Inside the CEO Application Process

Who Should Apply?
The Brown School is seeking to develop a cohort of leaders who want to bolster their readiness to assume a CEO position in a human service organization. Most qualified applicants will have at least 5 years of experience in management and hold a middle or upper management position in a human services organization. Brand new CEOs currently in the process of transitioning are welcome. The program would also be useful for managers coming from a corporate setting, seeking to transition to leadership of a service organization.

Key Dates
- Opening date for applications: September 20, 2017
- Notifications will be made on a rolling basis
- Application deadline: December 21, 2017
- Payment due date: December 29, 2017
- First session: January 19, 2018

Components of the Application
Only completed applications will be reviewed. Admissions decisions are at the discretion of the lead instructor. The application consists of these required elements:
- Completed application form
- Current resume
- 3 minute video introducing your reasons for aspiring to a CEO role and what you hope to gain from the program

Additionally, applicants who are applying with the support of their current organizations are invited to submit a letter of support from their current supervisor.

Creating Your Video
Applicants are required to submit a 3 minute video introducing your reasons for wanting to be a CEO and what you hope to achieve if admitted to the Inside the CEO program. Videos will be evaluated based on the content of your presentation, not on production value of the video.

We recommend using a smartphone to post your video to YouTube in an Unlisted status. In this way your video is private; only those who have your link can view your video. Your video link can then be emailed as part of your application package. The Brown School is not able to provide technical support to you in creating or posting your video.

We do offer the following tips and recommendations – based on current iPhone interfaces - which may be helpful to applicants who are unfamiliar with creating a video to be viewed by others online.
First, record your video. When complete, share it. Most iPhones have a share icon at the lower left hand corner of the screen. Once selected, various options for sharing will appear at the middle of the screen. Scroll to the right for the red YouTube icon.

Selecting the YouTube icon will bring up a variety of settings for sharing your video. Scroll down and you will see three privacy setting options. Select “Unlisted.”
In YouTube, you can see videos you’ve uploaded by clicking the “My Channel” navigation to the left. Clicking **Uploads** in the center of the screen shows you any videos you’ve uploaded but not publicly shared.

Click on your video to preview it and to share.
Clicking the arrow with Share under your video (right under the Channel settings button) will produce a URL you can copy to share with us as part of your application.

Ideally, you will attach all your application materials to a single email to profdev@brownschool.wustl.edu. In the event that’s not possible, please make sure each subject line of every email you send to us includes your full name and “Inside the CEO application”