

Leadership is at the very core of the National's drive to transform our organisation. We want to be renowned for helping our customers fulfil their aspirations – a goal that we are only going to achieve if we have leaders who truly engage and develop our people, deeply understand customer needs, and come up with the simple, innovative products and solutions that our customers need.

Partnering with AGSM to develop our leaders of the future has enabled us to combine the benefits of a program that is highly customised to our needs with the expertise of the school's faculty in the business and academic worlds. Different from any 'off the shelf' course, the National's Leadership Journey program continues to grow in line with AGSM's increasing knowledge of our business, changing and evolving as our organisation transforms.

**Jo Campbell**

General Manager, Capability  
People and Culture  
National Australia Bank

# Custom & Consortium Programs



## Custom Programs

AGSM's Custom Programs Team enjoys working with leading organisations to customise and deliver programs focused on building both Individual Leadership Competency as well as Collective Organisational Capability.

Our clients inform us they expect to partner with a learning organisation that:

1. Understands their business challenges and objectives
2. Customises the content, materials and language to ensure immediate relevance to the business
3. Brings together our world-class faculty, industry experts and senior business leaders to deliver exceptional programs
4. Integrates rigorous measurement and evaluation frameworks that translate AGSM's custom programs into sustainable business performance.

### AGSM Consultative Business Model

#### 1. To understand your business we:

- Invest time in getting to know your organisation's key challenges, strategic plan and directions for the future
- Utilise faculty and other facilitators who have industry knowledge and experience
- Gather intelligence on your industry
- Use research opportunities to build leading edge knowledge and thinking in your industry

#### 2. To customise the content we:

- Conduct focus group sessions with program participants, senior managers and other key stakeholders
- Align course content, materials and language to the context of the participants' working environment
- Develop innovative and relevant learning interventions and activities

#### 3. To bring together a world class delivery team we:

- Involve quality faculty and facilitators with a proven track record in delivering transformational customised programs
- Invite your organisation's leaders and senior managers to co-facilitate program segments to deepen the relevance of the learning

#### 4. To integrate rigorous measurement and evaluation we:

- Design exercises, case studies and team projects based on realistic work-based scenarios
- Instigate three month, six month and 12 month assessments to measure application and business impact

## Corporate Learning Partnerships

Over the last six years, the AGSM has grown its client base to include organisations in telecommunications, banking and finance, manufacturing, professional services and the public sector. Our learning partners include:

- ALSTOM
- Austrade
- Australia Post
- Australian Tax Office
- Boeing
- BT Financial Group
- DHL
- Foxtel
- Freehills
- Insurance Australia Group (IAG Limited)
- Kelloggs Australia
- Martin-Weber Group
- Munich Holdings of Australasia (MHA)
- MYOB
- National Australia Bank
- P&O Ports
- PricewaterhouseCoopers
- ResMed
- Rio Tinto
- Telstra
- UBS Warburg
- Vero
- Vodafone
- Westpac

## The AGSM Difference

### Partnership

We share responsibility for the long-term relevance and impact of the investment

### Business Focus

Our Customised Programs impact on your business outcomes.

### People

Our faculty and facilitators are among the best and most experienced in the world.

### Program Management

Our programs are managed by program directors and account managers selected for their business and project management experience.

## Types of Custom Programs

	Type of Program	Competency Areas of Focus
Enduring Change – whole of business	A partnership to support executives and managers to lead business strategy and affect change over time.	Strategic Planning, Change Management, Strategic Leadership and Cultural Change
Business Unit Focused	A program to address specific business issues and learning needs to help the company achieve short-term goals.	Strategy Implementation, Financial Dynamics, Team Building, Leadership, Personal Effectiveness, People and Performance Management
Capability Focused	A program tailored from existing materials to address specific current needs, often repeated at multiple locations.	Project Management, Team Dynamics, Building Client Relationships

Many of our programs have an action learning component. Action learning is used as an integrating feature of these programs. It is more than work-based projects.

True action learning helps managers and executives to:

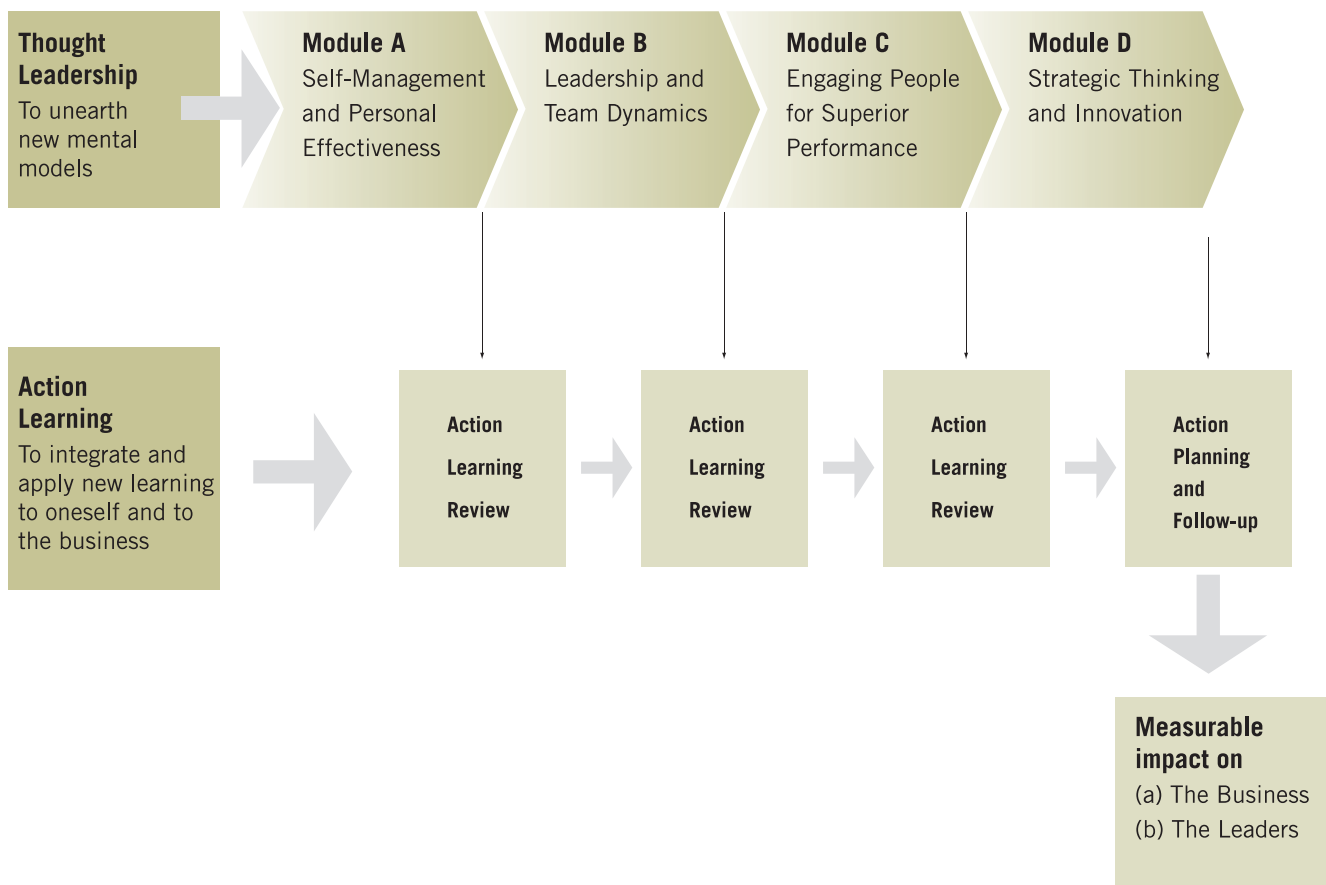
1. Learn through applying the principles taught to the workplace and then developing their own version of what that learning means to them as an executive and as a leader.
2. Explore, refine and transform their leadership style.

True action learning is 'Leadership-in-Action'. The relationship between action learning activities and the lectures and seminars is critical. A model of a typical program follows on the next page.

## Modular Action Learning – Leadership Program

### Program Content

This leadership program comprises four two-day modules that focus on self, team dynamics and performance, and organisational / strategic awareness. These modules have been selected to address capability requirements identified for leaders of leaders across the organisation. The modules are detailed in the model below.



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