

# CEOs/Principals

## Professional Values and Attributes



1. Reflect on your leadership style and that of the senior leadership team with consideration of the impact on the organisation and its staff.
2. Exhibit values and behaviours which inspire and facilitate a positive working culture across the organisation.
3. Lead the creation of a working environment that fosters inspirational teaching and learning that has a positive impact on learners.
4. Develop a clear mission, vision and purpose that informs strategic plans which enable a sustainable organisation that provides a high-quality learning environment.
5. Be proactive in cultivating a safe, inclusive and socially aware organisational culture.
6. Build high-quality, positive and collaborative relationships with colleagues, external stakeholders and learners, ensuring the organisation meets the needs of the people, organisations and communities it works with.

## Professional Knowledge and Understanding



7. Maintain and update your knowledge of effective contemporary educational pedagogy, policy and expectations of the sector.
8. Maintain and update your knowledge of effective organisational governance, strategic and people leadership to develop research-informed practice.
9. Proactively engage with local and national policies to enable an entrepreneurial and positive response to change.
10. Have a detailed understanding of the key factors required to run your organisation effectively with regard to quality, financial viability, legislative compliance and ethical considerations.
11. Understand the responsibilities of roles at all levels across the organisation and be considerate to how the CEO and senior leadership team can best to support and lead them.
12. Understand the most effective approaches in cultivating an ethical leadership culture within your organisation.

## Professional Skills



13. Motivate, inspire and support all staff to achieve organisational goals and strategy.
14. Consistently demonstrate strategic organisational leadership and governance which meet the needs of all stakeholders, proactively engaging in local and national initiatives.
15. Critically evaluate organisational policies considerate of the contemporary needs of the organisation, its stakeholders and the further education sector.
16. Develop and/or support clear strategies to enhance the performance and development opportunities of all staff within the organisation.
17. Utilise effective written and verbal interpersonal skills to facilitate professional relationships with all stakeholders.
18. Consistently demonstrate emotional maturity and resilience in undertaking the responsibilities of the role.
19. Apply clear and fair judgement in your decision-making process.
20. Critically analyse, reflect and respond to organisational performance data ensuring the effective operation of the organisation.
21. Manage and role model an effective work life balance.
22. Facilitate leadership succession planning through effective talent management.
23. Act as a positive ambassador for the organisation, the FE sector and its stakeholders.