

Channel 4 and BBC partner in dynamic programme to ensure diversity is embedded in future leadership

Channel 4 and the BBC today launch a unique leadership programme in conjunction with Annmarie Dixon-Barrow OBE, of Annmarie Consulting and Chair of Diverse Leaders Green Park Interim and Executive Resourcing.

Ten Channel 4 and 10 BBC senior managers will have the opportunity to gain exposure and insight into organisations outside the media, and their approach to and management of diversity.

The six-month development programme is the first of its kind - both in terms of the content and the collaboration between the two broadcasters. The "Diversity 2010 - embedding diversity in our future leadership" programme is about real world experiences, and gives participants an education across business sectors, fostering diversity in their outlook and future leadership decisions.

The four aims of the programme are to increase diversity in the media, share leadership best practice, understand different business cultures and give greater insight into the audience.

Each participant will have the opportunity to go on immersive away days visiting a range of public and private organisations; including the Welsh Assembly; community projects in East London; Olympic organisations, LOCOG and the ODA, as well as financial services, businesses and banks in Canary Wharf.

In addition there will be a range of masterclasses, lead by high-level leaders and managers, who can offer their unique perspective on diversity and leadership. Leaders of these sessions include, Charles Allen, Non-Executive Chairman of EMI Music, Kate Nash, Non-Executive Director at the DWP, Veera Johnson CEO of ProcServe, Stephen Whitehead, Group Communications Director at Prudential PLC and Martin Davidson, Chief Executive of the British Council.

The programme is designed to connect senior managers into different business cultures, across different industries, which in turn exposes them to different styles of leadership.

Jo Taylor, Head of Learning and 4Talent at Channel 4, who commissioned the programme on behalf of both organisations from Annmarie Dixon-Barrow OBE, said: "In an ever-changing digital landscape the need for organisations to develop and engage with the widest diversity of talent has never been more important.

"Engaging outside industries for knowledge and experience around leadership will prove beneficial in not only developing management talent, but in broadening their outlook and understanding of diversity.

"Companies need to reflect the diversity of the UK and through this programme we aim to encourage and grow the competence of our leaders and managers by giving them exposure to a range of leadership styles and diversity approaches.

"Diversity is crucial because different perspectives, insights and approaches is what makes organisations thrive."

Anne Morrison, Director BBC Academy, added: "Training across the media industry has never have been more important and we are delighted to be partnering with Channel 4 on this initiative. Participants on this unique programme will not only learn from the organisations with which they work but will also contribute to fostering a more inclusive culture within broadcasting."