

SPEND A DAY WITH A LEADING BELGIAN CEO!

INTRODUCTION

CEO for a Day – an event exclusive to [Odgers Berndtson](https://www.odgersberndtson.com), a prominent global executive search firm – matches top-level second-year Master students with leading CEOs in Belgium, during one day in February 2020 (www.CEOx1Day.be):

- The event is designed to **uncover some of Belgium’s most promising future leaders** and give them an opportunity to walk alongside a CEO during a normal working day.
- Students **learn about the level of responsibility and the complexities** faced by today’s leading executives, while also getting a feel for how these leaders create value in their organizations.
- The programme equips students with the tools and **skills to start building their careers**.
- It is also an excellent **opportunity for CEOs to connect** with the next generation of leaders and better understand what drives them, and to obtain favourable press coverage on this aspect.
- Our media partners will give **extensive press coverage** in February 2020.
- This event was initially launched by Odgers Berndtson in Europe nine years ago and is now also running in the UK, Canada, Spain, Germany, Finland, South Africa, Brazil, Singapore, Denmark, Turkey and UAE.

Participants

- Five well-known companies in Belgium, with attractive corporate images and charismatic CEOs:
- **Solvay Brussels School for Economics & Management** - Business Engineering, Business Economics and Management Science, as Odgers Berndtson’s exclusive partner.
- **Top-ranked MA2 students** can apply **before November 30th, 2020**; then, Odgers Berndtson will conduct a rigorous selection process (tests, assessments, interviews, group exercises) with subsequent feedback to the applicants, to uncover outstanding leadership potential, drive, problem-solving skills, etc.
- **Media partners:** Trends/Tendances or De Tijd/L’Echo (for feature articles/interviews), Kanaal/Canal Z.

Event preparation (by Odgers Berndtson)

- **When the finalists have been selected, Odgers Berndtson matches the profiles** of CEOs and students.
- **CEO will be sent “his/her” student’s profile** and vice-versa; **students will get preparation documents from companies** (in coordination with HR/External Relations).
- Coordination with CEO’s assistant/communication/HR/Marketing to **choose day and agenda**.
- **Pre-event press coverage** (including social media) on the event’s concept and the selected candidates.

BENEFITS FOR STUDENTS

- Participating in the **selection process** for this event **will give all applying students valuable skills** and experience for future recruitment challenges.
- Applicants, in Round Two, will have the opportunity to complete an **online leadership assessment** and **receive a personalized report** from Hogan Assessments, a global leader in assessments. The report will provide feedback on aspects of their leadership skills like relationship building, goal setting and strategic thinking, which will **help them in choosing a career path**.
- Semi-finalists will spend half a **day at the Odgers Berndtson office, participating in group exercises and one-on-one interviews**, which will strengthen their presentation and interviewing skills; they will also have an opportunity to review their personalized leadership assessment report with an Odgers Berndtson partner.
- Each finalist will spend a full day shadowing a CEO (including one-on-one sessions), and learn about a CEO’s real working day, their management style and how they create value in their organization.

APPLICATION OVERVIEW

- You will fill out the **application form**, where you will attach your **CV**.
- **Tell us** about your career goals, expectations at first company, leadership and why you should be chosen.
- **You will agree** to have your name and photo **published** in media; to participate in media interviews; to sign a confidentiality agreement, eventually required by the hosting company.
- Submit all your application **before November 30th, 2020**.
- Selected applicants will complete an **online Leadership Assessment**.
- Quarter-finalists will have a 15-minute **telephone interview** with an Odgers Berndtson partner.
- Semi-finalists will have a **half-day evaluation by Odgers Berndtson partners in early February**.

SELECTION PROCESS

To summarize, a total of five MA2 students, enrolled in Solvay Brussels School of Economics & Management Masters' program in Business Engineering, Economics and Management Science, will be selected and matched with a leading Belgian CEO for a day. The finalists will be chosen through a rigorous selection process designed to gauge their leadership potential.

Phase One

Enrollment: you must complete and submit an application form which will be reviewed by Odgers Berndtson's team of executive search experts. Your application will include:

1. Your **contact** information;
2. Your **academic** information;
3. Your **experience:** your cv (with photo), with your paid/unpaid work experience, extra-curricular activities, community/volunteer experience, and awards;
4. Your personal **career goals**;
5. Your expectations from your **first company**;
6. Your thoughts on the **future of leadership**;
7. Reasons **why** we should choose you;
8. Your **preferred company** out of the five that participate.

Evaluation Criteria: applications will be evaluated on breadth of work/volunteer experience, extra-curricular activities and the quality of the written material.

Timing: before November 30th, 2020 - Approximate Time Commitment: 1 or 2 hours

Phase Two

Online Leadership Assessment: selected students will be asked to complete an online assessment from Hogan Assessments to create a profile of their competencies and leadership potential, which will be reviewed by our consultants.

Evaluation Criteria: applicants will be assessed on the strengths and competencies that are reflective of a confident and ambitious individual, who handles stress effectively, is politically astute and dependable and who values learning and developing new skills (all applicants will receive the results by email).

Timing: December 2020 - Approximate Time Commitment: 30 minutes

Phase Three

Phone Interviews: quarter-finalists will be contacted for a 15-minute telephone interview with one of our executive search partners

Evaluation Criteria: quarter-finalists will be evaluated on the quality of answers to the

interview questions and their ability to articulate themselves over the phone

Timing: early January 2020 - **Approximate Time Commitment:** 15 minutes

Phase Four

Personal Interviews/Evaluation: semi-finalists will be invited for a half-day evaluation at the Odgers Berndtson office in Brussels. They will participate in individual and group exercises, including speed interviewing, a case study and presentations, and have an opportunity to meet and network with several of Odgers Berndtson's partners. Students selected for this phase will receive personal feedback on the online leadership assessments they completed in Phase Two

Evaluation Criteria: semi-finalists will be assessed on how they think on their feet, how they present themselves, how they work in a group situation and on their overall fit with the participating CEOs

Timing: early February 2020 - **Time Commitment:** from 8.30am until 1.30pm

Phase Five

CEOx1Day Event: each Finalist will spend a full day shadowing a CEO and learn about his/her background, career path, and how he/she creates value in his/her organization. Finalists will have the opportunity to spend one-on-one time with "their" CEO, attend meetings with his/her leadership team and tour the company's facilities. It will include elements unique to the host company that ensure a meaningful and memorable experience for both the student and the CEO. At the end of the day, finalists may be interviewed, with "their" CEO, by a journalist.

Timing: February - March 2020 - **Time Commitment:** a full day (maybe + evening)

PLEASE NOTE

- The event is **only open to full-time Solvay Brussels School of Economics & Management** 2nd year students in the Masters' program in Business Engineering, Business Economics and Management Science.
- Applicants are **notified by email at every stage of the process** whether they have been selected to move to the next phase.
- Students who completed the **Leadership Assessment Questionnaire**, but were not selected as semi-finalists, **will receive their report** by email after the semi-finalists will have been chosen in January 2019.
- We are **unable to provide reimbursement** for travel, meal and accommodation expenses.
- Students will be asked in the telephone interview stage **which CEO they would prefer to be matched with**, and these preferences will be taken into consideration, but the final decision rests with Odgers Berndtson. As experts in executive search, our partners and consultants will determine the best match for each CEO, based on the student's personality, leadership profile, field of study and experience.
- The **date for each CEOx1Day event** will be beforehand booked with the CEO's organization and therefore cannot be changed. If you have a conflict, due to an exam or other school project, Odgers Berndtson would be pleased to provide a letter to the university outlining your involvement in the program. If you are selected as a finalist but are unable to attend the event on the day that has been scheduled with the CEO, we will select a replacement amongst the remaining semi-finalists.

WWW.ODGERSBERNDTSON.COM

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