

Executive Briefing Series

Intensive high-level information on the most influential new thinking in management today

BRIEFING ONE

Carrying Clout

How to enhance your interpersonal skills for greater influence and credibility

Steven Nayda BBus (UniSA)
Wednesday 27 October 2010

This *Executive Briefing* moves beyond the popular concept "it's not what you know but who you know" to consider the fact that "it's *how you* are known" that defines your level of influence and interpersonal effectiveness in the workplace.

As each individual has a unique mix of interpersonal characteristics and skills, a key focus will be on providing a framework for participants to determine their own strengths, understand their communication style, and identify appropriate techniques for improving their performance.

All attendees will leave with a personal action plan to become more memorable, impress as a credible professional or leader, and expand their sphere of influence.

BRIEFING THREE

Works for Me

Attracting, developing and retaining skilled labour in a competitive market

Dr Lindsay Ryan BBus (UniSA), MBA (UniSA), PhD (UniSA)
Friday 3 December 2010

Consumer confidence is returning and industry is shifting its thinking to growth, new opportunities and building a workforce for the future.

But with unemployment rising only negligibly during the downturn, businesses requiring skilled labour face heavy competition. So how, in this environment, can you build the workforce you need?

This timely *Executive Briefing* will help you find the answers through:

- Thorough analysis of the workforce outlook for 2011 and beyond, considering the impact of the GFC and mining boom.
- Discussion of key emerging workforce issues, including succession planning and knowledge management.
- Exploration of strategies for utilising employee learning and development to retain staff and build organisational capability.

Participants will also be invited to share their own experiences.

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BRIEFING TWO

Turning Talk into Walk

Linking strategy to operations for tangible on-the-ground change

Michael Edgecombe MBA (Adel), GAICD, AIMC
Wednesday 10 November 2010

Many years ago the message spread that what gets measured gets done. Consequently, Key Performance Indicators (KPIs) have become an obligatory inclusion in business plans the world over. But have they made any real difference?

The challenge for many businesses and government agencies is that, KPIs or no KPIs, organisational strategies are rarely directly linked to plans for individual business units, so often have little influence over how employees spend their time.

This *Executive Briefing*, however, will present the latest practical tools for linking targets, metrics and rewards to drive your organisation in the right direction and deliver tangible outcomes for customers, service users, staff, shareholders and the community.

BRIEFING FOUR

Catching the Tube

Why the social media wave has changed marketing forever and how you can ride it

Mal Chia MCom (Mktg), AIMIA, SMCADL
Wednesday 15 December 2010

The rules of marketing have changed. Social media has ushered in a new era of sharing and collaboration that has fundamentally altered the way business communicates with customers.

Platforms like Facebook, Twitter, YouTube and Wordpress have democratised publishing and disrupted the status quo, empowering customers to connect and influence each other like never before.

With millions of on-line conversations taking place every day, it's critical business understands how to utilise this space, or risk losing relevance in an increasingly connected global marketplace.

Key topics will include:

- Social media's evolution and its impact on traditional media.
- Where social media fits in the marketing mix.
- Changing consumer behaviour and its influence on others.
- Social media monitoring, measuring and engagement strategies.
- New trends emerging in social media and where.



Venue

Executive Education Unit
The University of Adelaide
7th Floor
10 Pulteney Street
Adelaide

Times

All Briefings 8am – 11.30am
(Refreshments provided)

Cost

\$345 per Briefing

\$285 for Alumni
(Adelaide MBA and
Professional Management
Program)

Please note that this program is GST-free. Payment required at time of registration.

In-House Delivery

All *Executive Briefings* are able to be presented on your own premises, on demand.

If you would like to discuss this option, phone Andrew Stevens on (08) 8313 5703.

Outstanding Presenters

Without exception, our presenters in the *Executive Briefing Series* are highly qualified experts in their fields, with extensive real-world experience.

Most teach regularly at the MBA level and are outstanding presenters who are actively involved in senior management consulting with some of Australia's leading companies.

Cancellations

If the intended participant is unable to attend, a suitable substitute will be accepted right up to the morning of the *Briefing* with no financial penalty. If written notification of cancellation is received no less than two weeks prior to the *Briefing*, the full fee will be refunded.

If notification is received less than two weeks prior to the *Briefing*, a substitute may attend or the full fee will be forfeited.

For more information on these Executive Briefings, call Kateryna Katsman on (08) 8313 3268 or e-mail kateryna.katsman@adelaide.edu.au



The presenters (clockwise from top left)
Steven Nayda, Mal Chia, Michael Edgecombe and Dr Lindsay Ryan.

Registration Form and Tax Invoice Upon completion of this form, including the relevant payment, this form will become a Tax Invoice. ABN 61 249 878 937

Executive Briefing Series

YES I would like to enhance my understanding of the most influential new thinking emerging in management today.

Please accept my registration at the following *Executive Briefing(s)*:

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| <input type="checkbox"/> Works for Me
Friday 3 December, 2010 | <input type="checkbox"/> Catching the Tube
Wednesday 15 December, 2010 |
| <input type="checkbox"/> I am an Alumni (Adelaide MBA and/or Professional Management Program). | |

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