

YOU. YOUR TEAM. YOUR LEADERSHIP.
- EXPLORE YOUR POTENTIAL

2010



Major Partner



TURN ON TOMORROW

YOU. YOUR TEAM. YOUR LEADERSHIP.

A TWO DAY EXPERIENCE EXPLORING YOUR LEADERSHIP - WHAT WORKS, WHAT DOESN'T AND WHAT TO DO ABOUT IT.



IT'S BASED ON THE PRACTICAL APPLICATION OF AUSTRALIAN RESEARCH OF WHAT AUSTRALIANS EXPECT OF THEIR LEADERS.

WHAT'S IT ALL ABOUT?

The focus is leadership, not management skills. It's based on the practical application of Australian research of what Australians expect of their leaders.

Leadership has nothing to do with your management title, the size of your office or even your M.B.A. Many managers confuse their management position with the gift of leadership.

This is a unique opportunity for you to explore your leadership - what works, what doesn't and what to do about it. The experience is practical, hands on and results orientated.

It involves the expertise of Integro, with 25 years experience in helping corporate Australia develop their leaders, combined with the stimulation created from having access to the leaders of one of Australia's premier sporting organisations, the Essendon Football Club.

It's not about 'footy' and it's not about EFC attempting to teach leadership. However EFC does provide an excellent real life and real time leadership case study, 'warts and all.'

- Do you understand the real differences between management and leadership?
- Have you got the balance right between them or are you too busy managing?
- Why does your leadership style work with some people but not with others?
- Have you looked 'in the mirror' lately? When was the last time you checked out your 'blind spots'?
- Are you aware of the real impact you have on your team?
- What does your team say about you in the coffee shop?
- Have you thought about what motivates you, compared to what motivates your team members?
- Do you understand why being trustworthy does not always build trust?

EXPLORE YOUR POTENTIAL

THE SPORT AND BUSINESS LINK

Leadership is required in sport as it is in business. Clearly, successful companies and sporting teams need leaders at all levels. Essendon Football Club is in the unique position of experiencing both.

The Essendon Football Club's only real asset is its people – we succeed or fail depending on how well we recruit and develop our people, and how well they perform. Most businesses cannot say they are totally reliant on their people for success.

This total reliance on people, together with the visibility and public scrutiny that go with elite sport, makes Essendon Football Club a valuable and insightful case study to measure how good leadership ensures success and lack of leadership guarantees failure.

WHAT'S UNIQUE ABOUT THIS EXPERIENCE?

Your learning experience will take place at the heart of one of Australia's most famous sporting clubs - the Essendon Football Club at the Windy Hill Precinct.

You can immerse yourself in the excitement of an AFL season while listening to and debating with, the likes of Essendon captain Jobe Watson, coach Matthew Knights, CEO Ian Robson and other guest presenters.

You will experience the pressure of an AFL change-room at half-time when you join the Bombers in the rooms during the main break of the game - a rare opportunity to witness leadership in action.

The unique Integro feedback systems quickly and easily help you understand yourself and others. We hold up the mirror, and invite you to look into it and understand the real impact you are having on your team.

"We don't get where we want to be by fooling ourselves about where we are".

This system allows you to compare and contrast how you see yourself versus how your team see you – perception versus reality!

This feedback helps you understand:

- your leadership style
- factors that motivate you
- your preferred working environment
- situations you may tend to avoid
- strategies for increased effectiveness
- how you may behave in conflict situations

The key is to understand why you do what you do i.e. the motivation driving your behaviour, not just what you do.



IF YOUR TEAM WAS ASKED TO VOTE FOR THEIR REAL LEADER, WOULD THEY VOTE FOR YOU?

YOU. YOUR TEAM. **YOUR LEADERSHIP.**



ALAN'S PASSION IS LEADERSHIP, BOTH AT A PROFESSIONAL AND PERSONAL LEVEL.

OUR CONVENOR – ALAN VEAL, INTEGRO – ALAN VEAL & ASSOCIATES

Alan's passion is leadership, both at a professional and personal level.

Alan established Integro in Victoria and has personally built the business into one of Australia's best recognised leadership development consultancies.

He not only helps clients develop their leadership skills, he also develops his own skills by pushing his personal limits and learning from others in high risk challenging environments - including adventure expeditions in Antarctica, Kokoda, Africa and Nepal.

During the last few years Alan's major role has been consulting to senior management in helping their companies become more competitive by providing strong leadership and teamwork, rather than just providing strong management.

TESTIMONIALS

Dennis Bice, Senior Executive Retail, Bendigo and Adelaide Bank

Bendigo and Adelaide Bank has been a participant in the Leadership Program held at Essendon Football Club for the past five years. During that time, 160 of our staff have benefited from this unique and interactive leadership program.

The Leadership Program is facilitated by a challenging and engaging team who provide an in-depth look into your leadership style and the ability to understand how to apply your leadership style in different circumstances.

If you value your people and are looking for a program to enhance their development then this leadership course is for you.

Jason McGrath CPA, Commercial Manager - Boral Ltd

Often our learnings of leadership are limited to what we know; but this course offers the opportunity to apply and develop our leadership skills and awareness in a dynamic and exciting environment.

EXPLORE YOUR POTENTIAL

DAY 1

DO YOU DESERVE TO BE YOUR TEAM'S LEADER?

- Would your team vote for you as their real leader – why?
- The real difference between leadership and management
- Looking in the mirror – how you see yourself vs. how your team see you
- Perception v Reality - understanding what your team are saying about you in the coffee shop using direct team feedback
- Your behavioral style - why you do what you do, what's working, what's not!
- Understanding your team – have you cloned yourself?
- Are you using your strengths or weaknesses to influence your team?
- Creating a leadership environment – values and integrity vs. profit and KPIs
- Your values - what do you stand for, what do you fall for?

A behind-the-scenes tour of leadership in action at EFC including the prestigious Essendon Hall of Fame, which uniquely represents the values-based culture of the organisation.



DO YOU REALLY KNOW WHAT YOUR TEAM IS SAYING ABOUT YOU AT THE COFFEE SHOP?

DAY 2

WE HAVE MANAGERS, WHAT WE NEED ARE LEADERS!

- Leader, manager or boss? – an early morning test of your leadership
- Leadership lessons for business from sport
- The difference between being trustworthy and building trust
- Out with the 'golden rule,' in with the 'platinum rule' of people skills
- The \$3000 concept – as a leader, would you thrive, survive or go broke?
- Understanding when your leadership works, when it doesn't and what to do about it
- The Integro 'what to do' leadership system - a practical guide to leadership – turning ideas into action with the help of your team

DAY 3

EFC CHAIRMAN'S FUNCTION ON MATCH DAY

- Attending EFC's premier function and observing leadership in action at half time in the EFC change rooms

YOU. YOUR TEAM. YOUR LEADERSHIP.

PROGRAM DETAILS - I WOULD LIKE TO ATTEND

Program One

- Tuesday 27 and Wednesday 28 April – 'You. Your Team. Your Leadership.'
- Saturday 1 May – 'Leadership in Action' at Essendon v Hawthorn (7.10pm)

Program Two

- Tuesday 8 and Wednesday 9 June – 'You. Your Team. Your Leadership.'
- Saturday 12 June – 'Leadership in Action' at Essendon v Geelong (7.10pm)

Program Three

- Tuesday 13 and Wednesday 14 July – 'You. Your Team. Your Leadership.'
- Saturday 17 July – 'Leadership in Action' at Essendon v West Coast (7.10pm)

Program Four

- Tuesday 27 and Wednesday 28 July – 'You. Your Team. Your Leadership.'
- Friday 30 July – 'Leadership in Action' at Essendon v St Kilda (7.40pm)

Program Five

- Tuesday 10 and Wednesday 11 August – 'You. Your Team. Your Leadership.'
- Friday 13 August – 'Leadership in Action' at Essendon v Collingwood (7.40pm)

PERSONAL DETAILS - Fill in the details below or book online at essendonfc.com.au/corporate/leadership.asp

First Name _____

Surname _____

Address _____

_____ Post Code _____

Telephone (B) _____ (M) _____

Email _____

Dietary Requirements _____

WORK DETAILS

Organisation _____

Your Position _____

EXPLORE YOUR POTENTIAL

PAYMENT DETAILS – Program Fees \$2950 per person

Fees cover all meals, materials, functions and car parking at the Chairman's Dinner. Personal expenses are not included.

Number of people attending _____ @ \$2950 per person.

Total amount \$ _____

VISA Mastercard Cheque (EFC) Diners AMEX Cash

Note: a 3.5% surcharge applies to Diners and AMEX

Card Number _____ / _____ / _____ / _____

Expires ____ / ____

Name on card _____

Signature _____ Date _____

TERMS AND CONDITIONS

Program fees are due and payable on receipt of the application. Payment methods are detailed below. Programs are frequently oversubscribed and places can be guaranteed only on receipt of payment. Should payment be received after the program has been filled, you will be contacted immediately with the option to transfer to another session or receive a full refund. The demand of business may necessitate a change in your plans. As the club incurs substantial administration costs prior to the commencement of the program, the following policy applies to variations in enrolment in programs. Please note that variations must be notified in writing.

SUBSTITUTIONS

Greater than 4 weeks – no charges
One to 4 weeks – no charges
Within 1 week – no substitutions possible

WITHDRAWALS

Greater than 4 weeks – \$395 admin charge
One to 4 weeks – 50% credited, 50% forfeited
Within 1 week – No refund

TRANSFERS

Greater than 4 weeks – no charges
One to 4 weeks – \$500 admin charge
Within 1 week – 50% credited, 50% forfeited

ACCEPTANCE AND TERMS AND CONDITIONS

I understand and agree to the terms and conditions. Upon acceptance of this application, I/my organisation will become liable for the program fee and will be bound by the terms and conditions.

PRIVACY NOTIFICATION

Information requested in this registration form is necessary for the Club to process your application. By completing, signing and returning this form, you consent to the Club collecting, retaining and using the personal information provided by you for the development of the Club, to keep you informed about the Club, its activities and products and for direct marketing purposes. Personal information held about you by EFC can be accessed by contacting the Client Services Department on (03) 9230 0390

ENQUIRIES AND REGISTRATIONS

Please return completed form to:

You. Your Team. Your Leadership

Essendon Football Club

PO BOX 17, Essendon, VIC, 3040

For further information please contact:

Dean Hollingworth, Corporate Sales

Manager, (03) 9230 0342

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Essendon Football Club

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