

> Effective leadership

> Change communication

Presented by:

> Employee engagement

> Cultural change

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Change Management in the Public Sector

Driving change with strategy, leadership, communication and culture

One-day connected forum and workshop

5-6 December 2011

Rydges Melbourne

Hear from our expert
panel of speakers:

Department of Veterans' Affairs

Department of Human Services
(VIC)

University of Sydney

Pier Advisory

VicRoads

Department of Primary Industries
(VIC)

Department of Defence

Post-forum workshop: Tuesday, 6 December 2011

Defying the odds: how to implement sound principles to achieve
positive change

Facilitated by: Neryl East, *Writer, Speaker, Academic and
Communication Specialist, Neryl East Communications*

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Change Management in the Public Sector

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According to Fortune Magazine, over 90% of change initiatives fail to deliver the strategic outcomes expected. Often this is the result of the wrong assumption that people will take to introduced changes automatically. However, especially public sector organisations often have a culture of people wanting to hold on to what they have, rather than embracing the new.

For change initiatives to succeed a carefully planned strategy, sound leadership, open, clear and concise communication and a focus on the people aspects of change are essential.

This one-day forum will provide you with opportunities to hear timely and topical public sector change management case studies. You will have the chance to interact and network with presenters and attendees from similar organisations to yours and share ideas on how to

- Use change management principles for ever changing government departments
- Execute incremental and radical change initiatives in your organisation
- Overcome common obstacles to change
- Measure the progress and outcomes of your change initiative
- Exercise change management as a positive tool for organisational renewal

Connected Forum: Monday, 5 December 2011

8:45 Registration and refreshments

9:15 Chairperson's opening remarks



Dr Anat Hassner Nahmias, Change Management Lecturer, University of Sydney

9:30 Going through the change

- Picking the right change strategies to fit with your organisation: the private vs. public sector experience
- Getting the political settings right: looking inward, outward, upward, downward
- Guiding principles to effect change with individuals, teams and the organisation as a whole



Jeffrey Naqvi, Founder and Managing Director, Pier Advisory

10:15 Leading your organisation successfully through incremental and radical changes

- Applying your personal competencies to positively affect change
- Walking the change journey with senior management and employees
- Overcoming barriers, coping with chaos and maintaining momentum for change



Ché Broekman, Change Manager, Department of Human Services (VIC)

11:00 Morning refreshments and networking

11:30 Achieving change in hostile and uncommitted departments

- Dealing effectively with resistance to change, emotions and change fatigue
- Changing the culture and behavioural norms around change
- Providing appropriate training and support



Timothy Little, Change Manager, Department of Veterans' Affairs

12:15 Interactive discussion: Engaging employees in the change journey

Hear a short introduction from the facilitator, and then have the opportunity to participate in the discussion and gain a better understanding of how to engage employees in change initiatives.

- Understanding who to engage with at what stage in the change process
- Gaining trust and buy-in for change
- Keeping staff in the boat when significant change is underway



Facilitated by: Louise Gartland, Organisational Change Manager, VicRoads

1:00 Networking lunch

2:00 Interactive discussion: Communicating change in an open, coordinated and consistent manner

- Crafting your message and reinforcing the change effort to different audiences
- Using new media for communicating your change message
- Addressing the impact and fears of individuals



Dr Anat Hassner Nahmias, Change Management Lecturer, University of Sydney

2:45 Tracking progress and measuring the outcomes of your change project

- Outlining the importance of recording, evaluating and learning from your change management efforts
- Examining the dynamics that contribute to the success or failure of change and transformation initiatives in your organisation
- Tools and techniques for measuring progress and outcomes



Stacey Walton, Manager Organisational Change, Department of Primary Industries (VIC)

3:30 Afternoon refreshments and networking

4:00 Interactive discussion: Developing an innovative, dynamic and resilient culture throughout the organisation

Hear a short introduction from the facilitator, and then have the opportunity to participate in the discussion and gain a better understanding of the topic.

- Creating true innovation in a traditional organisation
- Generating a culture of continuous improvement
- Making change a part of the everyday

Facilitated by: Kamini Davenport, Strategic Change Manager, Department of Defence

4:45 Chairperson's closing remarks and end of connected forum

What's Next?

Post-forum workshop – Tuesday, 6 December 2011

Defying the odds: how to implement sound principles to achieve positive change

Registration: 9.00 am

Workshop time: 9.30 am - 4:30pm

Facilitated by: Neryl East, Writer, Speaker, Academic and Communication Specialist, Neryl East Communications

About the workshop:

We've all heard the alarming statistics about the high number of change initiatives that crash and burn or wither away to nothing. With so much written about change, why do so many organisations still get it so wrong?

This workshop will tap into latest thinking, and build on the wisdom of some of the world's change leaders, to guide participants through sound principles for positive change.

Discussion will include:

- It's all about the people: understanding that change in organisations happens one person at a time
- Ripen the issues: preparing the way for change
- Don't wait to communicate: tips for effective change communication
- Make change the new "normal": creating a change-ready culture

And much more!

About the workshop leader:



Neryl East is a Writer, Speaker, Academic and Communication Specialist. She focuses on strategic communication and issues management, and trains organisations in communicating in plain language, engaging the community and getting messages across with impact.

Neryl began her career as a radio journalist, and spent more than ten years in television as a reporter, producer and presenter. Her roles have included Manager Communications and Public Relations at Wollongong City Council, Manager Media and Communications at Shellharbour City Council, Head of Communications and Marketing at the Australian War Memorial, and Manager External Relations at the University of Western Sydney.

Neryl is the author of *Implementing an Effective Change Management Strategy*, published by the Ark Group in August 2011, *Strategic Internal Communication for Complex Organisations*, and *Named and Shamed: Rod Oxley's Inside Story or the Wollongong Corruption Scandal*. Neryl has a PhD and Master of Arts in Journalism from the University of Wollongong.

You can find more details at www.neryleast.com.

Feedback on Neryl's past presentations:

*"Brilliant! Engaging, personable, varied. Very useful and great insights.
Practical and real great style" – Nufarm*

"Neryl is an amazing speaker, instilling confidence in the audience. Great tips!" – GE Capital

"Very energetic & informative. Great illustrative examples" – Reserve Bank of NZ

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Change Management in the Public Sector, 5-6 December 2011, Rydges Melbourne

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Event venue and accommodation

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