



Australian Trade Union Institute Certificate in Executive Management and Development

A program specifically
designed for today's trade
union leaders

UNSW
Business
School



ATUI Certificate of Executive Management and Development

The Australian Trade Union Institute (ATUI) has partnered with the Australian Graduate School of Management @ UNSW Business School to design and develop a Certificate in Executive Management and Development for Union Leaders across Australia. The Certificate in Executive Management and Development (CEMD) comprises of core modules and electives purposefully contextualised for the needs of union leaders, equipping them with the practical skills, capabilities, and toolkit to lead in an accelerating and complex world.

This is a high quality program driven by the union movement's purpose and values. ATUI will oversee and contribute to course content and all presenters of the core modules of the CEMD are members of their relevant union. Completion of all four core modules and two out of four electives is required to achieve the CEMD.

Core Module 1

Australian Industrial Relations System

- History and traditions of Australian trade union leadership
- Overview of the economic, industrial and political context in which union leaders now operate
- Current IR system issues and the union movement's response
- Video interviews with key national players.

Core Module 2

Media and Communications Strategies

- Crafting and articulating your message
- Understanding how the media works and how to make it work for you (former journos)
- Doorstop exercise (live exercise involving dealing with media pack)
Sourcing and using publicly available data to support strategy, campaigning and bargaining.

Core Module 3

Leading in Complex Environments

- Leading in uncertainty and fostering innovation
- Video interviews with commentators and leaders.

Core Module 4

Adaptive Leadership (two days face to face: Sydney or Melbourne)

- This unique, highly immersive and experiential program will challenge you to become a stronger, more agile leader, extend beyond your current expertise, improve organisational performance and drive business transformation.

Elective Subjects

Financial Essentials

Knowing how to interpret, analyse and evaluate key financials is a critical skill at all levels of an organisation, but accounting and finance, with its own particular language, can seem like a whole different world. This course is designed for anyone who wants to understand accounting reports to make more informed business decisions and communicate with the finance team with confidence.

Implementing Strategies for Results

Leaders require the tools to assess, interpret and implement an organisational strategy in the context of their role, so they can contribute positively to the realisation of the organisation's objectives. The course will assist you to understand why strategy is important, how it relates to different stakeholders and parts of an organisation and how to translate strategy into action.

Leading for High Performance

A positive team culture can drive performance, increase innovation, engagement, and productivity and attract and retain high performers. This course will equip you with a practical toolkit to enhance your people management skills and shape a performance culture within your team or business unit to maximise performance.

Negotiation Essentials

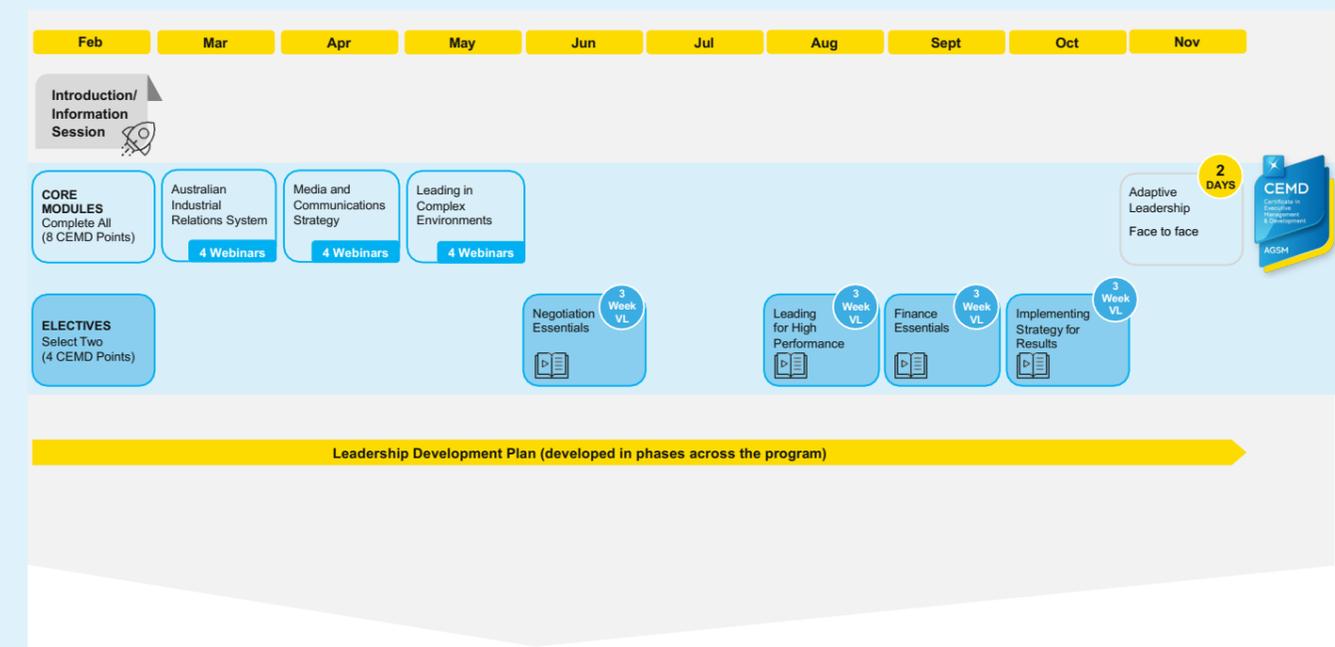
The course is designed for those seeking the skills to persuade, influence and negotiate to achieve stronger outcomes in any scenario. These negotiation skills will also assist your role in your organisation by helping you to prevent unnecessary conflict, build effective working relationships, and identify near and long-term opportunities.



Program Design

Learning Journey

To earn the Certificate in Executive Management and Development you will successfully complete: Four mandatory Core Modules and two Elective subjects.



Meet your Facilitation Team

Nick Wailes



Professor Nick Wailes is the Director of AGSM and Deputy Dean of UNSW Business School. He has published extensively in the areas of international and comparative industrial relations, with a particular focus on similarities and differences in industrial relations policies and outcomes in Australia and New Zealand. He also undertakes research on the impact of technology on organisations.

His research has been published in leading international journals including Industrial Relations, the British Journal of Industrial Relations and the Journal of Business Ethics.

Peter Fisher



Peter Fisher has pursued an acting career, which has spanned nearly 20 years, with extensive experience in theatre, film and television. In 1991, yearning for change, he entered the world of corporate communication consultancies and has been a strong contributor to raising the presence and influence skills of Australia's corporate community ever since.

In 1995, he became aware of the need for a more imaginative and vigorous approach to corporate training and development. Through working with multiple clients, he has adapted the methodologies of an actor's training, to design programs with a strong focus on behavioural issues related to leadership, personal development and team development within corporations.

Rosamund Christie



Rosamund Christie is an adjunct faculty member of the AGSM and delivers leadership modules in Executive Programs. Her leadership work focuses on Adaptive Leadership and she includes amongst her clients in this domain the National Australia Bank, CSIRO, and Australian Public Service Commission. She is the developer of the Shakespeare Leadership Program, having combined her experience in leadership with a lifelong interest in Shakespeare to create a program of personal transformation to effective leadership.

Rosamund recently completed The Art and Practice of Leadership Development at the Kennedy School of Government at Harvard University and incorporates the learning and methodology in her delivery of leadership programs as a Director of Adaptive Leadership Australia. She leads its flagship program, Social Leadership Intensive.

Jeffrey Tobias



Dr Jeffrey Tobias is an Adjunct Professor and Fellow at the AGSM. Through his company, The Strategy Group, he works with a diverse client base assisting them in their quest to be agile, to be customer focussed and to build their innovation capability in the face of disruption through projects delivering tangible outcomes. He is also an active Angel investor in Australian start-ups, placing him in the centre of the worlds of entrepreneurship, academia and both small and large business.

Previously, Jeffrey built his own software distribution business from a standing start in his father's clothing factory, growing it to have revenue of approx. \$100million and 120 staff. Jeffrey knows small business intimately. Besides having led innovation in Cisco System's thought leadership team globally, Dr Tobias holds a Ph.D in Computer Science.

Buck Samrai



Buck Samrai is an Adjunct faculty member of AGSM and ASB delivering modules in Finance Essentials and Business Analysis & Valuations amongst others. He is a senior executive with wide ranging management skills combined with established financial training (CPA).

Buck has a record of achieving results for both domestic and international businesses, practical experience in 'start-up' or 'turnaround' operations as well as change management and supply chain practicalities. He has the recognised ability to grasp 'operational realities' within the constraints of sound financial controls, and is a proven lateral thinker.

Buck has extensive commercial experience in IPO, Business Evaluation, and New Business Development.

For the past 15 years he has also enjoyed being able to utilise his previous corporate experience in working with clients, practical business professionals and Master's students.

Karen Rodrigues



Karen has extensive experience in Executive Leadership and Change management. She assists organisations undertaking transformational change with a particular emphasis on cultural change. Her focus is on influencing and embedding sustainable outcomes.

Karen has conducted short courses for organisations including Qantas, Origin Energy, QBE, IAG, Telstra and ANZ amongst others. She also teaches on the AGSM MBA programs across all areas of Organisational Behaviour, and on courses such as Leadership in a Complex Environment and Management of Innovation and Technical Change. Karen brings significant executive leadership experience into her facilitation, drawing from her 14 years in large corporate environments, including eight years as General Manager at Telstra Corporation looking after transformational change.

She is passionate about working with individuals who are committed to extending their management and leadership capabilities.

Noa Sheer



Noa Sheer is a lecturer at the UNSW School of Business, currently teaching the postgraduate course Negotiating in the Global Context. She is a researcher in the field of negotiation theory and is coauthoring the 4th edition of the book Effective Negotiation: From Research to Results with negotiation expert Ray Fells.

She founded Sheer Negotiations with the aim of bringing evidence based negotiation practices to practitioners, and has been working with companies such as Uber, Westpac, Hubspot and PwC to bring them the best and most relevant insights to aid them in their unique negotiation contexts.

Certificate in Executive Management and Development (CEMD)

- The CEMD provides formal recognition of professional development and continual learning
- Upon completion of the CEMD, you will receive a digital badge that can be shared across social media platforms, including LinkedIn
- CEMD is a pathway into AGSM award programs. You will receive two subject credits towards the Graduate Certificate, which is a four-unit program. This means that you will only need to complete two additional units which are delivered online and/or in a face-to-face delivery mode (conditions apply).
- Achieving a Graduate Certificate gives you credentials from a globally ranked management school, and you can continue into an AGSM MBA if desired.



"Leadership and management positions in unions often have the most impact on the success or failure of a union. Management and leadership needs to be seen as a profession in itself and have proper dedicated courses".

– Union secretary response, ATUI union education survey 2020

Cost

Total cost of the Certificate in Executive Management and Development is \$6,600. Price includes GST.

Program delivery dates

- Core component: February – May and November
- Elective component: June – October

Contact us

For further details / inquiries
www.atui.org.au