

PMI Melbourne Professional Development Workshop

Tuesday 18th August



Building your leadership skills and capabilities

The Five Key Roles for Leading a High Performance Culture



This One-Day Professional Development Workshop will be led by **Mr. Eduardo Braun** from Argentina.

Eduardo Braun is a world renowned expert in Leadership and Management. He currently writes for the Huffington Post and La Nación (Argentina's second largest newspaper), moderates events and gives Keynote speeches to diverse audiences around the world.

During the last decade, Eduardo has met and interviewed many history making personalities and world renowned leaders, including: President Bill Clinton, Rudy Giuliani, Colin Powell, Madeleine Albright, Mikhail Gorbachev, Jack Welch, Tony Blair, Michael Porter, Peter Drucker, Philip Kotler, George Lucas, Francis Ford Coppola, Alan Greenspan and the Nobel Prize winners Muhammad Yunus, Joseph Stiglitz, and Paul Krugman.

Eduardo qualified as an industrial engineer from the university of Buenos Aires, he has an MBA from the Wharton School, University of Pennsylvania and has worked in the US and Europe with companies such as Booz-Allen & Hamilton and Etex Group. Eduardo is also a former Director of the HSM Group (1999-2012) now Wobi and in 1988 was a visiting professor at a program in prestigious University of California (Berkeley).



'99% of participants said Eduardo exceeded or fully met their expectations'.

PMI Symposium Singapore –
25th March 2015

Register today and confirm your seat: www.pmisymposium.org.au

Program outline:

I. Introduction: The Essence of Leadership

The Five Key Roles of a Leader
Leadership beyond Business as usual: Unveiling a Two-Tier Framework
The power of leading through building an Organisational Culture

II. Role #1. Establishing the Vision

Awakening the passion of a dream
Leveraging the relationship with Vision and Strategy
Integrating personal and organisational Vision

III. Role #2: Deeply & genuinely caring about your people

From client-centered to people-centered organisations
“Don’t be the smartest person in the room”
Bring out the best in everyone
Choosing the Human Values

IV. Role #3: Communicating and having everybody communicate

A granular model of interaction
Fostering effective connections between team members
The power of storytelling
Trust & Candor: Two building blocks

V. Role #4: Creating an Effective Decision Making System

How to delegate to create new leaders
Managing emotions & intuition
The fallacy of consensus building
Crisis Management as an opportunity for leadership
Strategic behaviours and decision-making

VI. Role #5: Leveraging your Culture

What is organisational Culture?
Purpose-driven culture: the power of a dream
Culture of owners: having no employees
Innovation culture: beyond processes
The emergence and strengthening of subcultures

VII. Developing the Qualities and Skills of a Leader

Start by being a humanist
Key characteristics: Curious, humble, self-confident, and empathic
Leadership as a personal and spiritual journey

VIII. The Culture Plan: Next Steps

Embed your Culture in your Management Systems
Blue Ocean Leadership
Culture Plan: Follow up & Control Dashboards

Who Should Attend:

This workshop explains the essence of Leadership and Culture, and guides you through the journey to help you build your personalised Leadership Development Plan, and how to improve your performance as a leader. The workshop is designed for:

- Leaders and aspiring Leaders
- CEO, CxOs
- Project/Program Managers
- Grassroots leaders, Team Leaders

During the workshop you will develop and write your own Leadership Development Plan

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