

# CEOX1DAY

ODGERS BERNDTSON



Connecting  
leaders of today  
with leaders of  
tomorrow

## Singapore University Toolkit

### 2019 – 2020

[ceox1day.com.sg](http://ceox1day.com.sg)



ODGERS BERNDTSON



# Programme Overview

CEOx1Day (CEO for a Day) is a global initiative created by Odgers Berndtson, giving promising students a glimpse of CEO life, for one day. It has become an annual event that rolls out year-on-year in 13 countries worldwide. To date, more than 400 CEOs have taken part and there are more than 17,000 applications annually. Odgers Berndtson Singapore is the first office in Asia to take hold of this global initiative and launch it in the market, now in its third-year edition.

The program gives third and final year undergraduates an opportunity to see, live and breathe what a CEO and a leader goes through on a daily basis in their business. From the CEO's perspective, he/she really gets a real insight into what the future leaders, these talented young students, are looking for and, perhaps, help bridge the gap. This exclusive global initiative is offered at no cost to selected students of leading universities here.

## About Odgers Berndtson

For more than 50 years, Odgers Berndtson has helped many of the world's most dynamic organisations to find their senior leadership teams.

We deliver executive search and leadership assessment to organisations that vary in size, structure and maturity. We do this across more than 50 sectors and draw on the experience of more than 280 Partners and their teams in over 60 offices in 29 countries. Our strength lies in the partnerships we develop with our clients, candidates and colleagues within Odgers Berndtson. It is because of these deep, non-transactional and lasting partnerships that our clients can acquire, develop and retain their strongest leaders.



THE FOLLOWING CEOs GRACIOUSLY OFFERED THEIR TIME  
FOR CEOX1DAY 2018 - 2019:



- **Ng Tian Chong**  
President Asia Pacific & Japan, HP Inc.  
*(Repeat CEO from 2017-2018 Edition)*



- **Ong Ai Hua**  
Company Group Chairman APAC, Janssen



- **Martin Hayes**  
President, Bosch Southeast Asia



- **Zee Yoong Kang**  
CEO, Health Promotion Board



- **Hari Krishnan**  
CEO, PropertyGuru  
*(Repeat CEO from 2017-2018 Edition)*



- **Tan Yen Yen**  
President Asia Pacific Vodafone



- **Adam Reynolds**  
CEO Asia Pacific, Saxo Group  
*(Repeat CEO from 2017-2018 Edition)*



- **Maya Hari**  
Managing Director APAC, Twitter



- **Tim Schmid**  
Company Group Chairman APAC,  
Johnson & Johnson Medical Devices



- Walter De Oude  
CEO, Singapore life



- Loke Kheng Tham  
CEO, Mediacorp

**MEDIACOM**

- Mark Heap  
CEO Asia Pacific, MediaCom



- John Davison  
CEO, Zuellig Pharma



- Wouter Van Wersch  
President & CEO, General Electric

#### PARTICIPATING UNIVERSITIES:







## IN THE MEDIA:



**WORKDAY AFTERNOON**  
MONDAY | 10 JUNE | 3PM

**ADAM REYNOLDS**  
CEO, APAC, Saxo Group

**LIGONG ZHANG**  
NTU, Double Degree Accounting and Business

**RUI YING CHAN**  
NTU, Business, Strategy and Management and Entrepreneur

**MONEYFM 89.3**  
STAY AHEAD





OTHER RECENT GLOBAL PARTICIPATING COMPANIES:





# Testimonials

"It was a unique experience. You have someone who is extremely driven, who is clear about what she wants to do in life. And for us, we see ourselves as a large technology company and our future is going to be all about talent. So understanding what talent of the future is going to look for is critical. And as a CEO, I need to have a finger on that pulse, to understand that a little better."

**Hari Krishnan, CEO,  
PropertyGuru Group**

"Solving our global economic challenges will require the participation of top banking talent, so I'm participating in order to give someone the opportunity to see how the business operates at the highest level and hopefully send them home with some new ideas and ambitions."

**Bill Winters, CEO, Standard  
Chartered**

"For me, there's nothing more rewarding than seeing the next generation of awesome, diverse business builders develop, and having the honour of being part of their journey... I'd encourage more leaders to share their experience through shadowing and mentoring as much as possible."

**Stephen Kelly, CEO, Sage**

"One of the most important challenges that leaders face is building trust in business - the trust of their employees, customers and the wider public. Taking part in CEO for a Day is a great opportunity for me to better appreciate what the younger generation thinks about business and, crucially, whether they believe the path to leadership is open to them. I believe business has a key role to play in building the skills and inspiring the leaders of tomorrow."

**David Sproul, CEO, Deloitte  
UK**



# Companies & CEOs on CEOx1Day



**Bosch Singapore**  
Page Liked · March 3 ·

What if you get to be a leader of a company for just one day? What will your day be like?

Ang Jing Shun, a 4th year mechanical engineering student from the National University of Singapore get to do just that! Not only did he delivered a presentation in front of hundreds of Bosch associates at a recent townhall meeting (with ice in his veins and slay it like a true bawse! ), he also accompanied Martin Hayes, president of Bosch in Southeast Asia in his meetings with other Bosch leaders, learning the traits on managing one of the most innovative company in the world.

Here is Jing Shun and Martin Hayes taking a time out to take a selfie for the 'gram. — with Ang Jing Shun.

25 1 Comment 1 Share

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Most Relevant

**Christian Zeidler** We need more of this. Job shadowing is something valuable for graduates I believe.  
Like · Reply · 17w

Write a comment...  
Press Enter to post.

**Mark Heap** · Following  
CEO, Asia Pacific at MediaCom  
3mo · Edited

I had the pleasure of hosting Lucas Kang a final year NTU student for the day today as part of the CEOx1day programme. This is a great initiative by **Odgers Berndtson** that provides the selected students a day of shadowing a CEO to gain insight into their working day. It was nice to be able to help the future generation of our industry. Lucas was bright, engaged and asked a lot of smart, inquisitive questions throughout the day. He'll go far! [#ceos](#) [#nextgenleaders](#) [#talentdevelopment](#) [#mediacom](#) [#peoplefirst](#)



**John Davison** · Following  
CEO at Zuellig Pharma, Asia's leading Healthcare Distribution & Services Provider...  
3mo · Edited

Last Friday, as part of a special development program, I had the pleasure of spending the day with **Bang Ying Ho**, a highly talented final year business student from SMU (**Singapore Management University**). During the day, we met two key clients (**AstraZeneca** & **GSK**), ran a Town Hall for 60-70 managers at our Changi Singapore HQ & had lunch with some of our local young talents. The team & I were all highly impressed by Bang Ying's sharp intellect, inquiring mind & mature, easy-going interaction with staff. Thank you **Odgers Berndtson** for organising such a meaningful [#CEOX1Day](#) programme! It was an enriching experience for me to learn what drives the next generation of leaders & I am very excited to see what the future holds for Bang Ying. I wish him all the very best for graduation & his start at **McKinsey & Company**. They are very lucky to have him!

[#CEOX1Day](#) [#OdgersBerndtson](#) [#ZuelligPharma](#)

**Zuellig Pharma**  
37,789 followers  
3mo · Edited

We are delighted to welcome **Bang Ying Ho** from Singapore Management University to our office today to experience [#ADayinTheLifeOf](#) our CEO **John Davison**! Bang Ying is joining us as part of the [#CEOX1Day](#) programme by **Odgers Berndtson**, a global programme which provides students an opportunity to interact with a CEO for a day and observe the complexities required to lead and drive businesses. Through participating in such initiatives, we hope to inspire the next generation of professionals with the work that we do to help make healthcare more accessible in the region.

[#CEOX1Day](#) [#OdgersBerndtson](#) [#ZuelligPharma](#)





# Benefits to Your Students



- Participating in the recruitment process will give all students valuable skills and experience for future job searches.
- Semi-finalists students will have the opportunity to complete an online leadership assessment and receive a personalised report from [Saville Wave](#), a global leader in leadership assessments. The report will provide feedback on aspects of their leadership skills, including relationship building, goal setting and strategic thinking to help them in choosing a career path.
- Finalist students will be invited to our Odgers Berndtson office to spend half a day participating in one-on-one interviews which will strengthen their presentation and interviewing skills. They will also have an opportunity to review their personalised Saville Wave assessment report with our consultant.
- Each finalist will spend a full day shadowing a CEO (including one-on-one time), learning about their background, career path, and how they create value in their organisation.



*Deng Jing, a 2019 CEOx1Day finalist from SUTD shadowed Ong Ai Hua, Company Group Chairman APAC, the Janssen Pharmaceutical Companies of Johnson & Johnson*

# Benefits to Your University

- Uncover your university's most promising future leaders.
- Opportunity for your undergraduate students to spend one full day shadowing top CEOs in Singapore from various industries.
- Leadership experience beyond internships and textbooks: Share with everyone in the university on the unique CEOx1Day your students have had.



# Timeline & Process

- Programme promoted through universities.  
Students apply via website  
**9 September 2019**
- Telephone interviews with selected students  
**November 2019**
- Semi-finalist students invited to complete an online assessment  
**Late-November 2019**
- Finalist students invited to Odgers Berndtson Singapore office for In-person interview and online assessment debriefing  
**December 2019 – January 2020**
- Finalists are informed of the CEO they will shadow  
**Early January 2020**
- Finalists spend a day with a CEO  
**February-March 2020**
- CEOx1Day closing event  
**April 2020**



# What You Can Do

How to promote CEOx1Day to students at your university:



## University Channels

- Promote the programme in your University's e-newsletters, social media, bulletins/newspapers, website, job boards and more!
- Post the CEOx1Day posters around campus & in your office!

## Directly to Students

- Engage leaders from on-campus student clubs and associations to promote CEOx1Day to their members & peers.
- Identify top students and approach them about CEOx1Day!

## Faculty & Deans

- Communicate with engaged Deans and Faculty members about the programme.
- Encourage them to promote CEOx1Day to their top 3<sup>rd</sup> & 4<sup>th</sup> year students!

## Engage with Us

- Follow and engage CEOx1Day on [Facebook](#), [Twitter](#) & [Instagram](#)!
- Get CEOx1Day online & offline materials [here](#)
- Social media hashtag: #CEOx1Day





**Twitter:** @OdgersAPACNews

<https://twitter.com/OdgersAPACNews>

*Hashtag: #CEOX1Day*



**Facebook:** @CEOX1DaySingapore

[www.facebook.com/CEOX1DaySingapore/](http://www.facebook.com/CEOX1DaySingapore/)

*Hashtag: #CEOX1Day*



**Instagram:** @ceox1day

<https://www.instagram.com/ceox1day/>

*Hashtag: #CEOX1Day*



**LinkedIn:**

<https://www.linkedin.com/company/odgers-berndtson>

*Hashtag: #CEOX1Day*

## **CEOX1Day website**

- Singapore homepage: [ceox1day.com.sg](http://ceox1day.com.sg)
- Global CEOX1Day programme:  
<https://www.odgersberndtson.com/en-gb/about-us/ceo-for-a-day>

If you have any enquiries, please do not hesitate to let us know or contact:

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# Appendix -Sample Agendas



## CEOx1Day Event at Adidas Canada

Time	Details
8:30 a.m. – 9:00 a.m.	Arrival – Outline of Day – CEO
9:00 a.m. – 9:45 a.m.	adidas Brand – Stewart Smith lead
10:00 a.m. – 11:30 a.m.	Town Hall – CEO lead
11:30 a.m. – 12:15 p.m.	Reebok Brand – Michael Rossi lead
12:15 p.m. – 1:00 p.m.	Lunch (One-on-One with CEO)
1:00 p.m. – 3:00 p.m.	Senior Management Team Rewards Briefing – Christina Sanders lead
3:00 p.m. – 4:30 p.m.	Fall 2014, Spring 2012 Market Pricing Strategies – Steve Pettit lead

## CEOx1Day Event at Microsoft Denmark

Time	Details
<b>08:30 – 10:00</b>	Conference at Berlingske Media 'Women at the Top - The Road to the Board', where CEO will give a post
	Career Advisory Board (internal meeting with approximately eight participants)
<b>10:30 – 12:30</b>	CEO and others in the senior management coach some of Microsoft's talents in their further career  Lunch along the way in one of the breaks
<b>12:30 – 13:30</b>	Meeting with the partner company Templafy (external network meeting with Templafys marketing director)
<b>13:30 – 14:00</b>	1: 1 between CEO and student, where they gather on today's program
<b>14:00 – 15:00</b>	Discussion meeting on XXX's efforts to recruit young women to the IT industry (informal internal meeting)
<b>16:00 – 19:00</b>	Annual meeting of ITB with comments from Jens Klarskov from Danish Business and Prime Minister Lars Løkke



## CEOX1Day Event at PropertyGuru Group Singapore

Time	Details
9:00 - 9:30	Welcome and quick walkabout around the office with HR Team
9.30 - 10.15	Product consumer meeting with product team <ul style="list-style-type: none"> <li>• Product Director (Seekers)</li> <li>• Head of UX and Design</li> <li>• Product Manager</li> </ul>
11:00 - 12:00	Monetization meeting with sales team <ul style="list-style-type: none"> <li>• Chief Business Officer</li> <li>• Director (Developer Sales)</li> <li>• Country Manager for Thailand</li> <li>• Country Manager for Malaysia</li> <li>• Country Manager for Indonesia</li> <li>• Regional Head for Special Projects</li> <li>• Director, Trade Marketing (Developer)</li> <li>• Director, Trade Marketing (Agency)</li> </ul>
12:30 - 13:30	Lunch with CEO and COO
14:00 - 15:00	Video Conference with Chief Technology Officer
15:00 - 16:00	CNY Office Celebrations (Lion Dance : : Lo Hei)
16:00 - 17:00	1:1 Session with CEO / Wrap Session
17:00 - 18:00	On-Camera Interview with Odgers Berndtson