

# NOMINATION PACK 2025

*Developing the  
regions future  
leaders*



**TOP THIRTY**  
**UNDER THIRTY**  
LEEDS & WEST YORKSHIRE

# OUR PURPOSE

Top 30 Under 30 was founded to champion the brightest talents in our region and to show the next generation that they can achieve their aspirations right here in Leeds and West Yorkshire. In doing so, we want to make a real difference to the lives of young people and to the prosperity of local businesses in our region.

We exist to achieve **three key ambitions:**

- To recognise and celebrate our region's brightest young people
- To retain the next generation of talent by championing the businesses and opportunities that exist right here
- To empower young people making the difficult step into leadership

A photograph of Simon Jones, the founder of Top 30 Under 30, sitting in a brown leather chair. He is wearing a blue and white checkered suit jacket over a white shirt. He is smiling and gesturing with his hands as if in conversation. The background is a dark wood-paneled wall with a camera on a stand and a potted plant.

Simon Jones,  
Founder,  
Top 30 Under 30



# HOW IT ALL BEGAN

*Top 30 Under 30 has quickly become the region's leading talent recognition and development process*

In 7 years, we have identified and supported 240 top performers, with half moving into management and senior leader roles across Yorkshire.

We believe that for our businesses to maximise their potential, we must develop outstanding future leaders and keep our top talent in the region.





# THE MISSION

*To develop the leaders of the future and retain Leeds and West Yorkshire's top young talent.*

# HOW WE DO IT

1. Identify the Top 30 Under 30 through a nomination and judging process
2. Develop them through our 12-month leadership programme
3. Celebrate and showcase our winners and partners at an awards evening
4. Champion our winners with promotion across all social media channels over a 12-month period (including a post event press release)
5. Capture our winners stories, showcasing their journey and achievements in order to inspire others



# THE LEAP PROGRAMME

## Enhancing leadership and performance management skills

- What coaching is and how to use it
- Fearless communication
- Leading as your best – print discovery session
- Quality listening and questioning
- Powerful performance
- What drives great leadership
- Transactional analysis and me
- Your leadership brand
- Presenting with impact
- Ownership, confidence and resilience

# INSPIRING COACHES

From Master Accredited Coaches and NLP Specialists to Stars of The Big Screen, this is not your typical training team.



## JOHN BORLAND

An accredited master coach and critically acclaimed author, all of John's work is geared toward empowering people to find ways to develop themselves.



## DOMINIC COLENZO

Dominic is a specialist in communication and leadership who helps people to become more confident, increase their influence and know what to say under pressure.



## NICOLA ELLWOOD

Nicola is a master coach who has spent decades helping leaders to be their best through heightened self-awareness and the ability to lead highly engaged teams.



## GILLIAN MASON

An accredited coach utilising neuro-linguistic programming and diagnostic tools, Gillian helps individuals and teams discover purpose and achieve their full potential.



## TOM WRIGHT

Tom draws on experience directing over 70 high-pressure theatre projects to coach business leaders in unlocking their full potential and improving their communication skills.



# OUR IMPACT

*In the seven years since our launch, we have recognised and developed 240 young people, supporting countless promotions and helping to change lives forever.*

**73**

Managers

**35**

Directors

**3**

in a Group  
Role

**14**

Heads of  
Department



# NOMINATIONS NOW OPEN

## WHO WILL YOU RECOGNISE?

We want to hear from you. By nominating your top talent, you're giving them an outstanding development opportunity and recognition for their already impressive contribution to your business.

### HOW TO NOMINATE

Simply explain why your colleague deserves to win here at [www.top30under30.co.uk](http://www.top30under30.co.uk)

**Nomination Deadline: Friday 24<sup>th</sup> January 2025**

### THIS IS NOT JUST AN AWARD; IT'S A CHANCE TO INSPIRE FUTURE LEADERS.

If selected, they will enjoy a year of professional development, attend 10 sessions of our life-changing LEAP programme, the support of a new peer group, including the region's top performers; your winner will be filmed at your business and you will be invited to join us at our prestigious awards celebration, where the 30 and their companies will be in attendance to celebrate and recognise the winners.

**TOP THIRTY UNDER THIRTY**



**PROGRAMME  
INVESTMENT  
£1950+VAT\***

\*if selected

[www.top30under30.co.uk](http://www.top30under30.co.uk)



# MOTIVATE YOUR TEAM TO ACHIEVE RECOGNITION!

*Encourage your staff to strive for a nomination for a Top 30 Under 30 place.*

By recognising their hard work, you'll boost employee loyalty and retain your top talent.

Not to mention, enhance your recruitment efforts with our compelling online content that showcases your commitment to your employees.

Show your team that they are appreciated, valued, and rewarded. Plus, empower them to develop their skills further with the LEAP Programme.





# BOOST YOUR BRAND'S VISIBILITY

*By employing a Top 30 Under 30 winner, you'll not only gain prestigious recognition but also build a reputation as a company dedicated to attracting and investing in top young talent.*

Elevate your brand's exposure with a dynamic post-event press release and engaging digital content. Over the next 12 months, you can amplify your online presence through targeted promotions across all social media channels.

This is also your opportunity to connect with leading businesses in the area and leverage valuable marketing avenues that showcase your brand effectively.





# BRANDS WE WORK WITH

Top 30 Under 30 is made possible by the brands who partner with and sponsor the programme and nominate candidates. Supporting Top 30 Under 30 brings your business benefits in four key areas:

- Employer brand and recruitment activity
- Environmental, social and governance (ESG)
- Overall brand awareness in the region
- Networking opportunities with leading businesses

These organisations are committed to championing our region and developing and retaining talent in our business community.





# CONTACT US

Simon Jones

Managing Director


Top 30 Under 30

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