

DAY 1

MORNING SESSION

Leadership
Business Hypothetical



Philip Owens

The Business Hypothetical is a fun and interactive session that will challenge your perspectives and decision making in relation to business. It unlocks some important discussions and introduces some important frameworks for thinking about issues that are immediately relevant to your own business success through engaging scenarios.

BREAK

AFTERNOON SESSION

Marketing / Selling Better
Sales Processes, Teams and Incentives - New Innovations



Sue Barrett

Selling is ubiquitous. Everybody lives by selling something yet very few people consciously understand how this complex variable system works. This means the C-suite executive level often treat selling as a linear production line which it is not. Instead of looking at an organisation's sales system from a strategy, process, team and culture perspective, all that is usually discussed is sales pipeline, forecasts, numbers, results, commissions / bonuses & 'sell more'. So most people learn selling by default not design, with unenlightened managers assuming people can pick up selling on the spot with 'Just be like me' they say.

If you want to sell more of the right stuff to the right customers, it pays to learn how to create a Selling Better system and culture that is underpinned by the right sales processes, sales force structure and sales incentives. We will explore the latest innovations with profession and function of Selling: a set of vital life / business skills and system filled with skills, principles, processes, systems, philosophies, and how you can apply these to your business.

DAY 2

MORNING SESSION

Managing People

Effective Recruitment - Interview Techniques for New Hires



Karen Gately

Recruitment is the backbone of your HR strategy. Getting the hiring decision wrong can be a costly exercise and painful experience. In this workshop we will explore the keys to ensuring you make great decisions about the people you invite to join your team. We will reflect on the importance of both character and competence to the success of an individual and how to accurately assess each.

BREAK

AFTERNOON SESSION

Data Analysis

Data Analytics, Data Science and AI



Dougall McBurnie

Industry Leading Practices for Data Analytics are a combination of technologies, tech architecture, methodologies, business processes and ways of working. In combination these enable organisations to unlock the value of your data (internal and external data) to deliver improved operational performance, improved asset performance, improved customer engagement and profitability and / or achieve non-financial objectives in your organisation.

The session will cover the following Data Analytics topics using real-world examples:

- Enterprise Performance Management
- Interactive Dashboards
- Data Science & Machine Learning
- Data Driven Marketing
- Internet of Things (IoT)

We will discuss industry leading Data Analytics techniques, share leading practices including an industry leading Analytics methodology and share key learnings of successful Data Analytics initiatives.

Key outcomes of this program will be an understanding of how to work smarter and unlock the value to your business through Data Analytics.

DAY 3

MORNING SESSION

Business Models

HR Strategy & Implementation Tool Kit



Trudy MacDonald

In most small to medium sized businesses the human resource function is neither non-existent or is administrative and reactive in nature. As people are arguably the most important asset of any business it is critical that all businesses have a human resource strategy that is directly aligned and supportive of its broader business strategy.

In this session you will learn:

- How to create a link between business strategy and HR strategy
- The key strategic HR questions every business should be asking
- How to access and use the “HR Tool Kit” designed specifically to answer the strategic HR questions

The workshop is highly practical and includes ten HR tools that participants can implement within their business.

BREAK

AFTERNOON SESSION

Social Responsibility & Ethics

Social Media for CEOs. The Risks, Benefits and Opportunities



Richenda Vermeulen

Social media is increasingly becoming a channel to reach, engage and convert customers and your staff - especially for Gen Y and Z. However, there is mixed information on how this applies to your brand, your organisation and your profile as a CEO. What is hype and what is here to stay?

Richenda will give an overview of social media tools and how they are best used in leadership. Richenda will walk through risks you need to be wary of, the opportunities to leverage and explore what is appropriate for you and your unique context.

DAY 4

MORNING SESSION

Financial Management Scaling Up Profit, Cash and Value



Alan Miltz

Alan will provide you with the tools to help scale up profit, cash and value using his One Page Financial Scorecard, Monthly Management Reporting Process and Banking, Excellence techniques including:

1. The 4 chapters of financial excellence [profitability, working capital, other capital, and cash flow and funding]. How is your business performing in relation to the four chapters? What every number means & how you can improve them?
2. The big 3 cash measures to be implemented in your business.
3. Colour coding your financial performance.
4. How to fix your business using the Power of One. How many 1% or 1 day changes does your business need to make to achieve its financial goals?
5. Monthly Management Meetings. A format will be provided to conduct monthly/quarterly senior management or board meetings to ensure all financial and business blind spots are uncovered. This includes all the spreadsheets to calculate all the numbers & full details on how to implement the process.
6. How to create a culture of financial and business excellence ensuring your non-financial managers understand your business.
7. How to ensure your organisation understands the way the banks view your performance and how to build a true partner with your bank through improved communication. Banking templates will be provided.

Alan will enable your organisation to improve cash flow and grow the value of the business through his informative and interactive implementation class.

BREAK

AFTERNOON SESSION

Corporate Sustainability Culture Change - How to Do It Sustainably



Tim Ferguson

An organisation's culture can be defined simply by what behaviour is accepted/rewarded as well as by the behaviour that is accepted or tolerated - what can I get away with? Leaders play a crucial role in deciding what is acceptable in a team or organisation by the behaviour they model (particularly when they are under pressure) and by what they reward and are prepared to challenge.

DAY 5

MORNING SESSION

Business Planning & Strategy How to Set the Right Strategic Path



Don Gregg

Setting strategic direction is one of the most crucial and challenging tasks of leaders. This interactive session will be run by an experienced CEO who now specialises in helping organisations to confidently set clear and appropriate strategic directions.

You will learn key principles and some simple tools that will make it easier for you to set the right strategic path for your organisation.

BREAK

AFTERNOON SESSION

Technology & Connectivity Technology Trends Shaping Business



Chad Gates

50 percent of businesses on the 2006 list of Fortune 500 companies no longer exist. As the pace of change intensifies, many companies are just unable to compete without leveraging technology to modernise their offering and operations. IDC predicts that digitally transformed organisations will generate at least 45% of their revenue from "future of commerce" business models - with digital transformation spending expected to reach \$1.7 trillion, a 42% increase from 2017.

This level of unprecedented change raises significant questions about the way we do business, including security, compliance - and how we can confidently leverage technologies such as the Internet of Things, artificial intelligence (AI) or Augmented Analytics, quantum computing and more.

Ultimately, organisations with technologically savvy leaders, foster innovation and therefore have the competitive advantage. This session aims to explore key technology trends and the threats and opportunities they present.

DAY 6

MORNING SESSION

Managing Innovation & Creativity Digital Transformation and The Innovation Culture



Neil Shewan

With the challenges of changing business models, expectations of the millennial workforce, changing client service buying habits, and new technologies like block-chain and machine learning - there has never been a more crucial time to innovate.

Risk taking and being comfortable with failure, is one of the top five most important cultural factors that needs to be present if you want to be a highly innovative organisation.

Neil will deep dive into three foundations of innovation - accepting failure, getting user input early and clearing the way for your innovation team - and share with you the latest research from EY into the mega-trends you need to be aware of impacting the way we do business in the next ten years.

BREAK

AFTERNOON SESSION

Corporate Governance Duties and Responsibilities of Directors and Managers



Nicholas Barnett

This session will deal with what Senior Managers need to know about their corporate governance responsibilities, including in relation to risk and compliance but also the obligation to add value. The responsibilities of Senior Managers in shaping and upholding an ethical and engaging culture will be discussed with lessons drawn from APRA's CBA Culture

Review and the Hayne Financial Services Royal Commission. The principles of good corporate governance will be discussed (accountability, fairness, transparency and responsibility) including the best ways Senior Managers should interact with their board.

The CEO Institute reserves the right to vary the program delivery subject to the final cohort and confirmed start date. This may include changes to topics, venues and the Chair.

A TYPICAL DAY

Time	Schedule
8:30 - 8:45	Arrival tea / coffee
8:45 - 9:00	Chair welcome
9:00 - 10:30	Keynote Speaker
10:30 - 11:00	Morning tea
11:00 - 12:30	Facilitated Group Discussion
12:30 - 1:30	Lunch
1:30 - 3:00	Keynote Speaker
3:00 - 3:15	Afternoon tea
3:15 - 4:25	Facilitated Group Discussion

PROGRAM FEES

Enrolment Fee: \$1,100 (including GST)

1st payment: \$3,850 (including GST)

Due prior to commencement

2nd payment: \$3,850 (including GST)

Due prior to commencement of 4th meeting