

Gain vital insights and knowledge on how
you can harness the power of Corporate Culture

How to build a potent Corporate Culture

This comprehensive one-day seminar will explain why businesses with strong Corporate Cultures enjoy higher levels of productivity and profitability.

It will also explain why so many of Australia's largest companies are embarking on expensive programs to build stronger Corporate Cultures.

It will expose you to tools and thinking to enable you to measure your culture.

Venues and Dates

Brisbane

Carlton Crest Hotel
Friday 9 June, 2006

Perth

Hyatt Regency Hotel
Friday 16 June, 2006

Sydney

Shangri-La Hotel
Friday 23 June, 2006

Melbourne

The Westin Hotel
Friday 30 June, 2006

See back cover for
Early Bird Bonus and
Booking Details

What people have said about this seminar.

"I came away with a much deeper understanding of Corporate Culture and the benefits"

"For me this seminar demystifies the whole subject of Corporate Culture. It is not as complex as I thought"

"We'll put some of the learning to work immediately"

"This is one of the best seminar investments we have made in a long time"

"I now understand why CEO's get passionate about Corporate Culture. The benefits can be profound"

Who should attend?

CEO's, CFO's,
MD's, GM's,
Board Directors,
HR Directors and
HR Managers,
Senior Government
Officials and
Department Heads,
Unit Heads and
State Managers

When businesses look at Corporate Culture, the most perplexing question is - Where do you start?



Presenter
Russell Alford

The one thing that strikes you when you hear Russell Alford speak, is his passion for, and knowledge about Corporate Culture.

Russell was first touched by Corporate Culture in 1989. This sparked an intense interest that today makes him a sought-after consultant on this subject.

He is modest about his success and contribution as a CEO over 15 years - building the successful Melbourne office of a global advertising agency - Leo Burnett.

"We created a very strong Culture which delivered significant growth, outstanding client retention, and importantly, created exceptional profitability over a 10 year period".

Russell established Humming in 2003, turning this passion and experience into a business.

Humming provides management briefings, qualitative and quantitative research and strategic counselling for big and small businesses who are interested in building a strong Corporate Culture.

How to build a potent Corporate Culture answers that question, with a 10 step program designed to frame the business opportunity.

This seminar provides you with a 'ground up' view and a context for developing a tailored Culture for your Organisation.

- You will learn how to develop potent Beliefs and Behaviours that drive performance and profitability
- You will gain insights into the importance of 'business focus' in driving your Culture
- You will learn that how your people 'feel' about the Organisation is an important barometer of your Culture
- You will discover tools that build employee commitment, and how that translates into improved productivity and profitability
- You will be exposed to tools that enable you to assess your culture - it's strengths and weaknesses
- You will recognise the importance of having a clearly articulated internal communications strategy. Also, how to audit existing communications to benchmark your communications
- You will learn why so many Culture change programs fail
- Importantly, you will be exposed to a 10 step program to ignite the potential of a potent Corporate Culture

You will be asked to discuss some of the challenges you face.

The benefits of this seminar will have a profound impact on the way you view business success now - and in the future.

Seminar Agenda

The Agenda below shows the content that will be covered and illustrates the learning experience.

8.30 am

Registration and coffee

9.00 am

The Corporate Culture Journey

Russell takes you on his Corporate Culture journey. He shows the business turn-around that introduced him to the power of Corporate Culture.

9.45 am

Defining Corporate Culture?

You will learn how to define Corporate Culture so that you can put it to work in your organisation.

10.15 am

Morning tea/break

10.30 am

Researching Corporate Culture

You will see the depth of learning and the benefits that are part of undertaking a Corporate Culture study.

12.00 noon

Why Culture Change often fails

You will gain an understanding on why so many Culture change attempts fail.

12.45 pm

Lunch

2.00 pm

10 steps to building a potent Corporate Culture.

Defining your Driver

You will discover why Corporate Culture needs to be tied to your business category driver. You will also learn how to identify your driver.

Creating Focus and Culture Essence

You will learn how to develop a compelling business focus that provides a rich foundation for your culture.

Creating Values

You will learn why business values are so critical to building a potent Corporate Culture.

Also, why your values need to be unique and enduring.

Identifying Behaviours

You will learn how to identify and focus your organisation to develop behaviours that will drive your business forward.

Building Organisational Beliefs

You will learn how to identify, create and enhance beliefs that will drive your reputation.

3.30 pm

Afternoon tea/break

3.45 pm

10 steps to building a potent Corporate Culture (cont)

Developing a Communications Strategy

You will discover how important internal

communications are and how you can devise a more effective strategy that sharpens your organisation's Culture.

The Power of Anecdotes

You will discover the power of Anecdotes and how to create enduring Anecdotes that build your reputation.

Continuing Improvement

You will learn that great Corporate Cultures evolve over time and how to manage Continuing Improvement to fast-track your Corporate Culture.

Benchmarking Progress

You will learn how simple and inexpensive it can be to benchmark your progress.

Leading Corporate Culture

You will learn why it is so important to have Corporate Culture leadership and how this can be developed and managed.

5.00 pm

Close and Questions

As the Agenda illustrates this comprehensive one-day seminar will provide you with insights and ideas to help you build a potent Corporate Culture. Each attendee will receive a workbook that will be a vital source of reference for years to come. Places are limited - register today and take advantage of the Early Bird booking bonus and save \$75.00

How to build a potent Corporate Culture

This comprehensive one-day seminar will explain why business is embracing Corporate Culture.

If you haven't connected with Corporate Culture this is your opportunity to learn about this fascinating subject.

All seminar attendees will receive a detailed workbook that provides the 10 steps to developing a potent Corporate Culture. It will serve as a reference tool for years to come.

The seminar content has been structured to allow all attendees time to discuss their Corporate Culture issues and relate their learning on this powerful subject.

This seminar has limited places so you need to register today. Registration cost is \$895.00 for the seminar which includes -

- A detailed workbook
- Registration coffee/tea
- Morning and afternoon teas
- A sandwich lunch

Book now and take advantage of the Early Bird Bonus. Save \$75.00

You can save \$75.00 by booking and paying for your registration by the Early Bird booking deadline. See dates in the panel below. Complete the registration coupon today.

☒ **YES**, I want to gain vital insights and knowledge on the power of a potent Corporate Culture. I am really keen to learn how I can improve productivity and profitability. I understand that there are limited places in this rewarding seminar and I want to ensure I secure my place.

Please register me for this seminar

☐ Brisbane ☐ Perth ☐ Sydney ☐ Melbourne

Name
First Surname

Title

Company

Postal Address

Suburb or town

State Postcode

email address

(NB: Your email address is required only for seminar related activities and will not be used for any other purpose)

Photocopy coupon for multiple attendees. Please complete the coupon below.

Debit my credit card

☐ Visa Card Number

☐ Mastercard Name on Card

☐ AMEX Expiry Date / Month/Year

Signature

Or cheque attached for attendees. Total amount \$
\$895.00 per person. Early Bird \$820.00 per person - for registrations received by the Early Bird booking deadline. Please make cheques payable to SAPRO.

Registration

Online

www.sapro.com.au/humming.htm

Fax

SAPRO/Humming
08 8352 7088



SAPRO/Humming Seminar
PO Box 187
Torrensville SA 5031

Early Bird booking deadlines

Brisbane

Carlton Crest Hotel Fri 9 June
Early Bird deadline **Fri 12 May**

Perth

Hyatt Regency Hotel Fri 16 June
Early Bird deadline **Fri 19 May**

Sydney

Shangri-La Hotel Fri 23 June
Early Bird deadline **Fri 26 May**

Melbourne

The Westin Hotel Fri 30 June
Early Bird deadline **Fri 2 June**

Conditions. Cancellations will be accepted up until one week before applicable seminar date. Refunds will be subject to a \$75 handling fee (inclusive of GST). Substitutions are allowed and should be advised in writing to SAPRO, three working days before your seminar date. The conference organiser is Humming Management Consulting. ABN 81 705 297 218 All enquiries related to this seminar should be addressed to Humming Management Consulting, telephone 03 9690 7074. If you would prefer not to receive mailings like this, contact Humming on 03 9690 7074.