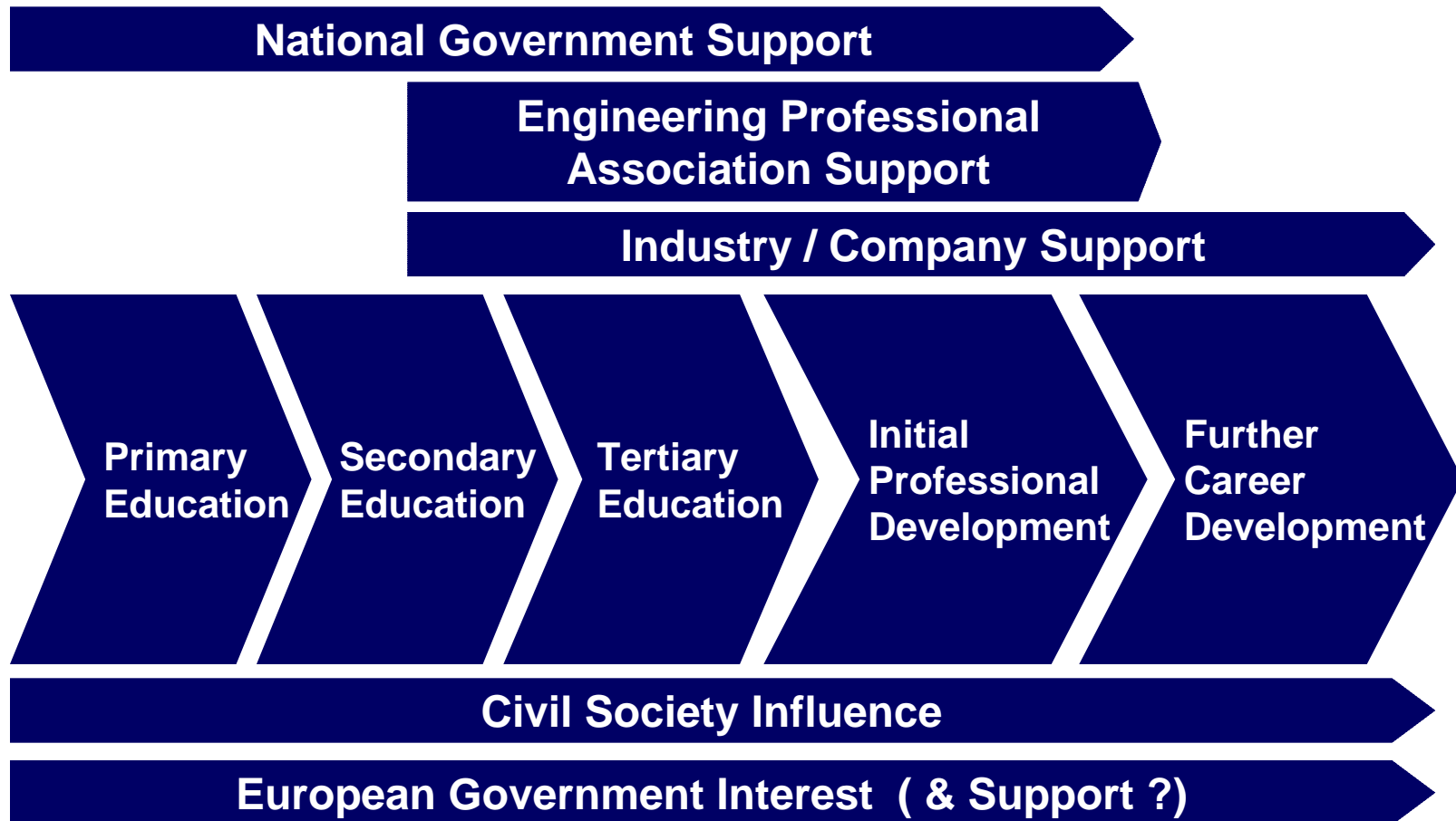
Purpose

Provide first combined voice of Industry, professional Institutions in single position paper to influence New European Industry Policy. Target – EBS & Council of Ministers March 2008.



EIL Leaders of Industry Survey 2006 / 7

The Value Chain for 'Engineers @ 40' :





About the EIIL

Summary information for Conference Partners



The Main Activities of the EIL

MIL

Providing post-graduate education and training for future European industrial leaders and entrepreneurs coached by experienced professional engineers, scientists and technologists through a flexible and modular programme.



Scholarship Fund

Maintaining a sustainable fund that will allow professional engineers, scientists and technologists to benefit from the MIL and other externally provided programs to achieve the same aim.



Managed Network

Building and maintaining a network of professional engineers, scientists, technologists, industrialists and other stakeholders using the faculty and alumni of the MIL and links to professional institutions throughout Europe.



Consulting Group

Providing assistance in venture processing, helping MIL alumni with implementation in their own organizations and providing support to small and medium sized enterprises by linking MIL faculty to clients and clients to MIL alumni.



Centre for Research

Conducting research into the needs of professional engineers, scientists and technologists and European Industry by using faculty, alumni and the EIL network to offer a credible and independent voice for European Industry





About the EIIL

The EIIL 'Master of Industrial Leadership' Workshop Programme

Developing Skills

High Performance Leadership

- **Personal & Team Skills Foundation**
 - HPL 1 High Performance Teamwork
 - HPL 0 A Teamworking Skills Foundation
- **High Performance Team Skills**
 - HPL 3 Setting Aims for Strategy Development
 - HPL 4 Gaining and Maintaining the Commitment and Motivation of Others
 - HPL 5 High Level Facilitation Skills
 - HPL 6 Leading High Performance Teams
 - HPL 7 Leading Teams of Teams – Making Organisations Effective
- **Personal Leadership Skills**
 - HPL 40 Effective Communication to Implement Change
 - HPL 60 Personal Selling and Influencing Skills
 - HPL 70 Management by Projects

Leading Business in the Multi-Cultural Environment

- **Understanding the Cultural Dimensions**
 - MCE 1 Understanding European Cultural Diversity
 - MCE 0 A Cultural Skills Foundation
- **Preparing and negotiating with different cultures**
 - MCE 3 Europeans and Other Cultures – Preparing for partnerships
 - MCE 4 The Science of Multi-Cultural Negotiation
- **Leading in different cultures**
 - MCE 5 Leading Distributed Multi-Cultural Teams
 - MCE 6 Making Multi-Cultural Mergers Work

Developing Understanding

Leading Profitable Growth

- **Leading**
 - LPG 1 A Framework for Growth
 - LPG 4 An Industrial Marketing Foundation
 - LPG 9 Company Turnarounds
- **Profitable**
 - LPG 2 Business Planning
 - LPG 3 Competitive Operations
- **Growth**
 - LPG 5 Partnering for Growth
 - LPG 6 Investing for Growth
 - LPG 7 Innovating for Growth
 - LPG 8 Resourcing the Growing Company

Leading for the Long Term

- **An Introduction to Sustainable Growth**
 - SUS 1 An Introduction to the Sustainable company
- **Inside the Sustainable Company**
 - SUS 6 Designing the Sustainable Organization
 - SUS 7 Knowledge Management and the Sustainable Company
 - SUS 8 Innovating for Growth
 - SUS 9 Corporate Governance – Leading the Sustainable Company
- **The External Environment**
 - SUS 2 Managing Corporate Reputation
 - SUS 4 Buying and Selling for Sustainability



www.eil.net

EIL Leaders of Industry Survey 2006 / 7

EIL Current Contacts

Corporate Members



Participating Companies



Partner Institutions





About the EIL

MIL Fee Structure – Corporate Members / Institutional Fellowships

- **EIL Corporate Programme**
 - €15.735 per module or a “single module-equivalent place”
 - Workshops of 2-4 days may be used by any named individual in the organisation.
 - Individual gets free membership of the EIL for that year.
 - Flexible & value for money approach
- **Corporate Membership**
 - €2000 per annum.
 - Seat on Industrial Advisory Board
- **Institutional Fellowship**
 - ‘Free’ and discounted places for Members in return for promotion of workshop programme, Network events, and periodical surveys

