

**BRC LEADERS**

**SUMMER SCHOOL 2025**

WHY SHOULD YOU ATTEND

THE BRC LEADERS SUMMER SCHOOL

You are progressing fast within your organisation and you're hungry for more. You want to develop but every leadership programme you look at has the same-old, boring content that you can learn online.

## LET US GUESS, YOU'RE FEELING:



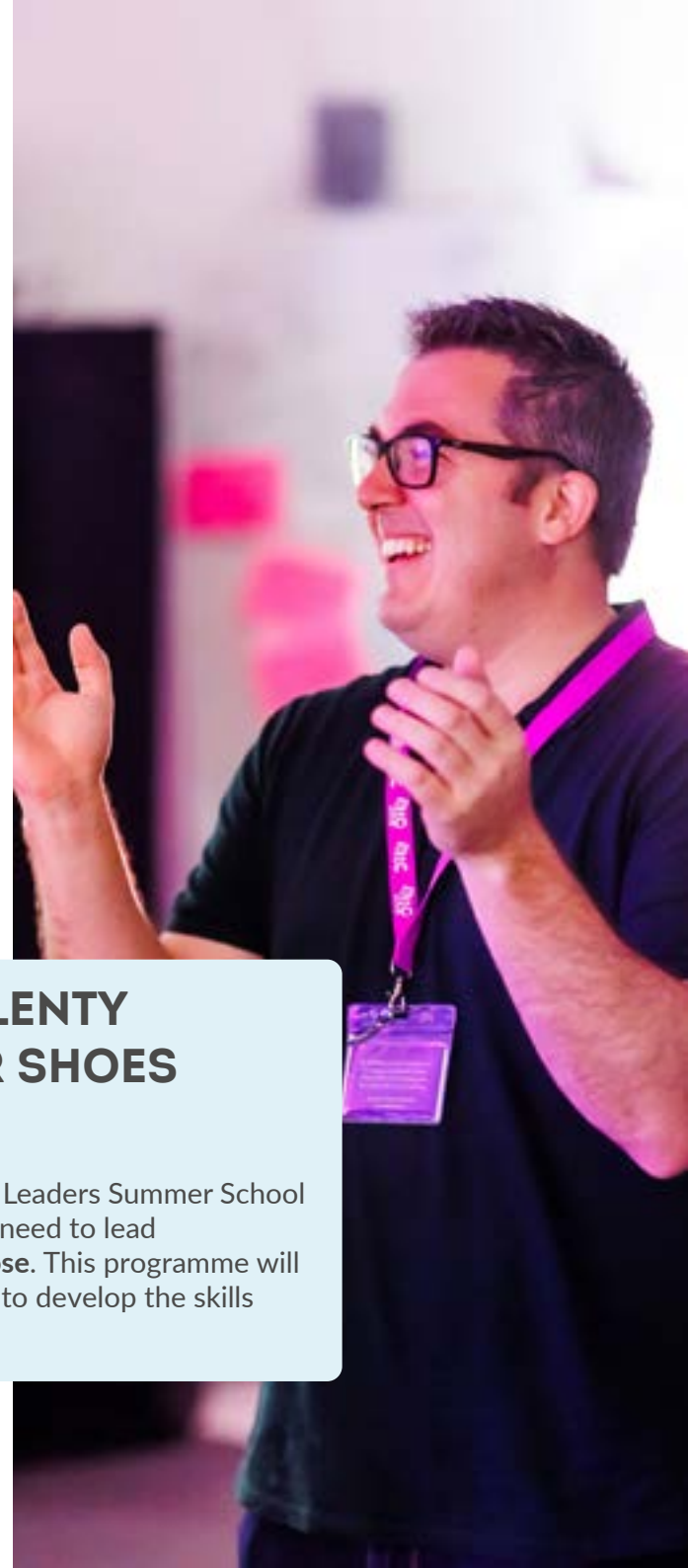
Tired of the same old training in your organisation, feeling like you've hit the ceiling in your role and not knowing how to develop.



Eager to know more about how you can contribute to the BIG issues that impact your organisation, and the industry, but not having the confidence or know-how.

## WE GET IT – AND THERE ARE PLENTY OF OTHERS THAT ARE IN YOUR SHOES RIGHT NOW!

You're poised for major career milestones, and the BRC Leaders Summer School is designed to help you get there. Today's retail leaders need to lead consciously, balancing **people**, **planet**, **profit**, and **purpose**. This programme will challenge how you think about leadership, pushing you to develop the skills that matter most for the future of retail.



# WHAT'S COVERED

## RESIDENTIAL ONE (10 – 12 June 2025 at Ashridge House, Berkhamsted)

Start with an immersive in-person three days, where you will connect with your peer group and dedicated coach. You'll dive deep into conscious leadership through interactive workshops and talks from experts and retailers. Plus, you'll begin exploring the four key lenses—**People, Planet, Profit, and Purpose**.

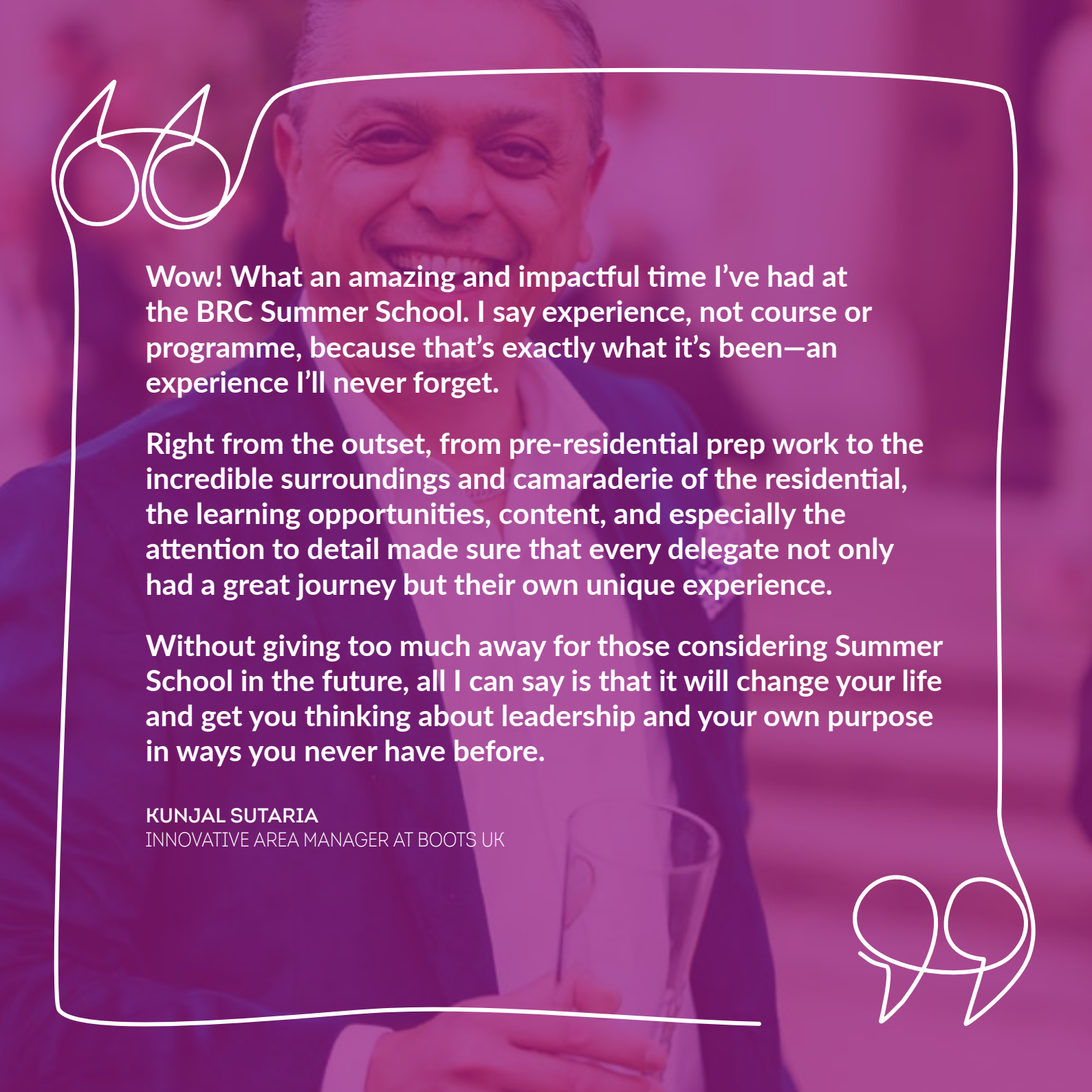
## DIGITAL LEARNING BRIDGE (9 June - 18 July 2025)

Join weekly live sessions with industry experts. You'll also work through a mix of modules at your own pace on our Thrive platform, covering everything from leading through ambiguity to digital transformation. Whilst putting into practice what you are learning through a competitive business simulation project.

## RESIDENTIAL TWO (23 – 24 July 2025 at Ashridge House, Berkhamsted)

Regroup in person to condense and share your new found knowledge with your peers. You'll participate in a live coaching seminar and hear from a keynote speaker before closing with a celebration and final reflection on how you can put your learns into conscious, meaningful practice.

The programme runs for 6 weeks, blending two residentials with online learning to give you flexibility while still gaining hands-on experience.



**Wow! What an amazing and impactful time I've had at the BRC Summer School. I say experience, not course or programme, because that's exactly what it's been—an experience I'll never forget.**

**Right from the outset, from pre-residential prep work to the incredible surroundings and camaraderie of the residential, the learning opportunities, content, and especially the attention to detail made sure that every delegate not only had a great journey but their own unique experience.**

**Without giving too much away for those considering Summer School in the future, all I can say is that it will change your life and get you thinking about leadership and your own purpose in ways you never have before.**

**KUNJAL SUTARIA**  
INNOVATIVE AREA MANAGER AT BOOTS UK



# WHO IS THE BRC

## LEADERS SUMMER

### SCHOOL PERFECT FOR?

This is a significant investment in your future, and most likely will require investment from your organisation, so you want to make sure that you are going to get EXACTLY what you need.

If you were to ask us **“is it worth it”** we’d obviously say ‘YES’ but we understand you’ll need a bit more information than that...



So, we’ve put together a short checklist of who this programme is perfect for:

- ✓ Leaders ready to break past growth barriers and step into their full potential.
- ✓ Leaders focused on daily operations who want to shift toward strategic, forward-thinking leadership.
- ✓ Leaders eager to expand their vision, moving from “what is” to “what could be.”
- ✓ Leaders motivated to guide their organisation into the future with confidence and purpose.
- ✓ Leaders aiming to play a key role in their organisation’s success and are ready to start paving that way.





9/10

WOULD RECOMMEND  
TO A FRIEND



+85

NPS SCORE



1/3

DELEGATES PROMOTED  
WITHIN 12 MONTHS  
OF COMPLETION



# WHAT ARE THE RESULTS FOR MY ORGANISATION?

So hopefully you're onboard, that's great! Next step is always the internal sell, isn't it? **"Is this programme worth my organisation's time to have me out of the business?"**

Here's a list crafted from our alumni on wins that they've created for themselves and their organisations:



You will have leaders who **always aim high**, strive to be and do more and role model this for others



You will have leaders who **plan ahead**, counter threats proactively and drive consistent growth



You will have leaders who **are willing to innovate**, and offer solutions rather than problems



You will have leaders who **can cope with challenges**, can be trusted to work in tough conditions and still produce results

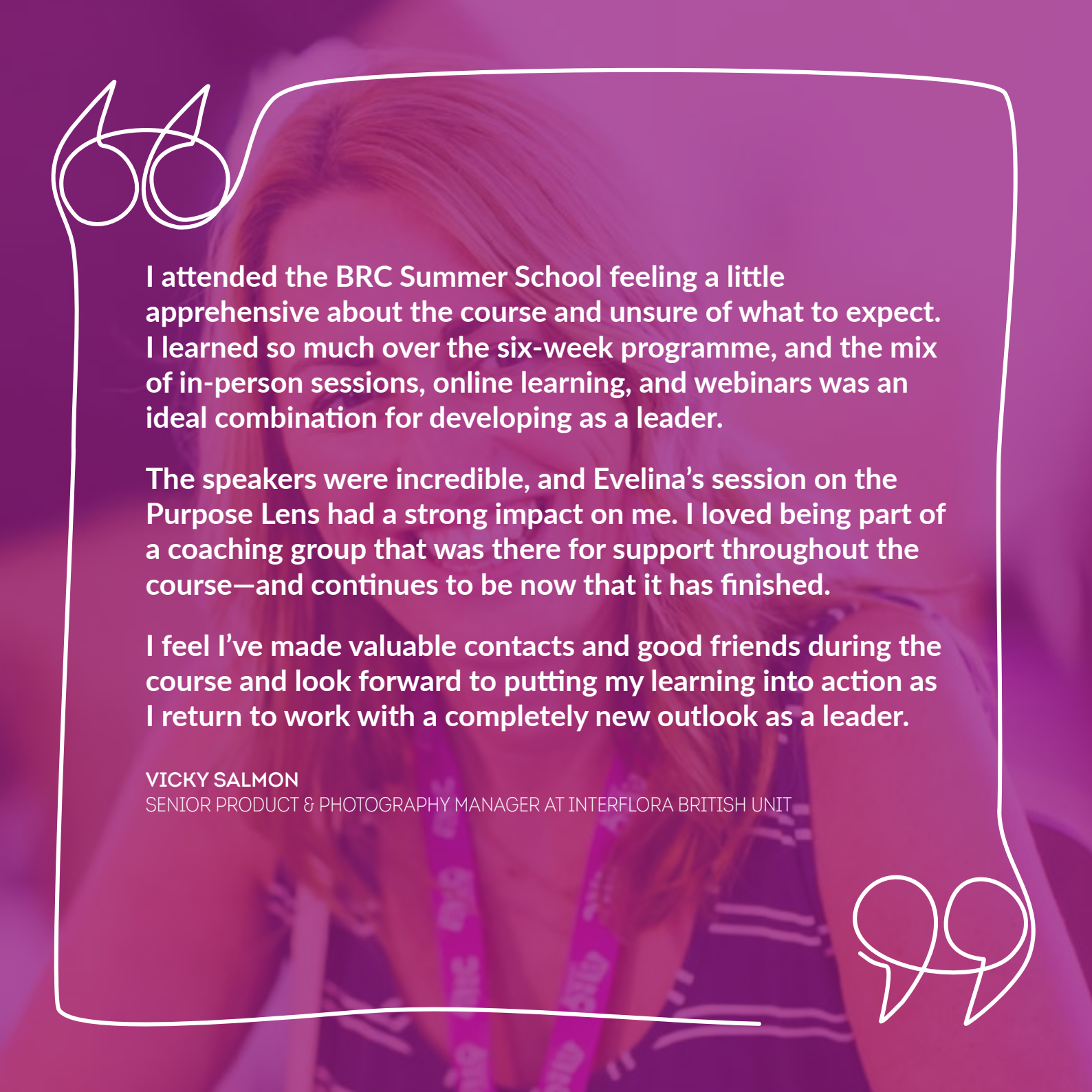


You will have leaders who **generate positive impact** for their team, business, customer community and beyond



You will have leaders who **want to make a difference** to your organisation and be leaders of change and evolution





I attended the BRC Summer School feeling a little apprehensive about the course and unsure of what to expect. I learned so much over the six-week programme, and the mix of in-person sessions, online learning, and webinars was an ideal combination for developing as a leader.

The speakers were incredible, and Evelina's session on the Purpose Lens had a strong impact on me. I loved being part of a coaching group that was there for support throughout the course—and continues to be now that it has finished.

I feel I've made valuable contacts and good friends during the course and look forward to putting my learning into action as I return to work with a completely new outlook as a leader.

**VICKY SALMON**

SENIOR PRODUCT & PHOTOGRAPHY MANAGER AT INTERFLORA BRITISH UNIT



## THE DETAILS: PRICE



### Summer School 2025

**Members  
Earlybird\***

**£4,450**

**Non -  
Members  
Earlybird\***

**£4,900**

**Member  
Standard**

**£4,885**

**Non - Members  
Standard**

**£5,390**

#### What's included in the price

- Accommodation at Ashridge House, Berkhamstead
- All meals at both residentials.

#### Extras (not included in the price)

- Drinks, snacks and travel to and from Ashridge House.

Online content is available for nine months after completion of the programme.

## NEXT STEPS:

Most likely you've downloaded this brochure from our website, you've had a browse of the content and you're ready to sign up – great!

If that's the case, then here's what will happen:

### STEP 01

Complete the Provisional Booking Form and answer the questions provided.



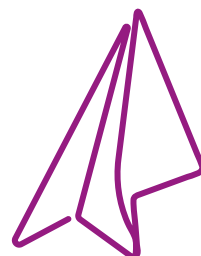
### STEP 02

To ensure that the Summer School is the right fit for you we may reach out to explore this further including alternative programmes that may meet your learning objectives better.



### STEP 03

Once your space is confirmed you will need to complete a registration form and the invoice will be raised.



We understand that there might be some of you who still have some burning questions you need answers, and that's OK!

If that's the case, we've got a dedicated team on hand to make sure that all your questions are answered. Simply complete our 'Contact us' form on the website and we'll be in touch to book in a call.

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The BRC is the lead trade association for UK retail.

Our purpose is to make a positive difference to the retail industry and the customers it serves, today and in the future.

Retail is the 'everywhere economy', a vital part of the socio-economic fabric of the UK.

The industry makes up 5% of the UK GDP and is the largest private sector employer, providing 3 million direct jobs and 2.7 million more in the supply chain. Retail has a presence in every village, town and city across the country.

Over 200 major retailers are members of the BRC, with thousands of smaller, independents represented by BRC's trade association members. Together, these businesses operate across all retail channels and categories and deliver over £350 billion of retail sales per year.

We build the reputation of the retail industry, work with our members to drive change, develop exceptional retail leaders, and use our expertise to influence government policy so retail businesses thrive and consumers benefit. Our work helps retailers trade legally, safely, ethically, profitably and sustainably.

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