



# AIM Management Convention **2007**

16 – 19 SEPTEMBER 2007 SYDNEY CONVENTION CENTRE | [www.aimconvention.com.au](http://www.aimconvention.com.au)

## AIM HIGH

THE EFFECTIVE MANAGER IN ACTION



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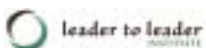
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AUSTRALIAN  
INSTITUTE OF  
MANAGEMENT

Australian Institute of Management NSW & ACT

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# WELCOME TO THE AIM MANAGEMENT CONVENTION



The Australian Institute of Management is Australia's foremost management organisation. As such, our business is supporting Australia's managers to meet the challenges that they face. One of the ways that we do this is by helping managers to keep up to date with the latest management thinking and emerging best practice.

AIM has assembled the world's best management thinkers and leading Australian management academics and practitioners at our September Management Convention.

I invite you to take a few minutes to peruse this brochure. I am sure that you will recognise many of the names of the inspirational individuals shaping contemporary management theory and practice.

It is my firm conviction that the AIM 2007 Management Convention will prove to be the most talked about management event of the year.

I therefore encourage you to invest a couple of days from your busy schedule to attend. It will shape your management agenda for the coming years.

A handwritten signature in black ink that reads "J. Alexander". The signature is fluid and cursive.

**Jennifer A Alexander** | Chief Executive Officer  
Australian Institute of Management NSW & ACT

# A CELEBRATION OF MANAGEMENT

This Convention, which is being staged by the Australian Institute of Management NSW & ACT, calls executives, practising managers, business consultants, small business owners and academics from the corporate, government and 'not for profit' sectors from around Australia, from New Zealand and even further afield, to come together to learn, collaborate and network with 1,000 peers and colleagues.

The last time AIM convened such a major event to promote a 'community of management' in Australia was in the 1960s.

With its strong emphasis on the practice, as distinct from the theory of management, this Convention will assist managers to improve their effectiveness, leaving them with a better understanding of both 'what to do' and 'how to do it'.

The program will not be confined to keynote addresses by distinguished international academics and practitioners. Leading Australian business identities will talk frankly about their own experience of what has worked and hasn't worked in their careers and there will also be a variety of case studies, skills workshops and interactive sessions to choose from.



# THE DRUCKER LEGACY



There are two ways to change the world: with the pen (the use of ideas) and with the sword (the use of power). Peter Drucker chose the pen, and has rewired the brains of millions across the globe.

Drucker's primary contribution to management has not been a single idea, but rather an entire body of work that has one gigantic advantage: nearly all of it is essentially right. For over 60 years Drucker has inspired and educated managers and influenced the nature of business with his landmark articles and books. His wide-ranging work looked at management, the individual, and society as a whole, and he connected these themes, linking today with tomorrow. He peered into the future and possessed an uncanny ability to perceive deep trends.

Peter Drucker dedicated his life to the study of management. He strongly believed that good management would lead to the betterment of society. With his books such as *The Concept of the Corporation*, *The Practice of Management* and *The Effective Executive*, he launched the 'practice of management' as we know it today.

As Jim Collins says in the foreword to *The Daily Drucker* 'Peter Drucker is both highly prolific and remarkably insightful. His genius shines best in the short paragraph or single sentence that cuts through the clutter and messiness of a complex world and exposes a truth. Like a Zen poet, Drucker packs universal truth into just a few words: we can turn to his teachings repeatedly, each time with a deeper level of understanding'.

Peter Drucker was the author of 34 books over 65 years and the Harvard Business School described him as 'the pre-eminent management thinker of our time'. His influence cannot be overestimated and, since his death in November 2005, there has been renewed interest in his distinguished and prophetic work. New generations of managers are revisiting and discovering his amazing legacy to business and society. He is greatly valued by practitioners because his ideas actually work.

The ability to learn is at the core of Peter Drucker's work, as is 'to aim higher' which has influenced this Convention theme.

AIM is deeply indebted to the prodigious and influential work of Peter Drucker - he has profoundly changed the world and AIM pays homage to his immense contribution, particularly to the field of management.

## PETER THOMPSON – CONVENTION MODERATOR



Peter Thompson is one of Australia's most experienced broadcasters, educators and authors. A 20 year background in the media – with a particular focus on radio and television, has made him a highly respected public figure and insightful moderator at conferences.

A frontline broadcaster with ABC TV and Radio, Peter currently hosts the ABC TV program *Talking Heads* – a series of conversations about the lives of prominent Australians. He presented Radio National's *Breakfast* for 8 years and the flagship current affairs program *AM* for 6 years.

Peter is a Professor and Fellow of the Australian and New Zealand School of Government, teaching executive programs in communication and public policy. He is also an adjunct Professor at Macquarie University's Department of International Communication, and is well qualified to hold such a position with a Master of Public Administration

from Harvard, an MBA from the Australian Graduate School of Management and a BA from the Australian National University.

As Director of the Centre for Leadership, Peter provides communication advice to public and private sector organisations, drawing on his own experience and academic qualifications. Recently, in line with the Centre for Leadership's broadening range of expertise and interests, Peter has been addressing audiences on topics such as behavioural change, social cohesion, global warming, social marketing, and ethics and the media.

Peter is the author of several successful books, including *Persuading Aristotle: The Timeless Art of Communication in business, negotiation and the media* – and – *The Secrets of the Great Communicators*.

Peter has a strong affinity with management issues and is often called on to speak on topics such as leadership, the art of persuasion and communication. As Convention moderator, Peter will bring tremendous value to the *AIM HIGH!* Convention experience.

# LETTER FROM THE PRIME MINISTER



PRIME MINISTER  
CANNBERRA

## MESSAGE: AUSTRALIAN INSTITUTE OF MANAGEMENT

Australia boasts a thriving, vigorous and efficient business sector that time and again has proven its competitiveness on the world stage.

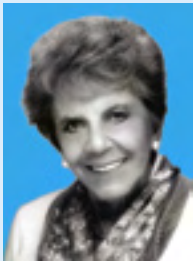
Underpinning Australia's global competitiveness are the efforts of the many talented men and women who, in one capacity or another, manage our commercial enterprises. Their contributions to our nation's prosperity should not be underestimated.

Linking the creative capacity of Australians to the enhancement of business and management skills is integral to Australia's economic growth, international competitiveness and prosperity. I commend the Australian Institute of Management for organising AIM HIGH! The Effective Manager in Action, as it presents a valuable opportunity for managers to meet and explore management best practice and to gain insights into improving the skills essential to effective management and business success.

(John Howard)

# KEYNOTE SPEAKERS

## DORIS DRUCKER



Doris Drucker was born in Cologne, Germany, and studied Law and Economics at the London School of Economics, Kiel University, and Frankfurt University. After her arrival in the United States, she received an M.S. in physics from Fairleigh Dickenson University and conducted scientific market research as an independent contractor for several decades.

In 1996, she founded RSQ, a company to

manufacture and market a voice volume monitor invented by herself and a partner. A board member of several non-profit organisations, she now lives in California.

Doris married the late Peter F. Drucker in 1937 at which time they settled in America.

In 2004, Doris released a book *Invent Radium or I'll Pull Your Hair: A Memoir* which details with great humour much of her early life growing up in Germany.

## MARSHALL GOLDSMITH



Marshall Goldsmith was recently rated by the American Management Association as one of 50 great thinkers and leaders who have influenced the field of management over the past 80 years. *Business Week* have listed him as one of the most influential practitioners in the history of leadership development and in November 2005, he was recognised as a Fellow of the National

Academy of Human Resources. Marshall has featured in *The Wall Street Journal*, as one of the top ten executive educators; in *Forbes*, as one of the five most-respected executive coaches; and in *The Economist*, as one of the most credible consultants in the new era of business.

Marshall has been asked to work with the CEOs and management teams of more than 70 major organisations, and has conducted numerous workshops for executives, high-potential leaders and HR professionals. He is an Adjunct Professor teaching executive education at Dartmouth's Tuck School and is frequently asked to speak at leading business schools.

Marshall is co-founder of Marshall Goldsmith Partners, a network of top-level executive coaches. He has served as a member of the Board of the Leader to Leader Institute for ten years and has also donated substantial time to other non-profit organisations, such as the Girl Scouts and the International and American Red Cross – where he was a National Volunteer of the Year.

Marshall's 20 books include *The Leader of the Future* and *Coaching for Leadership*. His latest work in 2007 is *What Got You Here Won't Get You There* is currently ranked No.1 best-selling business book in the USA with the *Wall Street Journal* and *USA Today*.

## FRANCES HESSELBEIN



Frances Hesselbein is the Chairman of the Board of Governors of the Leader to Leader Institute (formerly the Peter F. Drucker Foundation). Frances was awarded the Presidential Medal of Freedom, the United States of America's highest civilian honour, in 1998. The award recognised her leadership as Chief Executive Officer of Girl Scouts of the USA from 1976-1990, her role as the

Founding President of the Drucker Foundation, and her service as a pioneer for women, diversity and inclusion.

Frances serves on many non-profit and private sector corporate boards, including the Board of the Mutual of America Life Insurance Company, the Veterans Corporation Advisory Board, the Boards of the Center for Social Initiative at the Harvard Business School, the Hauser Center for Non-profit Management at the Kennedy School, and the U.C.S.D. graduate school of International Relations and Pacific Studies. She was Chairman of the National Board of Directors for Volunteers of America from 2002-2006 and is the recipient of 18 honorary doctoral degrees and numerous prestigious awards.

Frances has presented sessions for leaders of organisations from all three sectors, including the American Management Association, Microsoft, Toyota, the Catholic Health Association, the ASTD International Conference, the Bureau of Primary Health Care, the Girl Scouts of the USA, the Executive Women International, the US Army, Chevron Texaco, Eastman Kodak, Hewlett Packard, Lutheran Social Services, KidsPeace, the US Coast Guard, and the World Bank.

# KEYNOTE SPEAKERS



## DAVID MAISTER



David Maister is widely acknowledged as one of the world's leading authorities on the management of professional service firms and has been identified as one of the top 40 business thinkers in the world (*BUSINESS MINDS*, Financial Times).

For 25 years, David has advised firms in a broad spectrum of professions covering all strategic and managerial issues, building a global practice that finds him spending about 40% of his time in North America, 30% in western Europe, and 30% in the rest of the world.

His first book on professional businesses, *Managing the Professional Services Firm* was published in 1993. Since then he has written *True Professionalism* as well as *The Trusted Advisor*, with Charles H. Green and Robert M. Galford, *Practice What You Preach* and *First Among Equals*, co-authored with Patrick McKenna.

He began his teaching career at the University of British Columbia, Canada, and then joined the Harvard Business School faculty, where he taught courses in managing service businesses and operations management for seven years.

**“EFFECTIVENESS IS  
A DISCIPLINE.  
AND LIKE EVERY  
DISCIPLINE,  
EFFECTIVENESS CAN  
BE LEARNED AND  
MUST BE LEARNED”**

Peter Drucker

## TOM PETERS



*FORTUNE* called Tom Peters the ur-guru of management. *The Economist* tagged him the Uber-guru and *Business Week's* take on his 'unconventional views' led them to label him 'business' best friend and worst nightmare.'

In an in-depth analytic study released by Accenture's Institute for Strategic Change in 2002, Peters scored second among the top 50 'Business Intellectuals,' behind Michael Porter and ahead of Peter Drucker.

In 1982, Tom Peters and Bob Waterman co-authored *In Search of Excellence*, one of the best-selling and most admired business books of all time. Tom followed *Search* with a string of international best-sellers and in 2003 released *Re-imagine: Business Excellence in a Disruptive Age*, a revolutionary book which became an immediate No.1 international best-seller. It aims to do no less than re-invent the business book through the vibrant, energetic presentation of critical ideas. His most recent publication highlights his major ideas in a four book series entitled *Tom Peters' Essentials: Trends, Leadership, Design, and Talent*.

Two Tom Peters biographies have been published: *Corporate Man to Corporate Skunk: The Tom Peters Phenomenon* and *Tom Peters: The Bestselling Prophet of the Management Revolution*.

Leadership guru, Warren Bennis, once told a reporter, 'If Peter Drucker invented modern management, Tom Peters vivified it.' In fact, as even Tom's book titles indicate, his passion is passion!

**“AIM HIGH, AIM FOR  
SOMETHING THAT WILL  
MAKE A DIFFERENCE,  
RATHER THAN FOR  
SOMETHING THAT IS  
‘SAFE’ AND EASY TO DO”**

Peter Drucker

# CONVENTION SPEAKERS

## VIVIENNE ANTHON



Vivienne Anthon is a businesswoman, consultant, lecturer and author who has long been fascinated with the enduring role and power of creativity and innovation. She has a rich and varied background in law, professional services marketing, small-business development and education, having owned and operated several small to medium enterprises and taken some of them from

start ups to market leaders.

Currently, Vivienne is the Director of the Graduate Studies Centre at the Australian Institute of Management Qld & NT and is working with Steve Lundin on his most recent project CATS : The Nine Lives of Innovation.

## CAROLYN BARKER



Carolyn Barker is the Chief Executive Officer of the Australian Institute of Management Qld & NT and Managing Director of TheCyberInstitute Pty Ltd. She consults to business, industry and government on leadership and organisational growth and change.

Carolyn has authored and edited the best-selling *Management Today* and *Management @ Work* book series. She is a Fellow of the Australian Institute of Management, Chairman of The Queensland Orchestra and a Deputy Chairman of the Powerhouse Centre for Live Arts.

In 2005, Carolyn was awarded an Order of Australia (AM) for services to management and the arts.

## GAYLE AVERY



Gayle Avery is a Professor of Management at Macquarie Graduate School of Management where she specialises in leadership and management development. Each year, she leads a study tour to Europe which focuses on leadership in cutting-edge international enterprises. Her current research interests include global and sustainable leadership.

Gayle has had extensive international experience, including 12 years spent working in Germany and the USA. In Germany, she headed the Institute for International Business Studies for five years, coordinating international academic programs awarded by leading universities from the USA and UK, with a focus on leadership.

Gayle has been involved in designing and delivering leadership and management development programs for major organisations, including Aussie Home Loans, Deutsche Bank, McDonald's, MMI, MRA, Munich Reinsurance, NSW Sport and Recreation, Pfizer, Qantas, Siemens, Thomson's Asia Pacific and Westpac.

## JOHN BUCHANAN



John Buchanan became the Australian cricket team coach in 1999 and in 2007 is entering his final campaign as coach of Australia. John has led the team to a world record number of straight Test Matches and One Day International victories. The Australian Cricket Team are the World Cup Champions and Test Cricket Champions, having successfully returned the Ashes to Australia in early 2007.

John Buchanan is also renowned for delivering Queensland their first Sheffield Shield title in 1994/5. In five years of coaching Queensland, they won the Sheffield Shield and Mercantile Mutual Cup twice.

John has a degree in Human Movement, a teaching Diploma and a Master of Arts in Sports Administration from Alberta University in Canada. This education has influenced John's coaching style, which is vastly different to that used by cricket coaches for generations. He was the first coach to use computer analysis of every ball bowled.

John was a professional cricket player and represented Queensland in the late 1970s. He has held positions with the Brisbane Commonwealth Games and the Department of Tourism, Sports and Racing.

# CONVENTION SPEAKERS



## ▶ DEXTER DUNPHY



Dexter Dunphy is Distinguished Professor, University of Technology, Sydney. His main research and consulting interests are in corporate sustainability, the management of organisational change and human resource management. His research is published in over 80 articles and 22 books, including *Sustainability: The Corporate Challenge of the 21st Century*.

Dexter has consulted to over 160 private and public sector organisations in Australia and abroad. His consulting includes advising on major organisational transitions, the design of human resource strategies and implementing sustainability practices. He also has 30 years experience working with senior executives, managers and other professionals to enhance their managerial skills through executive workshops, consulting and counselling/mentoring.

## ◀ ALLAN HAWKE



Dr Allan Hawke was installed as Chancellor of the Australian National University on 28 February 2006.

His current appointments include the Centre for Applied Philosophy and Public Ethics Advisory Board, the Canberra Raiders Board, the Foreign Affairs Council, the Defence and National Security Advisory Council and the ACT

Advisory Council of the Australian Institute of Management.

Allan has enjoyed a distinguished career in significant public service roles including as Chief of Staff to Prime Minister Keating and Deputy Secretary in the Department of the Prime Minister and Cabinet. Prime Minister Howard appointed him as Secretary to the Department of Transport and Regional Services in 1996.

## ▶ LIZ ELLIS



Liz Ellis is Captain of the Australian Netball Team, a position she has held since 2004. With 100 Test Caps for Australia, Liz is the most capped Australian Netball player in history. A Commonwealth Games Gold Medallist in 1998 and 2002, Liz has been a member of the Australian team since 1993. Liz is also Captain of the Sydney TAB Swifts.

In the middle of her netball career, Liz graduated from Macquarie University with a Bachelor of Arts/Law and practiced as a solicitor until 2000. Upon leaving Law, Liz has concentrated on her coaching business, and is a highly sought after corporate and motivational speaker.

In 2006 Liz led the Sydney Swifts to victory and was named Player of the Year. The Australian team built upon this success and won the Trans-Tasman trophy.

Liz is now aiming to lead Australia to the 2007 World Netball Championships.

## ◀ ADAM JACOBY



Adam Jacoby is the General Manager of Mettle Sports & Media. In this role, Adam specialises in leadership, culture and innovative commercial development for the professional sports market.

Prior to working with Mettle Group, Adam was the CEO and founding partner of IMS Sports, the world's leading action sports athlete representation and commercial rights firm, now the action sports arm of global sports giant Octagon.

Adam currently holds a position on the advisory board of Premium Brands Group and is the Chairman of Get a Life, a corporate well-being organisation.

In November 2001, Adam was recognised as a semi-finalist in the Young Australian of the Year Award.

# CONVENTION SPEAKERS

## ▶ ATTRACTA LAGAN



Attracta Lagan is an organisational sociologist and has worked in the area of values and business ethics for over 15 years. Her Ph.D. research looked at how employees compromise their personal values in the workplace and this research began her fascination with the interface between personal, organisational and societal values.

Attracta was an early advocate for corporate social responsibility and continues as a regular media contributor in this fast moving debate, both here and internationally. She is widely recognised as an innovative thinker and leading practitioner in the broad business ethics arena and has worked in Asia and Europe as well as in Australia.

Attracta's current management book, *3D Ethics*, provides a blueprint for the effective management of the ethical domain of modern workplaces. It was selected as one of the top business books of 2006 by the *Australian Financial Review BOSS* magazine.

## ▶ STEVE LUNDIN



Steve Lundin created the FISH! Philosophy and was writer and co-author with Harry Paul and John Christensen of the best-selling *FISH!* series of books. With a staggering six million sales worldwide, these books have reached every corner of the earth with a message of hope.

In 2007, Steve is releasing two new books titled *Top Performer* and *CATS: The Nine Lives of Innovation*. *CATS* will be published in Australia with the Australian Institute of Management QLD & NT Division.

Steve has worked with organisations such as 3M, Microsoft, Harley Davidson, Standard Chartered Bank, National Bank of Dubai, Associated Banks of Africa, World Wide Shipping in Singapore, Wells Fargo, GlaxoSmithKline, Chase Manhattan Bank, Johnson & Johnson and Prudential, as well as dozens of non-profit and health care companies around the world.

Steve is a proud Fellow of the Australian Institute of Management, and has been a keen student of Peter Drucker for over 40 years.

## ▶ ALISTAIR MANT

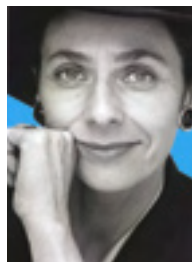


Alistair Mant is an international authority on leadership development and executive talent identification. He is Chairman of the UK-based Socio-Technical Strategy Group, a brokerage for carrying out studies of system function and dysfunction. The Group's work rests mainly on socio-technical systems theory. This concerns the natural properties of complex organisational and political systems at

the point where operations and human nature interact; where expensive and embarrassing blunders occur.

Alistair spends a third of each year working with private and public sector clients in Australasia. His particular interests are leadership, systems thinking, modernisation of government (implementing 'joined-up' thinking), organisation structure and the strategic aspects of human resource management and development. He is an Adjunct Professor at the Swinburne University of Technology in Melbourne, where he specialises in enterprise and innovation.

## ▶ ELIZABETH MORE



Professor Elizabeth More is Deputy Vice-Chancellor (Development and External Relations) at Macquarie University, Sydney, following a two-year period as Deputy Vice-Chancellor of the University of Canberra. Prior to these positions, she was Director of Macquarie Graduate School of Management (MGSM).

In the Queen's Birthday 2005 Honours List Elizabeth received the award of Member of the Order of Australia (AM) for service to education, particularly in the fields of communication, management and organisational change.

Before becoming a university academic, Elizabeth worked as a classical ballet dancer in theatre and television, and in the advertising industry.

# CONVENTION SPEAKERS



## DAVID MORGAN



Dr David Morgan is the current Chief Executive Officer of Westpac, one of Australia's leading banks. He joined Westpac Bank in 1990 and prior to becoming CEO held roles with responsibilities for all major operating divisions, including Commercial Banking, Corporate and Institutional Banking and International Banking.

David reached the position of Senior Deputy Secretary during the Hawke-Keating Federal Government, where he contributed to government policy for the financial sector, specifically supporting the floating of the Australian dollar, as well as financial deregulation. He worked in the Federal Treasury from 1980 to 1989. David also worked in the International Monetary Fund in Washington from 1976-1979.

David is the author of *Over-Taxation by Inflation* and is a member of the Prime Minister's Community Business Partnership.

## LES PICKETT



Les Pickett is Chief Executive of Pacific Rim Consulting Group, Director of Human Resource Practice for Talent 2 Consult and a member of the executive team of Talent Partners Board Search, conducting independent reviews to optimise Board effectiveness.

Over the years, Les has held senior general management, information technology, marketing management and human resources/people management positions in leading companies, including Coles Myer.

His professional career has taken him to some 20 countries. He has conducted numerous assignments in the fields of managerial and professional competencies, organisational effectiveness, performance improvement, leadership development, human resource management and human capital capability, both in Australia and overseas.

## SAM MOSTYN

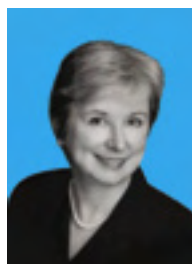


Sam Mostyn is the Group Executive, Culture & Reputation at Insurance Australia Group (IAG) where she has responsibility for managing the Human Resource, Organisational Effectiveness, Corporate Affairs, Government Relations & Policy, Corporate Sustainability and Community Engagement functions. Over the past four years her team has developed a corporate, social and environmental sustainability plan for

the company, with particular focus on integrating the company's internal cultural issues and business planning with external customer, corporate, community and environmental activities.

Sam is a member of the NSW Premier's Greenhouse Advisory Panel, and is a Board member of the Sydney Theatre Company, the Centenary Institute, and the Redfern-Waterloo Authority. She is a Trustee of the Australian Museum and in 2005 was appointed as a Commissioner with the Australian Football League.

## CONSTANCE ROSSUM



Constance Rossum is Associate Professor of Marketing and Management at the University of La Verne and is President of Management Directives, Inc. which consults to business, government and non-profit organisations in the areas of strategic planning, marketing and research. Constance's dual perspective in the business and social sectors and her study and use of Peter F. Drucker's principles of

management were the basis for her selection by the Drucker Foundation to develop the *Drucker Foundation Self-Assessment Tool for Nonprofits Organisation* in 1993.

In 1997-98, Peter Drucker served on Constance's Ph.D. Dissertation Committee at Claremont Graduate University where she was his last Ph.D. student!

Before founding Management Directives, Inc. in 1991, Constance worked for 20 years in advertising, marketing/management, and consumer research for such major companies as Leo Burnett Advertising and the Marriott Corporation.

# CONVENTION AT A GLANCE

## SUNDAY, 16 SEPTEMBER, 2007

### OPTIONAL WORKSHOPS

The Pre-Convention Workshops are available in addition to the Convention and until 1 June are only open to Convention delegates (**additional fees apply**).

8.30am	Registration Opens		
9.00am	W1	The Drucker Self-Assessment Tool (pg 14)	Constance Rossum
	W2	The Manager As Coach (pg 14)	Marshall Goldsmith
	W3	Leadership Development Effectiveness (pg 14)	Les Pickett
5.00pm	Workshops Close		

## SUNDAY, 16 SEPTEMBER, 2007

### THE CONVENTION BEGINS

Convention Registration includes all activities from 6.00pm on Sunday, 16 September until 5.30pm on Tuesday, 18 September.

6.00pm	Welcome Cocktails and Registration
7.30pm	Close

## MONDAY, 17 SEPTEMBER, 2007

### THE CONVENTION PROGRAM

7.00am	Registration Opens		
8.30am	Welcome and Introduction		
8.40am	Opening Address		
9.00am	The World Peter Drucker Created (pg 12)		Marshall Goldsmith, Frances Hesselbein, David Maister, Tom Peters
9.45am	Imagining Business in the Future (pg 12)		Tom Peters
11.00am	Morning Tea		
11.30am	The Effective Manager in Action (pg 12)		Tom Peters
12.45pm	Lunch		
2.00pm	Concurrent Sessions A		Refer to page 16 for session details
3.00pm	Afternoon Tea		
3.30pm	Concurrent Sessions B		Refer to page 16 for session details
4.30pm	Thinking Beyond the Present: The Road to Sustainability (pg 12)		Dexter Dunphy in conversation with David Morgan
5.30pm	Presentations Conclude		
7.00pm	Cocktails		
7.30pm	Gala Dinner		
11.00pm	Close		

# CONVENTION AT A GLANCE



AIM Management  
Convention **2007**

## TUESDAY, 18 SEPTEMBER, 2007

### THE CONVENTION PROGRAM

7.30am	Breakfast Book Launch: <i>CATS! A Personal Approach to Innovation</i>	Steve Lundin, Carolyn Barker and Vivienne Anthon
9.00am	Information – Is It Everything? (pg 12)	Doris Drucker
9.30am	The Practice of Management (pg 13)	David Maister
11.00am	Morning Tea	
11.30am	Learning from Legends (pg 13)	Adam Jacoby in conversation with Liz Ellis and John Buchanan
12.45pm	Lunch: The Drucker Debate: Is Management an Art or a Science?	Alistair Mant, Elizabeth More, Allan Hawke, Steve Lundin
2.00pm	Effective Leadership: What Does It Mean? (pg 13)	Gayle Avery, Frances Hesselbein, Alistair Mant, Marshall Goldsmith
3.00pm	Afternoon Tea	
3.30pm	Thinking Beyond the Present: The Road to Sustainability (pg 13)	Dexter Dunphy in conversation with Sam Mostyn
4.15pm	It's Not About The Coach (pg 13)	Marshall Goldsmith
5.15pm	Concluding Remarks	
5.30pm	Proceedings Close	

## WEDNESDAY, 19 SEPTEMBER, 2007

### OPTIONAL SEMINARS

The Post-Convention Seminars are available in addition to the Convention and until 1 June are only open to Convention delegates (**additional fees apply**).

8.30am	Registration Opens		
9.00am	S1	Leading in a Professional Services Environment (pg 15)	David Maister
	S2	Top Performing FISH! (pg 15)	Steve Lundin
	S3	Redefining Business Ethics in Three Dimensions – Personal, Organisational and Societal Values Consistency (pg 15)	Attracta Lagan
12.30pm	Morning Seminars Close		

1.00pm	Registration Opens		
1.30pm	S4	Building Client Relationships (pg 15)	David Maister
	S5	Managing at the Interface: With Feet in the Muddy Water (pg 15)	Alistair Mant
	S6	CATS: The Nine Lives of Innovation (pg 15)	Steve Lundin
5.00pm	Afternoon Seminars Close		

**TO REGISTER CALL AIM CLIENT SERVICES  
1800 AIM INFO (1800 246 4630)**

# KEYNOTE SESSIONS

## DAY 1: CONVENTION PROGRAM MONDAY, 17 SEPTEMBER, 2007

### 9.00AM THE WORLD PETER DRUCKER CREATED

Panel: Marshall Goldsmith, Frances Hesselbein, David Maister, Tom Peters

Peter Drucker dedicated his life to the study of management. He strongly believed that good management would lead to the betterment of society. With his books such as *The Concept of the Corporation*, *The Practice of Management* and *The Effective Executive*, he launched the 'practice of management' as we know it today.

Peter Drucker died in November 2005, just shy of his 96th birthday. However his legacy and impact will long be remembered. This Convention is a celebration of the ongoing relevance of his ideas, particularly as they apply to 'the effective manager in action'.

In this session, four of the world's leading management thought leaders pay tribute to Peter Drucker – telling us of the man they knew and worked with, and of the influence he had upon their thinking and their careers.

### 9.45AM IMAGINING BUSINESS IN THE FUTURE – TOM PETERS

All bets are off ... a brief tour of dramatic forces at work, from changing technologies and demographics to the rise of China and India and the profound effects of a new corporate risk profile. New strategies and tactics are needed to accomplish the necessary, radical, enterprise change, along with the creation of perpetually adaptive organisations - ready for anything, prepared to turn on a dime. 'The very 'metabolism' of the enterprise must be altered,' Peters says.

In this scene-setting presentation for the Convention, Tom Peters will redefine business and the context in which it will operate in the future in order to survive and thrive in a disruptive age. Tom Peters will take delegates on a roller-coaster journey, full of insights and excitement. He will use the lens of the 'new' in exploring work, people, markets, brand, value and technology. Fasten your seatbelts for the Tom Peters 'tour de force'.

### 11.30AM THE EFFECTIVE MANAGER IN ACTION – TOM PETERS

In 1968, Tom Peters read (devoured!) his first management text, Peter Drucker's *The Effective Executive* - and was profoundly influenced by it. He was hardly alone! Like many others, Tom Peters believes that Drucker's historical significance will hinge on his early seminal works such as *The Concept of the Corporation* (1946), *The Practice of*

*Management* (1954) and *The Effective Executive* (1967), believing them to be the tracts that launched the 'practice of management' as we know it to this day - and probably as we will know it for decades to come.

Nearly 40 years later, with much experience and reflection behind him, Tom Peters will share with us in this keynote address what he now believes are the essential skills and attributes required to successfully become 'An Effective Manager in Action!'

### 4.30PM THINKING BEYOND THE PRESENT: THE ROAD TO SUSTAINABILITY

Dexter Dunphy in conversation with David Morgan

In this conversation, Professor Dexter Dunphy, one of Australia's most distinguished management academics, will talk with David Morgan, CEO of Westpac. They will discuss the notion of the sustainable corporation in the 21st Century – an organisation that can prosper over the long-term, has a clear and compelling business purpose and creates positive environmental and consumer outcomes.

David Morgan has aimed high. For the last five years Westpac has been voted the world's most sustainable bank (Dow Jones Sustainability Index). In this conversation Dexter Dunphy will draw out the deeper insights from David Morgan on the Westpac journey.

## DAY 2: CONVENTION PROGRAM TUESDAY, 18 SEPTEMBER, 2007

### 9.00AM 'INFORMATION: IS IT EVERYTHING?' – DORIS DRUCKER

We are all so proud of 'The Information Age' as if we have invented it. However, this is far from the truth, according to Doris Drucker, who will take us on a journey exploring the impact of information in our lives.

Doris Drucker believes that we are heavily dependent on information which arrives in a binary form, as well as being totally fixated on multi-tasking. As a consequence, we are forgetting how to concentrate on one subject, with critical thinking and analysis being negatively impacted.

Mindless submission to information concerns Doris Drucker. She advocates that leaders build models which can protect us from becoming mentally obese and from 'devouring' information just because it is there. We may be accessing a large volume of information, but how much is being converted to knowledge and enacted as wisdom?

## 9.30AM THE PRACTICE OF MANAGEMENT – DAVID MAISTER

In this Convention, the Australian Institute of Management is inviting all managers to come together as a collegial group – to see ourselves for a moment not as specialists in our fields but rather as sharing a common role and purpose as practising managers. This session will ask the following questions:

- Do we ever pause to think whether management should be viewed as a profession in its own right?
- What is the difference between management and business?
- Why is good management so fundamentally important?
- What are the characteristics of an effective manager?

## 11.30AM LEARNING FROM LEGENDS

Adam Jacoby accompanied by Liz Ellis and John Buchanan

The special qualities that great managers share are not dissimilar to the qualities that great sport people require to get to the top.

In this session, Adam Jacoby will discuss with two Australian sporting greats, from John Eales's book *Learning from Legends*, what they have learnt from their time in sport, and what they have learnt since about management and leadership.

## 12.30PM THE DRUCKER DEBATE: IS MANAGEMENT AN ART OR A SCIENCE? (Lunch)

Panel: Alistair Mant, Elizabeth More, Steve Lundin, Allan Hawke

One of the enduring questions in the field of management is whether it is an art or a science. Webster's College Dictionary defines an art as 'skill in conducting any human activity' and science as 'any skill or technique that reflects a precise application of facts or a principle.'

Some believe that management is both an art and a science. The art is in making people more effective than they would have been without you. The science is in how you do that. Others say that good management is a science; great management an art.

Whatever your views, don't miss this lively, humorous debate. A great lunch will be served while you listen to these fine minds argue their cases.

## 2.00PM EFFECTIVE LEADERSHIP: WHAT DOES IT MEAN?

Panel: Gayle Avery, Frances Hesselbein, Alistair Mant, Marshall Goldsmith

Peter Drucker believed that leaders set examples, seek responsibility more than rank, constantly ask what are the mission and goals of their organisations, and ask 'what needs to be done?', rather than 'what should I do?' We all agree that leadership is essential to success and we usually know good leadership when we see it, but can we recognise the essential ingredients?

Our four panelists, all experts on leadership in their own right, approach the subject from entirely different angles. The question is, can they reach common ground?

## 3.30PM THINKING BEYOND THE PRESENT: THE ROAD TO SUSTAINABILITY

Dexter Dunphy in conversation with Sam Mostyn

Dexter Dunphy, distinguished academic and sustainability pioneer, will conduct a second conversation with another leading Australian executive, Sam Mostyn, the Group Executive, Culture and Reputation at Insurance Australia Group (IAG). Over the past four years Sam and her team at IAG have developed a corporate, social and environmental sustainability plan which is integrated with IAG's internal cultural issues and business planning processes.

In this conversation Dexter and Sam will discuss the notion of the sustainable corporation in the 21st century and Sam will describe some of the practical steps IAG is taking. The conversation will also focus on the positive role that every manager can play in achieving long-term sustainability.

## 4.15PM IT'S NOT ABOUT THE COACH – MARSHALL GOLDSMITH

Marshall Goldsmith's vision in life is to help successful leaders achieve a positive change in behaviour: for themselves, their people and their teams.

To conclude this Convention, Marshall is going to give you the most important message of all ...ultimately, it is not about the coach! It is you who will be responsible for your actions after this event. What you do, how you effectively manage and lead when you return to your workplace is entirely up to you.

In the end, it is you who must be accountable and take responsibility. We hope we have given you some tools over the past two days. Now, as a tribute to Peter Drucker and his life's work, we ask that when you leave this Convention you aspire to AIM High and to become a truly effective manager in action!

# OPTIONAL WORKSHOPS

These Workshops are available in addition to the Convention and until 1 June are only open to Convention delegates (*additional fees apply*).

## SUNDAY, 16 SEPTEMBER 9AM - 5PM

### W1 THE DRUCKER SELF-ASSESSMENT TOOL

**Constance Rossum, Assoc. Prof. Marketing & Management, University of Verne; President, Management Directives (USA)**

This workshop introduces the Leader to Leader Institute's Drucker Self-Assessment Tool, based on Peter F. Drucker's proven principles of management. The Drucker Tool, which is used worldwide, is a customer-centered and results-driven strategic planning process developed by Dr. Constance Rossum, under the guidance of Peter Drucker.

This interactive workshop will introduce participants to Drucker's 'Five Most Important Questions', necessary to achieve performance excellence in business, government and the social/nonprofit sectors. It will demonstrate through the use of case analysis how organisations, their leaders and leadership teams, can achieve their objectives, effect change when necessary, improve their decision-making, communicate effectively to their important publics, and form meaningful collaborations to extend their yield. The workshop is designed to assist managers/leaders, consultants, university academics, healthcare professionals and others interested in performance excellence focus on what Drucker described as 'doing the right things right.'

### W2 THE MANAGER AS COACH

**Marshall Goldsmith, co-founder of Marshall Goldsmith Partners (USA) and a world authority on coaching and behavioural change**

The role of a coach has always been to get the best out of the performance of others. Speeding up the learning curve and turning that learning into productive behaviour is why possessing coaching skills is important to you as a manager and leader.

This experiential workshop offers an introduction to the process and techniques of behavioural coaching and will help you enhance your ability and willingness as a manager to facilitate the coaching process to effect positive, long-term behavioural change in a time efficient manner.

The situations practised are based upon either customised scenarios developed with a client, based upon their culture and leadership model, or general situations based upon common leadership issues in Marshall Goldsmith's large database of 360° assessments and typical coaching engagements across multiple organisations.

The Manager as Coach Workshop is designed to be largely experiential in nature and as a participant, you will have an opportunity to apply some of the coaching skills in either rehearsal or observer/consultant roles.

### W3 LEADERSHIP DEVELOPMENT EFFECTIVENESS

**Les Pickett, Chief Executive, Pacific Rim Consulting Group**

Organisations often fail in their efforts to develop effective leadership because they focus too much time on assessing individual leadership styles and then cultivating personal development in an isolated and fragmented environment.

This workshop will explore the key elements and successful strategies which make your leadership development programs work, including developing an integrated strategic framework that links corporate objectives with people management, retention and development strategies. It will also identify common causes of executive derailment and assist in identifying barriers to improving organisational performance.

Utilising case-studies, experiential exercises and group discussions, Leadership Development Effectiveness will cover an understanding of the emerging role of executive leadership, individual and organisational competencies in driving a high performance organisation, practical and proven models for leadership effectiveness, and strategies and practical approaches for the identification, development and retention of future leaders.

# OPTIONAL SEMINARS



These Seminars are available in addition to the Convention and until 1 June are only open to Convention delegates (*additional fees apply*).

## WEDNESDAY, 19 SEPTEMBER 9.00AM – 12.30PM

### S1 LEADING IN A PROFESSIONAL SERVICES ENVIRONMENT

David Maister, one of the world's leading authorities on the management of professional services firms

This seminar will provide participants with the opportunity to reflect on their roles as leaders in professional service environments. A major theme will be how best to achieve a balance between achieving good (short-term) income statement results and building a strong, sustainable practice.

### S2 TOP PERFORMING FISH!

Steve Lundin, business facilitator and renowned creator of the FISH! philosophy

It has been well documented that making an emotional connection with the customer is more important to customer retention than good customer service. Top Performing FISH! will guide you in engaging customers and colleagues in a way that creates an authentic emotional bond and explores the most powerful resource available to any manager - natural energy.

### S3 REDEFINING BUSINESS ETHICS IN THREE DIMENSIONS – PERSONAL, ORGANISATIONAL AND SOCIETAL VALUES CONSISTENCY

Attracta Lagan, leading author and consultant on business ethics

High-profile case histories such as the Australian Wheat Board, Nike and James Hardie have highlighted the critical risks inherent in producing corporate value statements that are not embedded in organisational management systems. This seminar focuses on the complex issue of business ethics, which can lead to higher performance for both business and society.

## WEDNESDAY, 19 SEPTEMBER 1.30PM - 5.00PM

### S4 BUILDING CLIENT RELATIONSHIPS

David Maister, one of the world's leading authorities on the management of professional services firms

This seminar aims to give participants the opportunity to reflect on their roles in the emotional 'duet' played out between professional advice-givers and their clients. A major theme will be the importance of developing a sustained, trusted client relationship akin to a 'romance' rather than a 'one-night stand'.

### S5 MANAGING AT THE INTERFACE: WITH FEET IN THE MUDDY WATER

Alistair Mant, Chairman, Socio-Technical Strategy Group (UK)

In this seminar, Alistair Mant will draw upon his considerable experience in the study of systems function and dysfunction to explore the difficulties inherent in managing in the 'muddy water' at the interface between the public and private sectors where managers are caught between the realities of government and commerce.

### S6 CATS: THE NINE LIVES OF INNOVATION

Steve Lundin, business facilitator and renowned creator of the FISH! Philosophy,  
Carolyn Barker, CEO AIM QLD & NT and  
Vivienne Anthon, Director of Graduate Studies, AIM QLD & NT

CATS refuses to pander to the strategic, complex and abstract in favour of the personal, simple and practical. Its basic premise is that, if the individual human beings that populate an organisation become more innovative, then the organisation will become more innovative. And each of the CATS nine lives is a concrete step toward that goal.

# CONCURRENT SESSIONS

## MONDAY, 17 SEPTEMBER 2.00PM

- A1 PUTTING DRUCKER TO WORK: HUMAN OPTIONS INC CASE STUDY\***  
Constance Rossum, Assoc. Professor Marketing & Management, University of Verne; President, Management Directives (USA) and Vivian Clecak, Executive Director, Human Options (USA)
- A2 COMPETITIVE INTELLIGENCE AND THE MANAGER OF TOMORROW**  
Babette Bensoussan, Managing Director, The Mindshift Group
- A3 HUMAN INSTINCT: LEADERSHIP BEFORE AND AFTER 1911**  
Andrew O'Keeffe, Consultant, Hewitt Associates
- A4 A DIFFERENT APPROACH TO LEARNING: CORPORATE EXPRESS CASE STUDY**  
Brad Markham, Organisational Learning Manager, AIM NSW & ACT
- A5 MANAGING THE GLOBAL WORKFORCE: THE GLOBAL 20©**  
Janet Walsh, Professor, Keller Graduate School of Management (USA)
- A6 MANAGEMENT: RISK MITIGATION - WHAT TO DO IN A CRISIS**  
Peter Davidson, Mobile Intensive Care Flight Paramedic and Team Manager, Air Ambulance Victoria
- A7 AN INTEGRAL APPROACH TO ORGANISATION TRANSFORMATION**  
Ivy Ning, Founder, PeoplePlus Training & Consulting (Hong Kong)
- A8 WHY BUSINESS FAILS TO GROW THEIR KNOWLEDGE WORKERS: HOW THE POWER OF EMOTIONAL INTELLIGENCE CAN BRING ORDINARY PEOPLE TO DO EXTRAORDINARY THINGS**  
Michelle Sarkis, National Manager, Trace Personnel Medical Division

## MONDAY, 17 SEPTEMBER 3.30PM

- B1 PUTTING DRUCKER TO WORK: HUMAN OPTIONS INC CASE STUDY (CONT.)\***  
Constance Rossum and Vivian Clecak
- B2 BOOM OR BUST**  
Louise Rolland, CEO, Australian Partnership for Business Work & Ageing, accompanied by Directors of SageCo, Alison Monroe and Catriona Byrne
- B3 RE-INVIGORATING HUMAN RESOURCE MANAGEMENT: STRATEGY TO PRACTICE**  
Robin Kramar, Professor of Management and Deputy Dean, Macquarie Graduate School of Management, accompanied by colleagues in the People & Organisation Discipline at MGSM
- B4 MAKING THE EFFICIENT MORE EFFECTIVE – BY IMPROVING THE DEFINITION OF PROJECT OUTCOMES, BENEFITS AND OUTPUTS**  
Kersti Nogeste, Principal Consultant, Project Expertise and Graeme Harvey, Senior Analyst, Department of Education and Training (Vic)
- B5 MANAGING AND MOTIVATING DIFFERENT GENERATIONS AT WORK**  
Avril Henry, Executive Director, AH Revelations
- B6 AIM HIGH! A NEW APPROACH FOR MANAGERS**  
Lara Kirschner, Director, Remesys and Barbara Taylor, General Manager, Human Resources, MBF Australia
- B7 CREATING HIGH PERFORMANCE MANAGERS WHILE RUNNING A POSITIVE ROI – JOHN SWIRE AND SONS CASE STUDY**  
Brad Markham, Organisational Learning Manager, AIM NSW & ACT
- B8 PEOPLE, PERFORMANCE, PROFITS: HOW AUSTRALIAN MANAGERS TRANSFORMED THEIR COMPANY**  
Les Pickett, Chief Executive, Pacific Rim Consulting Group

\* Concurrent A1 and Concurrent B1 are two halves of a continuous presentation. Delegates attending Concurrent B1 should have previously attended Concurrent A1.

# GENERAL INFORMATION



## SYDNEY

Few other cities can offer Sydney's vibrancy – its stunning attractions, great climate and friendly people ensure that it continues to exceed visitor expectations.

In the year 2000, the eyes of the world were on Sydney as it welcomed visitors for the Olympic Games. In 2003, the city played host to thousands of international visitors for the Rugby World Cup spectacle. In 2007 Sydney will host the AIM Management Convention to celebrate the practice of management.

Sydney is known for its harbour lifestyle, fantastic beaches and good weather – all contributing to a relaxed environment that permeates the city and its visitors.

## VENUE – SYDNEY CONVENTION AND EXHIBITION CENTRE

As Australia's largest and premier venue for conferences, exhibitions and special events, the Sydney Convention and Exhibition Centre has played host to some of the world's top companies and international associations. It enjoys a unique harbourside setting adjacent to the heart of downtown Sydney.

All plenary sessions will be held in the Convention Centre Parkside with keynote addresses in the Parkside Auditorium, a stylish tiered theatre with a capacity of 1,000 people.

A wealth of information and maps of the Sydney Convention and Exhibition Centre can be found at [www.scec.com.au](http://www.scec.com.au)

## WELCOME RECEPTION

The Bayside Terrace at the Sydney Convention and Exhibition Centre, with its stunning views of the city and Darling Harbour, is the chosen venue for the Welcome Reception to be held on Sunday, 16 September from 6.00pm to 7.30pm. This informal event provides an excellent opportunity to catch up with old colleagues and broaden your network.

## GALA DINNER

The Gala Dinner on the evening of Monday, 17 September, will be a festive, fun occasion. Dress up and join other participants for pre-dinner drinks in the Parkside Ballroom foyer from 7.00pm.

## ACCOMMODATION

The variety of accommodation options available in the vicinity of the Sydney Convention and Exhibition Centre is immense. The choice is yours. To assist in your selection it is suggested that you refer to the Sydney Convention and Exhibition Centre website – [www.scec.com.au](http://www.scec.com.au) – for information on a wide range of hotels and apartments.

For further information: **1800 AIM INFO (1800 246 4630)**

# REGISTRATION FORM

PLEASE PHOTOCOPIY FOR MULTIPLE BOOKINGS  
(ONE FORM PER PARTICIPANT)



AIM Management  
Convention 2007

## EARLY BIRD OFFER

All participants who register and pay on or before 31 May 2007 will receive a \$300 discount on their registration.

## MEMBER BENEFIT

All Members save \$500 off the Convention fee.

## GROUP REGISTRATION OFFER

To encourage delegates to bring their teams, a group registration offer is available. For every five registrations purchased in one transaction, one complimentary registration will be provided.

## TO REGISTER

### ON-LINE

Register on the Convention website,  
[www.aimconvention.com.au/Register](http://www.aimconvention.com.au/Register)

### TELEPHONE

AIM Client Services  
1800 AIM INFO (1800 246 4630)  
outside Australia +61 2 9956 3000

### FAX

Complete this form and fax to 1800 659 807  
outside Australia +61 2 9956 3075

### MAIL

Complete and detach this form and post with your payment to

AIM Management Convention 2007  
PO Box 328 North Sydney  
NSW 2059, Australia

Do not send me information by email.

## CONFIRMATION, CANCELLATION & CONDITIONS

• Registration will only be accepted and confirmed by full payment at the time of registration.

• Should you be unable to attend, a substitute delegate is welcome.

• A 50% refund is available for cancellations received in writing more than 6 weeks prior to the event. No refund is available for cancellations received with less than 6 weeks notice.

I understand and agree to be bound by the above Terms and Conditions

Please tick box.

## PRIVACY

The Australian Institute of Management NSW & ACT respects the privacy of organisations and individuals. Information that you provide is used for the purposes of processing your application, registration, order or enquiry. It may also be used to keep you informed of services that may be of interest to you. AIM does not sell or rent Member and Client details to other organisations except in response to a legal requirement or with your consent. Our Privacy Policy can be viewed at [www.aimnsw.com.au](http://www.aimnsw.com.au). If you do not wish to receive any mail, email, fax or telephone information from AIM regarding our products and services in the future, please email [privacy@aimnsw.com.au](mailto:privacy@aimnsw.com.au)

Australian Institute of Management  
NSW & ACT Training Centre Limited  
ABN 74 002 526 007

215 Pacific Highway, North Sydney, NSW 2060

## PARTICIPANT DETAILS

Title (Mr/Mrs/Miss/Ms/Dr/Other - please specify) \_\_\_\_\_

First name \_\_\_\_\_ Surname \_\_\_\_\_

Position \_\_\_\_\_ Telephone (Direct) \_\_\_\_\_

Facsimile (Direct) \_\_\_\_\_ Mobile \_\_\_\_\_

Email (Direct) \_\_\_\_\_

## ORGANISATION DETAILS

Organisation name (registered) \_\_\_\_\_

Organisation name (trading) if different from above \_\_\_\_\_

ABN \_\_\_\_\_

Street address \_\_\_\_\_

Suburb/Town \_\_\_\_\_ PO Box \_\_\_\_\_

State \_\_\_\_\_ Postcode \_\_\_\_\_

Telephone (Main no) \_\_\_\_\_ Facsimile (Main no) \_\_\_\_\_

## REGISTRATION

### AIM Management Convention 2007

Dates: 6pm Sunday 16 September 2007 – 5.30pm Tuesday 18 September 2007

Inclusions: Sunday Welcome Cocktails, full program on Monday including Monday's Gala Dinner, and the full program on Tuesday including Tuesday's Book Launch Breakfast

### Early Bird Rate (booking on or before 31 May 2007)

Please register me at the AIM Member rate \$2,495 incl GST Membership no: \_\_\_\_\_  
 Please register me at the Non Member rate \$2,995 incl GST

### Standard Rate (booking after 31 May 2007)

Please register me at the AIM Member rate \$2,795 incl GST Membership no: \_\_\_\_\_  
 Please register me at the Non Member rate \$3,295 incl GST

### Optional Workshop: Sunday 16 September 2007 (Until 1 June available only to Convention delegates)

Please register me at the (please circle) Member rate \$895 incl GST or Non Member rate \$995 incl GST for the following Workshop (please select one):

- [W1] *The Drucker Self-Assessment Tool*. Presenter: Constance Rossum  
 [W2] *The Manager as Coach*. Presenter: Marshall Goldsmith  
 [W3] *Leadership Development Effectiveness*. Presenter: Les Pickett

### Optional MORNING Seminar: Wednesday 19 September 2007 (Until 1 June available only to Convention delegates)

Please register me at the (please circle) Member rate \$595 incl GST or Non Member rate \$695 incl GST for the following Seminar (please select one):

- [S1] *Leading in a Professional Services Environment*. Presenter: David Maister  
 [S2] *Top Performing FISH*. Presenter: Steve Lundin  
 [S3] *Redefining Business Ethics in Three Dimensions*. Presenter: Attracta Lagan

### Optional AFTERNOON Seminar: Wednesday 19 September 2007 (Until 1 June available only to Convention delegates)

Please register me at the (please circle) Member rate \$595 incl GST or Non Member rate \$695 incl GST for the following Seminar (please select one):

- [S4] *Building Client Relationships*. Presenter: David Maister  
 [S5] *Managing at the Interface: with feet in the muddy water*. Presenter: Alistair Mant  
 [S6] *Cats: The Nine Lives of Innovation*. Presenter: Steve Lundin

## PAYMENT

I enclose a cheque payable to the Australian Institute of Management NSW & ACT

Please charge my credit card to the amount of A\$ \_\_\_\_\_ inc GST

Card type American Express  Diners  MasterCard  Visa

Card number:                 Expiry date \_\_\_\_ / \_\_\_\_

Cardholder's name \_\_\_\_\_

Cardholder's signature \_\_\_\_\_

Upon receipt and processing of your payment, this form becomes a valid tax invoice.

# WHO SHOULD ATTEND AND WHY?

The Australian Institute of Management is calling all general managers, line managers, management consultants, management academics, in fact everyone with a general interest in the practice of management to attend this Convention.

Attendance will further your professional and personal development, and provide you with the opportunity to participate in the wider professional management community. The program has been carefully designed to expose you to the very latest management thought and practice, to enhance your knowledge and business know-how, help you gain career advantage and most importantly manage more effectively.

## BENEFITS

*AIM High! The Effective Manager in Action* offers delegates the opportunity to:

- Learn the secret of managing more effectively
- Learn “What to do” and “How to do it”
- Gain an enhanced understanding of the role of management within a contemporary organisational context
- Hear other managers and organisations’ ‘war stories’ and how they have successfully overcome their management challenges
- Exchange ideas, best practices and expertise on a range of management related issues
- Choose from a selection of concurrent sessions addressing a wide array of management topics
- Participate in practical optional workshops and seminars that enhance and reinforce the Convention’s central messages
- Contribute to the Australian ‘community of management’ through networking and engagement
- Reflect, reinvigorate and renew

The Australian Institute of Management is Australia’s leading management association with over 30,000 individuals and 6,000 organisations as Members. For over 65 years, AIM has been providing managers and the business community with access to a unique and comprehensive range of services including education and training, speaker events, seminars, forums, a renowned bookshop and library, publications, online databases and resources.

This Convention is being organised and staged by AIM NSW & ACT.

# A CELEBRATION OF MANAGEMENT

VIVIENNE ANTHON  
GAYLE AVERY  
CAROLYN BARKER  
BABETTE BENSOUSSAN  
JOHN BUCHANAN  
CATRIONA BYRNE  
VIVIAN CLECAK  
PETER DAVIDSON  
DORIS DRUCKER  
DEXTER DUNPHY  
LIZ ELLIS  
MARSHALL GOLDSMITH  
GRAEME HARVEY  
ALLAN HAWKE  
AVRIL HENRY  
FRANCES HESSELBEIN  
ADAM JACOBY  
LARA KIRSCHNER  
ROBIN KRAMAR  
ATTRACTA LAGAN  
STEVE LUNDIN  
DAVID MAISTER  
ALISTAIR MANT  
DAVID MORGAN  
BRAD MARKHAM  
ALISON MONROE  
ELIZABETH MORE  
SAM MOSTYN  
IVY NING  
KERSTI NOGESTE  
ANDREW O'KEEFFE  
TOM PETERS  
LES PICKETT  
LOUISE ROLLAND  
CONSTANCE ROSSUM  
MICHELLE SARKIS  
BARBARA TAYLOR  
PETER THOMPSON  
JANET WALSH



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