

in association with Deloitte Australia  
Presents

# CREATING YOUR FUTURE IN A DIGITAL WORLD

## A ONE-DAY WORKSHOP

The digital world is transforming your organisation and your role in it. Boundaries are being flattened—between managers and employees and between companies and their partners and customers.

In this highly interactive learning experience, you'll learn how to develop the skills you need to lead your organisation or team in this new digital world.

“Companies are beginning to innovate, create value, market and engage with the world in profoundly new ways. The corporation is going through the biggest change in its short history.”

Don Tapscott, CEO, New Paradigm,  
author Wikinomics, How Mass Collaboration  
Changes Everything.

Featuring internationally recognised Australian  
leaders in the field of organisational  
creativity and digital innovation:

**RALPH KERLE**

CEO, The Creative Leadership Forum

WITH

**PETER WILLIAMS**

Director, Deloitte Digital

**SYDNEY**

Wednesday

21 November 2007

**BRISBANE**

Thursday

29 November 2007

**BOOK  
BEFORE  
NOVEMBER 15  
& GET A  
12 MONTH  
SUBSCRIPTION  
TO FAST  
THINKING  
MAGAZINE**

# CREATIVE LEADERSHIP

## Why does the digital community matter to you and your business?

The collaborative world of “Web 2.0” is rapidly scaling corporate walls—and democratising how business works.

It has moved beyond well-known consumer services such as “MySpace” into the commercial world. Innovative digital technologies are enabling customers, employees, managers and business partners to communicate and share information in new ways. It is moving publishing into participation—and consumption into collaboration.

In this new digital community, the roles and skills of leaders are being transformed.

Leaders now need to understand how to use a range of digital media to interact more creatively and effectively. They also need to understand the business opportunities digital communities are creating for businesses to tap into the actions, contacts and talents of people worldwide.

The **Creating Your Future in a Digital World** workshop explores these concepts through case study presentations and hands-on technical experience. It will immerse you in practical and applied creativity skills sessions.



### What the delegates had to say...

**“... The value of feeding the creative thinking into corporate environments will be enormous...”**

**“... demystifying web 2.0 allows decision makers and innovators to make sound strategic choices...”**

**“... enjoyed every aspect... very thorough with subjects well tailored together...”**

## Who should attend?

Senior and Middle Managers in Strategy, Strategic Thinking, Marketing, Sales, Customer Service and Cultural Change, Small Business Owners and Operators

If it is your responsibility for digital innovation, creativity and leading-edge thinking in your organisation or business, then this workshop will deliver an exciting new perspective on the opportunities for creative leadership in the digital age.

**Price \$840 incl GST**

### Recommended

Each organization brings a minimum of two delegates so you can begin a knowledgeable dialogue within your organization with your associates on return to the work place on the digital community.

### Venues and Dates

#### **Sydney**

Wednesday 21 November 2007  
Deloitte Offices Grosvenor Place  
225 George Street

#### **Brisbane**

Thursday 29 November 2007  
Deloitte Office, Riverside Centre  
123 Eagle Street

## Workshop Outcomes

### The workshop will provide you with:

- a framework for understanding the digital world and its commercial opportunities
- an introduction to the insights and tools required to develop creative leadership abilities in the digital community
- practical experience with working in the new digital world.

## The Program Creating Your Future in a Digital World

9.00am - 10.00am

### What is the state of the digital world in organizations?

An introduction to the digital world. How has the Web changed your life? How has it changed the world in which we work? How does digital work? Why will it be so important to have creative skills in the digital world? Watch digital media, listen to those who practice daily in the world and hear what your peers have experienced.

10.00am - 10.15pm

### Morning Tea

10:15am - 12.30am

### How do you engage creatively?

How do you think and reflect creatively and innovatively? What are the processes that open us up to being creative? How do we recognise them and act on them? How can we communicate creative concepts that provide value for our clients, stakeholders and associates.

In this stimulating session, you will be introduced to a series of a highly interactive creative exercises based on real work situations. You will gain important insights to how you think and work creatively, your preferred creative and innovative behaviours that can influence how you work effectively in the digital environment.

12.30pm - 1.30pm

### Lunch

1.30pm - 3.00pm

### Work Creatively in the Digital World

A 90m minute interactive session at the computer!

Learn to work in the digital environment! Experience Second Life firsthand! What is a leader doing on YouTube! When should you use a Blog? How does Wikipaedia work? How do you communicate with ease digitally? How to create and locate technological solutions for your digital creations?

Be exposed to the entire spectrum of tools available for use in the digital world and learn how to select and apply them appropriately.

3.00pm - 3.15pm

### Afternoon Tea

3.15pm - 5.00pm

### Now create your future!

Using the networked on-line computers on hand, you will interact with other delegates as well as the facilitators to create your own digital world!

5.00pm

### 360 Reflection and Outcome Session.

A reflection and discussion session involving all presenters and delegates, exploring the learnings and the outcomes of the day

5.30pm

### Drinks and dialogue...

6.00pm

### Close

**“ ...Build a platform - prepare for the unexpected...  
...And you'll know you're successful when the platform  
you've built serves you in unexpected ways.  
That's certainly true of the lessons I've learned in the  
process of building eBay. Because in the deepest sense,  
eBay wasn't a hobby. And it wasn't a business. It was -  
and is - a community: An organic, evolving, self-  
organizing web of individual relationships, formed around  
shared interests... ”**

eBay founder Pierre Omidyar



# THE FORUM PRESENTERS

## Peter Williams

Senior Partner, Director, Deloitte Digital



Peter is the CEO of Australia's largest web development group and Chairperson of the Deloitte Innovation Council.

He is one of the pioneers of web based technology in Australia and is one of the leading commentators on technologies issues. He has assisted in numerous organizations launch successful web and wireless projects including the development of the Australian Innovation Festival's dynamic and interactive web site.

Peter has three times been voted by staff and peers at as Deloitte's most inspirational partner. He is a board member of Circus Oz and sits on the advisory board of the Swinburne University Centre for Business innovation.

## Ralph Kerle, M.C.I., DADA

CEO, the Creative Leadership Forum and Creative Strategist



Ralph Kerle is CEO of the Creative Leadership Forum, a not-for-profit organization dedicated to advancing the practice of leadership and management through designing and delivering creativity and innovation executive education programmes.

He is the founder of Eventures Australia Pty. Ltd one of Australia's leading experience design and training production companies. As Creative Director, he has worked for such Fortune 500 companies as Caltex, Fosters, Dairy Farmers, Foxtel, General Motors, Hardy's Wines, Hewlett Packard, Kraft Foods, Nestle, Rolls Royce, Peugeot, Toyota, Telstra, Walt Disney, and Yellow Pages

He is a Fellow of the US-based think tank, the Center for Cultural Studies & Analysis and a former Board Member and member of the International Committee of the US Creative Education Foundation and. He is faculty adjunct at the Banff Centre, Canada working as Innovation Coach in their Leadership Development Programme and is recognized by the Banff Centre's Leadership Lab as an International Thought Leader in Creativity. He is former Associate Director of the Sydney Theatre Company.



***“ The value in this new paradigm in knowledge management, Web 2.0, lies not in the delivery of knowledge but in the alchemy of knowledge, its ability to connect thoughts rapidly over distances and entities that weren't previously connected... ”***

Chris Fletcher, Director, Deloitte Consulting, Asia Pacific and the Middle East

# Four Easy Ways to Register

## CREATING YOUR FUTURE IN A DIGITAL WORLD

A One-Day Workshop

**BOOK NOW TO RESERVE YOUR PLACE**

**1. Mail:** The Creative Leadership Forum  
 100 Mowbray Road Willoughby NSW 2068 Australia

**2. Telephone:** + 612 8003 5027

**3. Online:** www.thecreativeleadershipforum.com

**4. Email:** event@thecreativeleadershipforum.com

Payment Terms  
 Payment is required 14 days prior to the event to confirm your place.

Registration Summary \_\_\_\_\_

**Number of Delegates:** \_\_\_\_\_

**Venue:**

21 November Sydney     29 November Brisbane

**Price:** (includes GST) \$840

**Total Price:** (including GST) \_\_\_\_\_

Costs include all sessions accommodation and meals

Registration Details \_\_\_\_\_

1. I enclose a cheque for \$ \_\_\_\_\_  
 made payable to **Eventures (Australia) Pty. Ltd**

2. Please debit my: \_\_\_\_\_  
 Mastercard / Visa / Bankcard (please circle)

For the amount of \$ \_\_\_\_\_

Expiry date: \_\_\_\_\_

Card No: \_\_\_\_\_

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

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

Approving Manager: \_\_\_\_\_

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

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

Booking contact: \_\_\_\_\_

Telephone: (    ) \_\_\_\_\_

Facsimile: (    ) \_\_\_\_\_

**Delegate One**

Mr/Ms/Mrs/Dr: \_\_\_\_\_

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

State: \_\_\_\_\_

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

Tel: (    ) \_\_\_\_\_

Fax: (    ) \_\_\_\_\_

E-mail: \_\_\_\_\_

**Delegate Two**

Mr/Ms/Mrs/Dr: \_\_\_\_\_

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

State: \_\_\_\_\_

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

Tel: (    ) \_\_\_\_\_

Fax: (    ) \_\_\_\_\_

E-mail: \_\_\_\_\_

**Delegate Three**

Mr/Ms/Mrs/Dr: \_\_\_\_\_

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

State: \_\_\_\_\_

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

Tel: (    ) \_\_\_\_\_

Fax: (    ) \_\_\_\_\_

E-mail: \_\_\_\_\_

**TAX INVOICE**

**The Creative Leadership Forum**

Trading as Eventures (Australia) Pty. Ltd

ABN 38 066 233 749

On completion of this form it becomes a tax receipt for your records

**Cancellation Policy**

If you wish to withdraw from the seminar, you will receive a 75% refund, provided written notification of your withdrawal is received no later than ten days before seminar commencement. No refund will be made after this date. Alternatively, you may nominate a substitute at no extra charge. Please notify with participants details as early as possible. Eventures reserves the right to cancel the program. In the case of cancellation, fees paid will be fully refunded.

