

The Creative Leadership Forum in association with Deloitte and Synovate Australia
Presents

CREATIVE LEADERSHIP

ITS PIVOTAL AND EMERGING ROLE IN BUSINESS DECISION-MAKING

A dynamic up close and personal immersive learning experience!

LIMITED SPACES AVAILABLE
Deloitte Sydney Office

9th Floor Grosvenor Place 225 George Street, Sydney NSW 1217

LED BY

DR GORAN CARSTEDT

President, Volvo Svenka BII Former Head IKEA Europe
Steward, the Society for Organizational Learning (SOL)

WITH

DEAN HARRIS

Managing Director, Synovate, Asia Pacific

RALPH KERLE

Creative Strategist and CEO,
The Creative Leadership Forum, Asia Pacific

SYDNEY ONLY
ONE DAY ONLY

Tuesday February 6, 2007



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THE CREATIVE LEADERSHIP FORUM
ASIA PACIFIC AND AUSTRALIA

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CREATIVE LEADERSHIP



Overview

In two recent global surveys on innovation completed in 2006 (IBM's CEO Global Survey entitled "Expanding the Innovation Horizon" and Accenture's "Innovation Growth Strategies"), the key findings were very similar:

- Business model change is emerging as a vital part of innovation
- Implementation of new business models and the accompanying strategies for growth and innovation are often impeded by the lack of collaboration within organisations
- The key strategy for the implementation of innovation is the need to collaborate on as broad a scale as possible and to make this collaboration systemic, and then part of the culture of an organisation.

This international master class, led by Dr Goran Carstedt, recognized as a world leader in leadership and innovation, will immerse you in these vital concerns and explore:

- How you can create real change and great results in your organisation through innovation
- How you can work creatively, individually and collaboratively to do this
- How you can work with your customers creatively to add value and sustainability to the world
- How you can create a working environment in which you and your associates can have something meaningful and purposeful and become continual learners in the

process.

Outcomes:

- Learn about successful contemporary business models that will provide you with powerful new insights into how to build a new organisational culture for transformation and innovation
- Understand how to create a continually learning organisation that is sustainable and cascades through all people, systems, products, services and values to create a healthy whole
- Learn how to work collaboratively, creatively and effectively both individually and within teams to implement innovation.

Who Should Attend?

C+ Executives, Senior Managers in Strategy, Strategic Thinking, Marketing, Sales, Customer Service and Cultural Change.

If it is your responsibility to build innovation, creativity and leading-edge thinking in your organisation, then the Master Class will deliver an exciting new perspective on individual and organisational inventiveness.

Price \$1575 incl GST.

Recommended

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

“ You have to go down the blind alleys. But every once in a while you go down an alley and it opens up into this huge, broad avenue that makes all the blind alleys worthwhile. ”

Jeffrey P. Bezos, Chairman, President and CEO, Amazon Inc.



The Program

8.30am

Mind Gym

Ralph Kerle

Mind Gym is a suite of creative tools designed with a particular emphasis on building capability to move quickly and successfully between reflection and action. This demonstration will provide a challenging exercise session for your brain as a warm-up to the day's business.

8.45am

Introduction to the Masterclass Program and Objectives.

What is Creative Leadership and How Do We Recognise it?

Ralph Kerle

Creativity underpins innovation and risk-taking. It creates excitement and commitment to the organisation's vision. Creativity is what delivers shareholder value and competitive edge in an increasingly tough marketplace where ideas are the only true value. How do we work creatively and why is creativity in the work place important? Hear what your peers think.

9.15pm

Shifting Realities and Creating Energies to Revitalize Organisations

Dr.Goran Carstedt

What if people don't mind change, but they do mind being changed? What if people are not led by managers, but by good ideas? What if change is less about understanding new things or having new ideas, but more about seeing old things with new eyes – from a different perspective? What if organisations don't act like machines, but more like living communities? What if change is less about reorganising,

restructuring and reengineering and more about reconceiving? What if learning is less about absorbing information and more about becoming part of a meaningful community? What if the Information Age is less about having answers and more about being open enough to keep asking questions? What if you can only earn people's trust by being trustworthy?

10.30am

Morning Tea

10.45pm

A Conversation Around Shifting Realities: What Are Your Thoughts?

Dr.Goran Carstedt

Dr Carstedt facilitates an insightful and always inspiring conversation around his presentation. Here is your chance to test your own thoughts and concerns with a world leader as well as your peers.

12pm

Lunch

1.15am

The Behaviourial Workings of Personal Decision Making

Ralph Kerle

How do we 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 them in meaningful and effective ways to our clients and associates that provide us with outcomes.

In this stimulating 90 minute session, you will be exposed to the U-Theory concept as a framework for thinking and working creatively and a series of a highly interactive creative thinking exercises designed to

provide processes and tools that can be applied to decision making at all levels.

2.45pm

Afternoon Tea

3.00pm

Ideas to Innovation to Implementation

Dean Harris

The true value of creativity is realised when great ideas lead to positive financial results. In this session you will be shown a process for transforming ideas for new products, services or processes into propositions that create value for customers and lead to profitable outcomes. We will explore a way to establish an ongoing dialogue with the markets in which the commercial value of ideas is realised, and learn new ways of using the voice of the customer to guide the innovation and implementation.

5.00pm

360 Reflection and Outcome Session

A reflection and discussion session involving all presenters and delegates, exploring the results of the day through reflective dialogue and other arts-based processes.

5.30pm

Drinks and dialogue...

6.00pm

Close

“ You can only win “the war” with ideas, not spending cuts. ”

Klaus Kelinfeld President and CEO,
Siemens AG

Dr Goran Carstedt

President, Volvo Svenka Bil, Former Head IKEA Europe, Steward, the Society for Organisational Learning (SOL)



Goran Carstedt has been leading the formation of the Society for Organisational Learning Global Network, founded by Peter Senge, dedicated to the "interdependent development of people and their institutions."

Dr Carstedt is also a consultant and coach to various US and European organisations and serves as Chairman and Board Member in several corporations. He is the former head of IKEA Retail Europe and member of the IKEA Group Management Board. He served from 1990-95 as President of IKEA North America in Plymouth Meeting, Pennsylvania.

Before joining IKEA, Goran served for many years with Volvo. He joined Volvo in 1974 as Manager of Market Planning at the Car Division in Gothenburg, Sweden. From 1977-82, he was Manager of the Corporate Planning Office at Volvo headquarters, and from 1982-85 he was President of the Car Division at Volvo France SA in Paris. From 1985-90 he served as President of Volvo Svenska Bil AB, the Swedish Volvo sales organisation for cars, trucks, buses, spare parts, financial and computer services and car rentals. He was also a member of the Volvo Group Management Committee.

Dr Carstedt received his Ph.D. from the University of Umea in 1974. From 1987-88 he was an Executive Member of the Swedish Bidding Committee for the 1994 Winter Olympics. Dr Carstedt speaks Swedish, English and French.

Ralph Kerle,

CEO, the Creative Leadership Forum and Creative Strategist



Ralph Kerle is CEO of the Creative Leadership Forum, www.thecreativeleadershipforum.com dedicated to advancing the practice of leadership and management by designing and delivering creative thinking tools and arts based processes and programs.

He is a Board Member of the International Committee of the US Creative Education Foundation and a Fellow of the US-based think tank, the Center for Cultural Studies & Analysis. He is faculty adjunct at the Banff Centre of the Arts, Banff, Canada as an Innovation Coach in their Leadership Development Programme.

In 1992, he founded Eventures Australia Pty. Ltd and built it into one of Australia's leading event design and production companies. In the role of Creative Director, he worked for such Fortune 500 companies as Caltex, Fosters, Dairy Farmers, Foxtel, General Motors, Hewlett Packard, Kraft Foods, Nestle, Rolls Royce, Peugeot, Toyota, Telstra, Walt Disney, and the Yellow Pages.

He is a drama graduate of the Victorian College of the Arts, Melbourne Australia and former Associate Director of the Sydney Theatre Company. He is currently completing his Professional Doctorate in Creative Industries at Queensland University of Technology, Creative Industries Faculty, Brisbane Australia. He is a writer, theatre and events producer and director, former owner of a comedy cabaret and photographer.

Dean Harris

Managing Director, Synovate



Dean Harris is the Managing Director of Synovate's Sydney office and is responsible for the firm's business development activities. Dean has worked for over 15 years as a marketing and research consultant in Sydney, Canberra and Perth. His experience spans a range of industries and organisations and includes a variety of major marketing and research assignments with leading global and Australian businesses including: Toyota, Lexus, IAG, News Ltd, Unilever, Gloria Jean's Coffees, Freehills, Vodafone, Nokia and HBOS Australia.

Dean's specialist skills include: marketing strategy and planning; complex quantitative research design; choice modelling and conjoint research; multivariate statistical analyses; advertising evaluation and pre testing; customer needs segmentation; in-depth and perceptual focus interviews; and qualitative moderation and interviewing. Dean holds a Bachelor of Science (Honours) from the University of Western Australia, majoring in Behavioural and Experimental Psychology. Dean also holds QPMR accreditation and is an active member of the Australian Institute of Management, the Australian Market and Social Research Society and the Account Planning Group of the Advertising Federation of Australia.

About Synovate: Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients with cohesive global support and a comprehensive suite of research solutions. Synovate employs over 5,000 staff across 50 countries. More information on Synovate can be found at www.synovate.com

“ The world is changing very fast. Big will NOT beat small anymore. It will be the fast beating the slow ”

Rupert Murdoch, Chairman and CEO, News Corporation



Four Easy Ways to Register

CREATIVE LEADERSHIP

Tuesday February 6, 2007

Deloitte Sydney Office: 9th Floor Grosvenor Place 225 George Street, Sydney NSW 1217

BOOK NOW TO RESERVE YOUR PLACE

THE BOOKING FORM

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

Method of payment

Payment is required 14 days prior to the event

Registration Summary

Number of Delegates:

Venue: Deloitte Sydney Office

Price: (includes GST) \$1575

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:

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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 participant's details as early as possible. Eventures reserves the right to cancel the program. In the case of cancellation, fees paid will be fully refunded.

