



Women & Leadership Australia  
Proudly Supporting the National Breast Cancer Foundation

# The Leadership Journey 2012

## Perth, 15th March

Perth Convention & Exhibition Centre

For the past seven years, Women & Leadership Australia (WLA) has been guiding thousands of women towards greater career success and life satisfaction through the nationally acclaimed Australian Women & Leadership Forums.

The Leadership Journey 2012 is a brand new program developed by WLA to meet the needs of today's dynamic female leaders.

The Leadership Journey 2012 has been shaped by expert advice from top female leaders, trainers and academics, as well as countless hours of face to face interactions with thousands of Australian women.

This collective expertise imbues The Leadership Journey 2012 with a potent mix of understanding, advice and strategy for addressing the unique challenges and complexities that women face in the contemporary workplace.

***“ Leaders are made, not born, and they never stop learning. Women & Leadership Forums are important sources of advice, inspiration and support of other women who are on the same journey***

**Pru Goward**

Minister for Family and Community Services,  
Minister for Women, Member for Goulburn

## The Leadership Journey 2012

The Leadership Journey 2012 is built around four distinct but complimentary modules. The structure of the program optimises the learning outcomes of each module, as well as contributing to the overall flow, ensuring a logical progression from one module to the next. Through mastery of each of the elements discussed, participants can take an important step towards understanding and achieving their personal goals.

The four modules explored in The Leadership Journey 2012 are:

- Module 1 Ethics
- Module 2 Communication
- Module 3 Influence
- Module 4 Resilience



The program is underpinned by a blended learning approach to ensure participants have the opportunity to maximise their learning throughout the day and connect powerfully with both their peers and the course facilitator.

### Program Agenda

8.30 – 9.00am	Registration, tea and coffee and informal networking
9.00 - 10.30am	Module 1 Ethics
10.30 - 10.50am	Morning tea
10.50 - 12.30pm	Module 2 Communication
12.30 - 1.15pm	Lunch
1.15 - 2.45pm	Module 3 Influence
2.45 - 3.00pm	Afternoon tea
3.00 – 4.30pm	Module 4 Resilience
4.30 - 5.00pm	Structured networking session
5.00pm	Close

**“ Loved it – So inspiring. I have fire in my belly! The best part was the fact that there was something for everyone. So many sectors were covered during the presentations & importantly too –there was a wide representation in the audience. Thank you so much**

**Liz Carey**  
Golder Associates

### Module 1 | Ethics

#### Operating within an ethical, thoughtful and values-driven framework

In this session, participants consider the ethical dimensions of their day-to-day communication and identify the important relationship between demonstrable, values-driven leadership and effective working environments. This workshop encourages participants to set their own standards and find ways to measure their own performance, as well as that of their organisation. The immediate insights generated by this session underpins the subsequent session that explores Influencing

### Module 2 | Communication

#### Understanding and interpreting differing styles

Interpreting different communication styles effectively is fundamental to building lasting interpersonal relationships. In the workplace effective communication is the vehicle that achieves results, so getting it wrong is not an option. We all have a basic understanding of how people communicate but this session focuses on the key concepts of personal communication style, how to identify and master your dominant style, how to correctly interpret the style of others and most importantly how to be flexible enough to communicate optimally with differing styles. Mastering these techniques will rapidly enhance your ability to communicate purposefully in any situation.

### Module 3 | Influence

#### Fostering goodwill, commitment and collaboration to aid productivity

Influencing others may be as simple as asking a person to do something, or as complex as building strategic coalitions to achieve long term goals. Whatever the desired outcome, your ability to influence effectively and ethically depends on the strategies you use, and when and how you implement them. This session looks at influencing strategies; in particular, how effective leaders draw on different tactics to best suit the person and situation they are in. A range of different strategies are explored.

### Module 4 | Resilience

#### Building resilience and overcoming challenges

The final session of the day explores the concept of resilience – particularly during challenging times or in highly pressurised environments. Personal resilience is not only about strength through adversity but the ability to grow and adapt as a result of disruption, to move forward stronger than before. Participants are asked to consider resilience at both a personal and strategic leadership level. Participants go on to learn about ways to build resilience in their teams, and manage challenging situations more effectively.



**“A tremendous opportunity for all female leaders”**

## Who is the Leadership Journey 2012 for?

### New and Aspiring Leaders

The Leadership Journey 2012 meets key leadership development priorities for new and aspiring leaders. New leaders benefit enormously from connecting with more senior leaders and gaining valuable exposure to issues they may encounter on their leadership journey.

### Experienced Leaders

Experienced leaders are most welcome to attend and benefit from the chance to revisit their experiences and articulate their strategies. Senior leaders gain valuable insights into contemporary challenges for those women reporting to them. The Journey provides experienced leaders a forum to reflect on their career aspirations and derive important feedback for their workplace.

## The Leadership Journey 2012 In-house

You can run The Leadership Journey in your workplace and have the expertise of a senior WLA facilitator dedicated to your female staff. The one-day program is easily customisable to any industry or sector, and can be tailored to address key issues in your workplace. The program can be run for groups of 20 – 60 participants at one time, and group bookings attract substantial discounts.

For more information call 1300 138 037

***“I often get to attend conferences and most of the time walk away feeling deflated as the conference did not live up to the huge expectations. This was very different! I have really enjoyed myself. I have enjoyed talking to people, despite the fact that I find this difficult and I am very glad I made time to attend. Thank you***

**Linda Perrine,**  
Bankstown City Council



## “The Power of Women & Leadership Forums”

Research suggests that to reach one’s potential as a leader, it is vitally important that we feel connected, supported and empowered in all areas of our lives. Whilst workplace training is essential to developing skills, the immense power of women and leadership forums resides in bringing women together to explore their potential as well as their challenges in a supportive and empathetic environment.

Women & Leadership Australia is a national initiative committed to supporting the presence of women in business and community leadership roles. WLA is based on the belief that women represent an enormously under-utilised national resource. Through supporting a greater percentage of talented women to step up into leadership positions, tremendous cultural and economic benefits will follow.

The initiative comprises a range of professional development programs, advisory services, networking opportunities, and ongoing research. Since its inaugural forum in 2003, over 35,000 women have participated, making Women & Leadership Australia the largest female focused leadership initiative in Australian History.

Each year thousands of women continue to benefit from the program ensuring the initiative is widely accepted by business leaders as critical to the ongoing development of Australian leadership.

The 2012 WLA program is under the auspices of the Workplace Training Advisory Australia.

***“ Thank you very much - the whole experience has totally exceeded my expectations. The most valuable event I have attended in a long time. Great organisation, excellent speakers and totally relevant topics***

**Sharon Murden**  
DSTA

