

IF CULTURE IS THE ANSWER, WHAT IS THE QUESTION?



16th AUSTRALIAN CONFERENCE

on Culture & Leadership / 2014

YOU'RE INVITED

...to join us at the 16th Australian Conference on Culture and Leadership, presented by Human Synergistics. This year we will explore the different internal business drivers that prompt organisations to focus on their Culture and Leadership Strategies as an integral part of their efforts to execute their strategy and achieve their goals. We invite you to join us as we explore the theme;

IF CULTURE IS THE ANSWER, WHAT IS THE QUESTION?

Three dramatically different case studies will be explored. One of **renewal**, one of **adaptation** and one of **growth**. In each case the organisation identified specific needs they believe required a different way of leading and motivating people in order to achieve their strategic direction.

This year's conference will present how these needs drove our speakers' organisations to focus on Culture and Leadership and how they see these playing a significant role in improving their business and performance outcomes.

Whilst strategy is about **direction**, culture and leadership are about **execution**. To achieve a different direction requires different ways of thinking and behaving. Leaders shape such thinking and behaviour through their

own personal approach as well as through the decisions they make about how the organisation will be structured and the systems they implement to motivate performance – in other words the culture of the organisation.

TO REGISTER

This is a complimentary event. For attendance please register at www.human-synergistics.com.au/ccl2014

Enquiries:

Contact Zara Kuhn on 02 9271 5947 or hsconference@human-synergistics.com.au

CONFERENCE

MELBOURNE

Thursday 4th September 2014,
9am – 1pm

Registration opens at 8am

[Register by 28th August 2014](#)

The Melbourne Convention Centre,
1 Convention Centre Place,
South Wharf, 3009

PERTH

Wednesday 10th September 2014,
9am – 1pm

Registration opens at 8am

[Register by 3rd September 2014](#)

Perth Convention & Exhibition Centre,
21 Mounts Bay Road

SYDNEY

Thursday 18th September 2014,
9am – 1pm

Registration opens at 8am

[Register by 11th September 2014](#)

Sydney City Recital Hall,
1 Angel Place, Sydney, 2000



KEYNOTE SPEAKERS



MELBOURNE

PERTH // SYDNEY

Vice Admiral Tim Barrett,

Chief of Navy, Royal Australian Navy

Commander Grant Dale,

Director, Navy Leadership and Ethics,
Royal Australian Navy

Steering Navy on a New Course – New Generation Navy

Chief of Navy, Vice Admiral Tim Barrett and Director Navy Leadership and Ethics, Commander Grant Dale, will share the excitement of the New Generation Navy programme and the challenges of shaping a culture that is reflective of organisational and community values, and aligned to corporate strategy. This is a story of **renewal**, profound change and the challenge of maintaining a 'command' structure while providing genuine motivating leadership and building a culture where individuals and groups can achieve their full potential so the Navy can achieve its Mission to Fight and Win at Sea.



ALL VENUES

Todd Saunders,

General Manager - Australia,
Sanitarium Health and Wellbeing

The Perfect Storm

The battle for your breakfast dollar is a fierce and cut throat business. Unfortunately, 116 years of history and tradition are afforded scant regard; the ability to innovate and be creative now being the more important ingredients for success.

In 2013, iconic Australian organisation Sanitarium was facing unprecedented pressures. With rising commodity prices, aggressive new entrants to the market, a competitive retail landscape, a decline in cereal market size and changing consumer preferences, new thinking was vital.

Sanitarium's Australian General Manager, Todd Saunders, will present a story of **adaptation**. Todd will share the Sanitarium journey of maintaining leadership integrity, of speed to market and the value of a Constructive Culture in the face of the 'perfect storm'



ALL VENUES

PERTH // SYDNEY

Kim Schmidt,

Director People & Culture, Grant Thornton

Ian Herman, National Managing Partner,
Strategic Performance & Engagement,
Grant Thornton

Growth Instinct

Director of People & Culture, Kim Schmidt and National Managing Partner, Strategic Performance & Engagement, Ian Herman, will share the Grant Thornton journey of organisation transformation. Unified as a national firm and with significant growth achieved through mergers, one doubling the size of its two major offices overnight, Grant Thornton became the leading national mid-tier accounting and advisory firm. Fuelled by 'an instinct for growth' it all made perfect sense on paper. The challenge was integrating and aligning a large and diverse Partnership group and a collection of state based offices - each with its own particular culture. They will share their journey to empower and engage the leaders in a climate of rapid change and new strategic direction. They will share some of the pitfalls, lessons learned and ultimately the achievements gained along the way. This is a story of integration and the creation of one firm with one direction, of realising value and ultimately of the **growth** achieved through placing Leadership and Culture at the very centre of everything done. Empowering people so they can achieve the very best results for their clients.

KEYNOTE SPEAKERS



ALL VENUES

Shaun McCarthy, Chairman
Human Synergistics
Australia & New Zealand

Why is Culture the Answer?

For the Royal Australian Navy, Sanitarium and Grant Thornton the answer seemed to be culture. Whilst our three client organisations will explore the questions - Shaun will examine the answer - why culture is so critical when seeking to execute new and challenging strategies. As part of this, Shaun will highlight the role of leaders and leadership in explaining and shaping the organisation's culture.

Shaun will present the latest research on the relationship between key drivers, organisational culture and outcomes amongst Australian organisations along with further research based on last year's presentation of the developmental stages of organisational consciousness and growth.

ABOUT HUMAN SYNERGISTICS

Human Synergistics is Australia's leading provider of Culture & Leadership Development and Education. Human Synergistics was established 30 years ago to provide leaders and organisations with insight into how they can improve their effectiveness.

Our products are used by over 3 million people worldwide including most of the leading companies in Australia and top Fortune 500 companies globally. Through the use of our globally recognised tools, our clients are able to measure what many believe to be immeasurable – individual behaviour, organisational culture and the impact of these factors on business success.



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