

Ian Lawson: The Starfish Place

The *Starfish Place* has been developed in memory of one of the co-founders of Towards Outstanding Leadership, [Ian Lawson](#), who sadly passed away in February 2018.

Ian's core belief and purpose was about developing leadership within organisations - all organisations - and this is what he spent most of his working life doing. During his time at The Work Foundation (previously The Industrial Society), Ian led the flagship *Runge Effective Leadership Programme* for many years, and also established The Campaign for Leadership to promote Liberating Leadership throughout the world of work.



After leaving The Work Foundation, Ian created his own company, Leadership Works and together with two colleagues, Towards Outstanding Leadership. In this way he continued to build on the work he'd started with the Campaign for Leadership and Runge. For Ian, increasing leadership capability remained a campaign. His gift was in spotting that something special in people and helping them bring that out to be the best leaders they could be. His work continues to have a profound effect on those who knew him.

Ian truly believed that everyone should have the opportunity to develop their leadership including those that may not have access to the resources to do so and it's in that spirit that this bursary place has been established.

What is the Starfish Place?

It's a place on the Towards Outstanding Leadership Programme that Ian had a key role in designing and delivering. The place is offered free of charge (usually £4,750) with the participant covering their own additional expenses such as travel. You can see information about the programme [here](#).

Potential beneficiaries of the Starfish Place will need to complete an application demonstrating how participation in the programme would benefit themselves and their organisation and how they would envisage using the programme to further their leadership, impact and influence in the workplace. Applicants should have a passion for developing leadership and the benefits this can bring and be fully committed to attending the whole programme and associated activities (coaching and workplace shadowing).

The deadline for a place on the next programme is by the end of **Wednesday 31st July**.

The Process

You need to complete the application form and attach your case for your inclusion in our leadership programme.

You can apply in the best way for you. Be that a written statement, video, PowerPoint presentation or a mixture. Include supporting statements and testimonials if you can.

All applicants will be informed of the awarding of the place by email by **Friday 13th September**.

So where does the Starfish come into it?

Ian always told this story throughout the years. It is one that he truly embraced and practiced, not just in his working life but in all areas.

You can see him tell the story here: [The Starfish Story](#)

Or click here if you'd prefer to read: [The Starfish Story](#)

Ian tried to make a difference to everyone he met. He has impacted hundreds if not thousands of people over the years which is why we are continuing his life campaign and offering the Starfish placement.

Programme details

The dates for the next Towards Outstanding Leadership Programme are:

Module 1: Tuesday 1st & Wednesday 2nd October 2019

Module 2: Wednesday 4th & Thursday 5th December 2019

Module 3: Tuesday 4th February 2020

The Starfish Place Application Form

Name:	
Company:	
Job Title:	
Email address:	
Phone number:	

Please attach your case in the format you which to submit it to Sarah Lawson at
admin@towardsoutstandingleadership.com