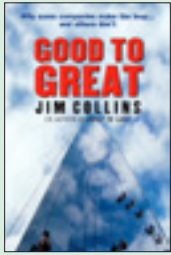
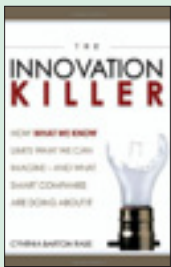


## RECOMMENDED READING PACK



### Good To Great - Jim Collins

Can a good company become a great one and, if so, how? After a five-year research project, Collins concludes that good to great can and does happen. In this book, he uncovers the underlying variables that enable any type of organisation to make the leap from good to great while other organisations remain only good. Rigorously supported by evidence, his findings are surprising - at times even shocking - to the modern mind.



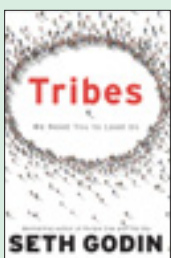
### The Innovation Killer - Cynthia Barton Rabe

Innovation is vital to the success of an organisation. But often, 'GroupThink' and 'ExpertThink' stifle new ideas. This book presents the idea of using outsiders – people who are not a permanent part of a particular group or constrained by its preconceptions – to stimulate innovation. They may be employees from other parts of the company, consultants, or even people borrowed through 'swaps' with other, noncompeting companies.



### Blue Ocean Strategy - Kim W. Chan, Renee Mauborgne

Written by the business world's new gurus, "Blue Ocean Strategy" continues to challenge everything you thought you knew about competing in today's crowded market place. Based on a study of 150 strategic moves spanning more than a hundred years and thirty industries, authors W. Chan Kim and Renee Mauborgne argue that lasting success comes from creating 'blue oceans': untapped new market spaces ripe for growth. And the business world has caught on - companies around the world are skipping the bloody red oceans of rivals and creating their very own blue oceans.



### Tribes - Seth Godin

In this fascinating book, Seth Godin argues that now, for the first time, everyone has an opportunity to start a movement - to bring together a tribe of like-minded people and do amazing things. There are tribes everywhere, all of them hungry for connection, meaning and change. And yet, too many people ignore the opportunity to lead, because they are "sheepwalking" their way through their lives and work, too afraid to question whether their compliance is doing them (or their company) any good. This book is for those who don't want to be sheep and instead have a desire to do fresh and exciting work. If you have a passion for what you want to do and the drive to make it happen, there is a tribe of fellow employees, or customers, or investors, or readers, just waiting for you to connect them with each other and lead them where they want to go.

Refunds will not be given unless at least 30 working days notice is provided. A 10% (of total cost) administration fee will be deducted for all cancellations. If you are unable to participate, a substitute delegate (transfer) is welcome, prior to the commencement of the program, for the face-to-face delivery option, but will incur a \$60 administration fee. Refunds/transfers will not be available once online access has been granted. All cancellations/transfers must be received in writing.

Registrations should be sent to:

**Proteus – Head Office**  
**PO Box 525**  
**Collins Street West VIC 8007**

**Bookings: 1300 219 903**  
**Fax: 1300 827 903**  
**Email: [info@proteuscentre.com](mailto:info@proteuscentre.com)**

**Website: [www.proteusenterprises.com.au](http://www.proteusenterprises.com.au)**  
**ABN: 30 092 276 358**



*building people & organisations*



*creating great leaders*



*leadership by design*



*bringing leaders together*



*leading global growth*

1300 219 903

[info@proteuserprises.com.au](mailto:info@proteuserprises.com.au)

[www.proteuserprises.com.au](http://www.proteuserprises.com.au)

Adelaide | Brisbane | Melbourne | Perth | Sydney



NATIONALLY RECOGNISED  
TRAINING

**Proteus Education & Training**  
Registered Training Organisation  
Provider No: 21518

**Advanced Diploma of Management**  
BSB60407

incorporating  
***Momentum***  
***Leadership*** 2011

**MELBOURNE | ADELAIDE | BRISBANE | SYDNEY**

## Momentum Leadership

The Proteus Momentum Leadership program is designed to give existing leaders new people management and business management concepts and strategies, while enhancing their existing skills and knowledge. It will also assist them to move to that next level in their leadership journey while achieving sustainable outcomes and results for their organisation.

This practical and engaging program explores a great range of leadership and business challenges faced by leaders in today's evolving workplace. With contemporary and inspirational ideas and approaches that actually work, participants will be provided with the guidance, templates and success formulas to move themselves, their teams and their organisations from good to great.

At Proteus we create great leaders and organisations. Our facilitators live and breathe leadership and apply the program principles into their business units and daily lives. We know that the program strategies work and will give participants the bottom-line results that they are looking for while experiencing an incredible sense of personal achievement.

The Momentum Leadership program has been specifically designed for people that have a solid leadership foundation and are wanting to gain momentum on their journey to becoming a more positive, successful and outstanding contemporary leader.

## Learning Options

### 1. Momentum Leadership

Students may choose to complete the Momentum Leadership program only by attending 6 classroom days over 3 months.

### 2. Advanced Diploma of Management BSB60407 - Blended Program

Students may complete the Advanced Diploma of Management by attending the 6 day face-to-face Momentum Leadership program and completing assessments and workplace activities online.

### In-house Programs

The Advanced Diploma of Management and the Momentum Leadership program can also be conducted in-house. Please contact your nearest Proteus Leadership Centre for a proposal.

## Proteus Education & Training

Proteus Education & Training is a Registered Training Organisation and has been conducting both personal and professional development programs across Australia since 1993.

We are proud of the programs we provide and of the constant feedback we receive advising us of how participants have been able to make significant changes both personally and professionally. Please view the 'testimonials' section on our website for comments from past participants.

The Advanced Diploma of Management qualification will be issued by Proteus Education & Training ABN: 30 092 276 358. Registered Training Organisation - Provider No: 21518. Qualifications from other RTO's are recognised.

## Facilitators

All of our facilitators hold the appropriate training and vocational qualifications. They are also experienced in the areas of leadership and management across a diverse range of industries.

They deliver the program in a professional, relaxed and fun-filled way and their motivational, non-threatening and supportive approach is one of the main reasons people choose to study with Proteus Leadership Centres.

Proteus facilitators are also committed to ensuring that participants leave the program not only with a better understanding of how to lead and manage people, but with the practical skills required to make it happen.

## Advanced Diploma of Management Qualification

The knowledge, skills and evidence required for the 8 unit Advanced Diploma of Management qualification have been integrated into this powerful blended program.

The 8 units required for this qualification are:

BSBINN601A	Manage Organisational Change
BSBMGT608B	Manage Innovation & Continuous Improvement
BSBMGT605B	Provide Leadership Across The Organisation
BSBINM601A	Manage Knowledge & Information
BSBRK501A	Manage Risk
BSBMGT616A	Develop & Implement Strategic Plans
BSBMGT617A	Develop & Implement A Business Plan
BSBMKG609A	Develop A Marketing Plan

### Assessment

The program will commence upon registration. Assessment will take place prior to, during and following the commencement of program modules through a range of methods including program activities and workplace assignments.

## Who Should Attend?

This powerful 6 day journey is aimed at the following:

- Professionals on a career path toward an Executive Leadership, Senior Management or CEO position
- Emerging or existing leaders that need to lead innovation, strategy and change throughout their organisation or business unit

## Learning Options

Option 1 - Momentum Leadership Program Only  
- \$3,500.00

Option 2 - Advanced Diploma of Management  
Incorporating Momentum Leadership  
- \$4,500.00

Payment by instalments is available on request (\$100 administration fee will apply to payments by instalment). There is no GST on these services. The above prices are effective as at 1 July 2011. Proteus Education & Training reserves the right to change the advertised price.

## Investment Includes

- Comprehensive manual
- Access to the Proteus Online Learning Management System (for blended learning option)
- Proteus Certificate of Completion or Advanced Diploma of Management qualification
- Lunch and morning & afternoon tea provided for classroom days

## Government Incentives

If you do not have a qualification higher than a Certificate IV, you may be eligible for a government incentive of \$4,000 to complete this Advanced Diploma. Contact our office for further information.

## DAY ONE

### Module One - Managing Organisational Change

#### Objective

To give participants an enhanced understanding of how rapid change is having a major impact on the workplace environment and what contemporary leaders can do to be a transformational change agent.

- Reactions to Change
- The 3 Step Model and Consequences of Change
- Organisational Lifecycles, Change & Leadership
- Empowerment or Dependency – How to Bring Your Staff With You
- How the World is Changing Exponentially and What to Do About It
- Contemporary Change Models – A New Perspective
- What the Future Workplace Will Look Like – The New Frontier
- We Don't Know What We Don't Know – Taking Action With Wisdom

#### Learning Outcomes

Utilising the contemporary models and strategies, participants will be more successful in leading change across the organisation while bringing their people with them.

## DAY TWO

### Module Two - Managing Innovation & Continuous Improvement

#### Objective

To provide participants with contemporary models and templates on innovation and continuous improvement to establish an environment and culture of learning and creativity back in their workplace.

- How to Be Creative When You Think You Are Not!
- Why Innovation is King
- Utilising De Bono's 6-Hats for Parallel Thinking
- The Process of Creativity
- Tip it / Flip It for Innovation
- Best Practice or Next Practice
- Making Mistakes & Loving It
- Risky Business – a 4-Way Choice

#### Learning Outcomes

Participants will be able to utilise the templates provided to encourage a culture that rewards and recognises the importance of promoting learning, innovation and continuous improvement in their workplace.

## DAY THREE

### Module Three - Providing Leadership Across the Organisation

#### Objective

To provide participants with contemporary models, concepts and knowledge on leadership theory, to identify their style to develop strategies and a framework to reach their leadership potential.

- Establishing the Leadership Foundations
- Leading a Positive (no-whinge, solution-focused) Culture
- Understanding the Admired Characteristics & Practices of Successful Leaders
- Identifying Your Leadership Style
- Level 5 Leadership
- Looking Beyond Emotional Intelligence
- When Do You Stop Consulting & Just Do It?
- The Concept of Situational Leadership

#### Learning Outcomes

Utilising the contemporary models and strategies, participants will have more clarity about both their personal and workplace leadership style while being able to model professional leadership behaviours and assist in creating a more positive workplace culture across the organisation.

## DAY FOUR

### Module Four - Managing Knowledge & Information

#### Objective

To provide participants with strategies and techniques to capture and retain organisation knowledge and information.

- What is Knowledge Management?
- Obtaining Information Relevant to Business Issues
- Analysing Information & Knowledge
- Disseminating Information to the Organisation
- Keeping Your Communication Real & Keeping it Simple
- Communicating from the Head, Heart & Gut
- Knowing When & How Much to Share with Your People
- Managing Your IP in the World of New Media (Facebook, Wikileaks)

#### Learning Outcomes

Participants will understand the importance of capturing knowledge and information and will develop a knowledge register to be able to manage and retain this information.

### Module Five - Managing Risk

#### Objective

To provide participants with risk management frameworks and templates that identify and manage the risk management projects and processes in their workplace.

- Introduction to Risk
- The Role of the Risk Manager
- How to Determine the Scope for Risk Management
- The Role of Risk in Growth & Innovation
- The Importance of Identifying Your Key Stakeholders
- The Risk Management Process
- Risk Identification
- Strategies for Building Risk Management Capability Across an Organisation
- Creating Risk Documentation and Registers

#### Learning Outcomes

Participants will be able to develop a risk management plan while creating strategies to manage risks more effectively in their workplace projects.

## DAY FIVE

### Module Six - Developing & Implementing Strategic Plans

#### Objective

To provide participants with strategies and tools to assist them to become more strategic in their thinking and be able to communicate strategic direction through a clear and contemporary strategic plan.

- What is Strategic Planning?
- Understanding Your Purpose
- Moving from a 'Big Hairy Audacious Goal' to Hedgehogs
- Strategic SWOT Analysis
- Taking the 30 Second Lift Ride – Vision, Mission and Mantras
- Developing Strategic Direction
- Action Planning for Strategic Outcomes

#### Learning Outcomes

Participants will be able to design and implement a strategic plan for their organisation as well as be able to use a number of new ideas to move themselves and their teams to being more strategic in their thinking and work performance.

## DAY SIX

### Module Seven - Developing & Implementing a Business Plan

#### Objective

To outline the standard elements within a business plan and demonstrate how to develop and implement plans that contribute to the overall direction of an organisation.

- The Purpose of the Business Plan
- Contemporary Business Plans
- Engaging Your People in Your Plan
- Planning Your Plan
- Do's and Don'ts of Writing a Business Plan
- Ensuring Your Plan Produces Action
- Creating Your Business Plan

#### Learning Outcomes

On completion of this unit participants will understand how to develop and implement business plans for a variety of business purposes.

### Module Eight - Developing a Marketing Plan

#### Objective

To teach participants how to understand the marketing objectives of an organisation and determine and segment their target audience so they can develop and implement a marketing plan.

- Defining Your Marketing Objective
- Understanding the Market Today
- Understanding Your Unique Selling Points
- Identifying Your Target Markets
- Creating Uncontested Market Space with Blue Ocean Strategy
- Building and Looking After Your Tribe
- Harnessing the Power of New Media Marketing
- Aligning Your Marketing Message with Your Business Beliefs
- Creating Your Marketing Plan

#### Learning Outcomes

After completion of this module participants will be able to research, develop and present a marketing plan for an organisation.

## 2011 PROGRAM TIMETABLE

### MELBOURNE - Face-To-Face Days

#### PROGRAM 1

24 & 25 May, 9 & 10 June, 14 & 15 July

### ADELAIDE - Face-To-Face Days

#### PROGRAM 1

5 & 6 May, 2 & 3 June, 30 June & 1 July

### SYDNEY - Face-To-Face Days

#### PROGRAM 1

26 & 27 May, 14 & 15 June, 20 & 21 July

### BRISBANE - Face-To-Face Days

#### PROGRAM 1

10 & 11 May, 7 & 8 June, 12 & 13 July

#### PROGRAM 2

5 & 6 October, 2 & 3 November, 5 & 6 December

*Further public programs may be added as required, however this program can also be conducted in-house.*

## VENUES

**MELBOURNE:** Stamford Plaza Melbourne  
111 Little Collins Street  
Melbourne VIC 3000

**ADELAIDE:** Stamford Plaza Adelaide  
150 North Terrace  
Adelaide SA 5000

**SYDNEY:** Christie Corporate Conference Centre  
3 Spring Street  
Sydney NSW 2000

**BRISBANE:** Christie Corporate Conference Centre  
320 Adelaide Street  
Brisbane QLD 4000

## REGISTRATION FORM

### Learning Option

Option 1:  Option 2:  (please tick)

Location: \_\_\_\_\_

### Contact Details

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Postcode: \_\_\_\_\_

Organisation: \_\_\_\_\_

Position: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

### Payment Details

**Investment 1** - Momentum Leadership  \$ \_\_\_\_\_  
(Face-to-Face - \$3,500.00)

**Investment 2** - Advanced Diploma of Management  \$ \_\_\_\_\_  
(Face-to-Face and Online - \$4,500.00)

**TOTAL \$** \_\_\_\_\_

*(please make cheques payable to Proteus)*

Payment by Credit Card:  Visa  Mastercard

Card Number:

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Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Expiry Date: \_\_\_\_\_ / \_\_\_\_\_

Payment by EFT: Commonwealth Bank  
A/C Name: Proteus Enterprises Pty Ltd  
BSB: 063-236  
A/C Number: 1012 9596  
Reference: Please use your invoice number or name as payment reference.

