

2024-2025

MANAGEMENT INSIGHTS FOR SCHOOL LEADERS

IMPACT REPORT



CELEBRATING
25
YEARS
OF IMPACT

BUSINESS
IN THE
COMMUNITY
IRELAND

Introduction

Management Insights for School Leaders (formerly Management Excellence for Principals) is a nationwide long-standing professional development programme that connects senior school leaders from primary and post-primary schools with senior leaders from the business world. Each standalone workshop, delivered by experienced professionals, offers practical tools and real-world insights on topics such as performance management, communication, conflict resolution and strategic leadership, all tailored to the complex and evolving role of school leaders.

Developed by Business in the Community Ireland, and sponsored by Cornmarket Group Financial Services, this programme has recently been endorsed by Oide which is the support service for teachers and school leaders and supports leadership training for senior, middle and emerging leaders in both primary and post-primary schools.

This programme is free to schools and designed to equip school leaders with practical tools, peer learning opportunities and real-world management strategies. Now in its third decade, the programme continues to grow in reach and impact, with 100% of participants saying they would recommend it to a colleague.

Suzanna Doyle
BITCI Programme Manager

Our Year in Numbers



8	Companies
10	Sessions (2 online, 8 in person)
68	Schools
133	Principals and Deputy Principals



Programme Objectives

- 01 Promote dialogue between business leaders and school managers to strengthen leadership practices.
- 02 Equip leaders to address underperformance and navigate difficult conversations effectively.
- 03 Introduce practical PR and marketing tools for school branding and communication.
- 04 Encourage peer groups for ongoing collaboration and shared learning beyond sessions.
- 05 Share strategies and tools to improve time management and workload efficiency.
- 06 Support strategic thinking, effective delegation, and positive staff motivation to enhance retention and performance.

Thank you to the programme sponsor



Impact on Senior School Leaders



100% of Principals and Deputy Principals would recommend this programme to others



92% of Principals and Deputy Principals rated the content as well-timed and well-structured



92% of Principals and Deputy Principals found the sessions relevant or very relevant to their role

Top Benefits of the Programme

- Builds strong leadership and management skills.
- Encourages peer learning and support among principals.
- Connects schools with business expertise.
- Offers both in-person and online sessions.
- Reaches schools and leaders nationwide.
- Backed by long-term corporate sponsorship.



Very straight-forwardly presented. Clear information that was completely relevant to schools.

Senior School Leaders Commented

I plan to share all the information with the wider staff.

This was very informative, and it is an area that we do not receive a lot of training on, as principals.

Really enjoyed it. Valuable insights from business world. Excellent presenters.

Excellent experience. Brilliant to hear new perspectives. Great value for all involved. Really appreciate it.

Flow of the session was good. Short, snappy presentations but plenty time to talk through things.

Was fantastic and very relevant to my daily job.

Engaged Businesses and Session Topics

In-Person Sessions

Performance Management

Hosted by Deloitte
Venue: Deloitte, Dublin

Personal Effectiveness

Hosted by Cornmarket
Venue: Dublin West

People Management

Hosted by Cornmarket
Venue: Maldron Hotel, Cork.

Change Management / Conflict Resolution

Hosted by Cisco
Venue: Cisco, Dublin

Leadership

Hosted by Mater Private
Network
Venue: BITCI, Dublin

Communications, Branding & Digital Success

Hosted by Cornmarket
Venue: Crowne Plaza Santry,
Dublin

Change Management, PR & Marketing

Hosted by PwC
Venue: PwC Offices, Cork

Performance Management

Hosted by Northern Trust
Venue: Northern Trust Offices,
Limerick

Online Sessions - Nationwide

Communication Strategies

Hosted by PM Group

Personal Branding

Hosted by Ogilvy



Acknowledgements

The Management Excellence for Principals programme owes its success to the dedication and support provided by the speakers from the collaborating companies. We thank them wholeheartedly for volunteering their time and skills to this programme.

Adrienne Daly

Senior Executive, Deloitte

Catherine Duffy

Senior Vice President, General Manager,
Northern Trust

Rachel Hyland

Learning & HR Technology Manager,
Cornmarket

Louise Moran

Digital Marketing Manager, Cornmarket

Mairead Craven

Leader, People Consulting, Cisco

Niamh Milne

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Damhnait Digan

Project Specialist, Cisco

Orla Casey

Marketing Brand Manager, Cornmarket

Deirdre Kennedy

Leadership and Employer Branding
Senior Associate, PWC

Garry McCabe

Chief People Officer, Mater Private Hospital

Karen Jamison

Senior Manager, PWC

Brian Melarkey

Group Creative Director, Ogilvy

Kerry Cullen

Senior Executive, Seven-Psychology at Work

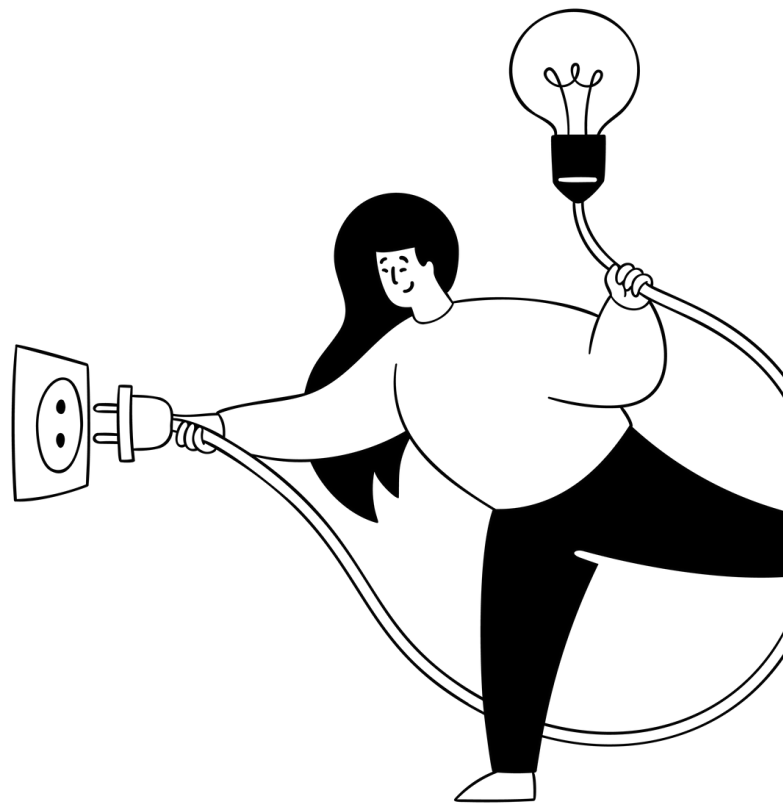
**We thank you for your
continued support in our
efforts to contribute to social
inclusion in Ireland.**



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Grow Your Business with Our Volunteering Solutions




We Offer Best Solutions

Partnering with Business in the Community Ireland (BITCI) provides companies with a unique opportunity to make a tangible difference in the lives of students while simultaneously enhancing your own business objectives.

Key Benefits of Partnering with BITCI

- ✔ **Impactful Community Engagement**
Through our programmes, your company can directly support students from disadvantaged areas, helping to level the playing field and provide pathways to success.
- ✔ **Enhanced Employee Engagement**
Our 'off the shelf' volunteering opportunities allow your employees to engage in meaningful, rewarding activities that boost morale and foster a sense of purpose.
- ✔ **Support for Diversity and Inclusion**
By participating in our initiatives, your company contributes to creating a more inclusive society, promoting diversity in education and the workplace.
- ✔ **Positive Reputation and Trust**
Demonstrating a commitment to education and community support enhances your company's reputation and builds trust within local communities.
- ✔ **Enhanced Employee Engagement**
Engaging with students through our programmes helps to nurture and develop future talent, ensuring a well-prepared workforce for tomorrow's challenges.
- ✔ **Strategic Alignment**
Our initiatives align with your Corporate Social Responsibility (CSR) goals, providing a strategic approach to making a difference in education and society.

Find out more

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 www.bitc.ie

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