



# Australian Trade Union Institute Certificate of 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 of Executive Management and Development for Union Leaders across Australia. The Certificate of Executive Management and Development comprises core modules, electives and masterclasses purposefully contextualised for Union Leader needs, 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.

## 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 journo)
- 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

- The economic impacts of COVID19 and its implications for Australian working families
- Insights from union leaders in the US and UK during the GFC (Panel discussion)
- Leading in uncertainty and fostering innovation
- Video interviews with commentators and leaders.

## Core Module 4 (Optional)

### 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.

As it is face to face, this module is optional for completion of CEMD but highly recommended. Additional course costs apply.

## 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 organisations 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.

### Developing Effective Negotiation Skills

The course is designed for managers seeking the skills to persuade, influence and negotiate to achieve stronger outcomes and maximise value in any scenario. Your organisation will benefit from having team members and managers who are able to prevent unnecessary conflict, resolve immediate conflict, build effective working relationships, and identify near and long-term opportunities to maximise value.

## Master Classes

To provide additional information on a variety of topics a series of masterclasses will be provided, and each participant will be required to attend four masterclasses to complete their CEMD. Each of the masterclasses comprises approximately 3.5 hours learning time which includes articles, 90 minute webinar and embedding questions.

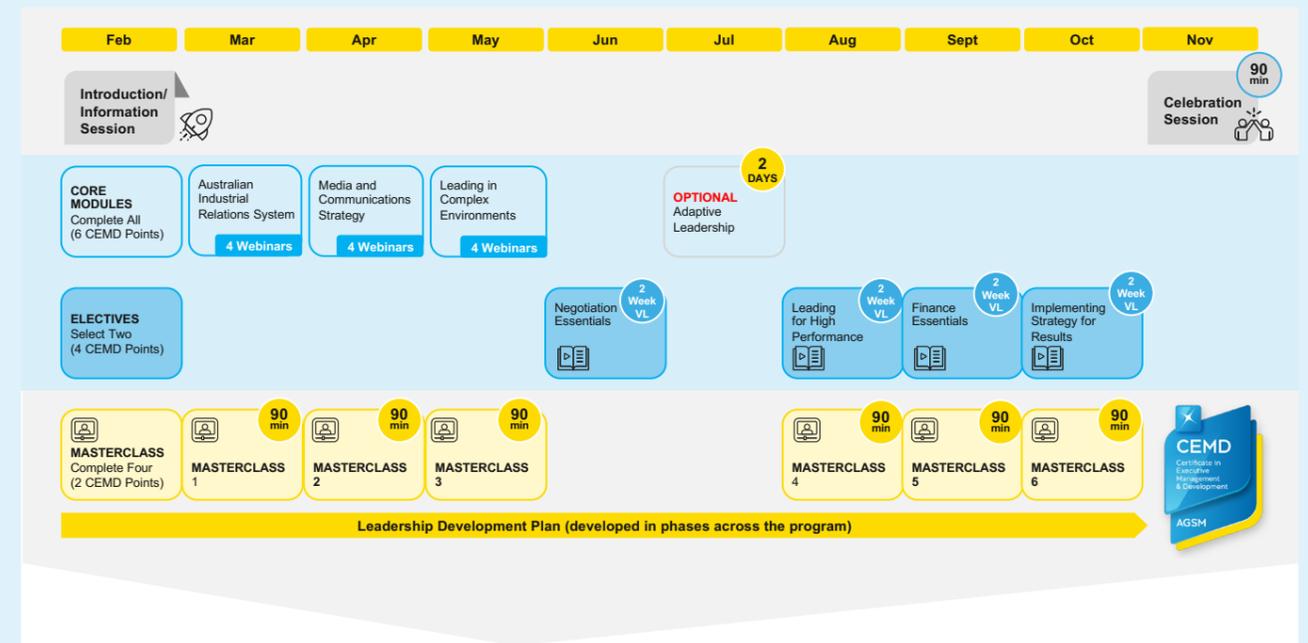
Please see the learning experience diagram for the Masterclass series.

# Program Design

## Learning Journey

To earn the Certificate of Executive Management and Development you will successfully complete: Three mandatory Core Subjects, two Electives and four \*Masterclasses.

\*Masterclass dates, titles and speakers will be announced via the Navigator Platform at least one month before they run



# 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, the 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.

Simon Burton



Simon Burton brings over 20 years' experience gained in leading global corporate and advisory firms across Australia, Asia, Europe and North America including Procter & Gamble, the Coca Cola Company, Bupa and McKinsey & Co.

He has held a variety of senior roles including most recently as Chief Strategy Officer at Lion Nathan where he oversaw a complete transformation of the business to become a leading, globally focused premium adult beverage business. Previous positions include serving as Bupa's Customer Proposition and Strategy Director where he led a successful turnaround of the UK business' performance. He was a Director at Investment bank Dresdner Kleinwort, advising CEOs and CFOs on a wide range of strategic and capital market issues.

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 combines with established financial training. (CPA)

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. Recognized ability to grasp 'operational realities' within the constraints of sound financial controls, proven lateral thinker while keeping a flexible and open-minded approach. Extensive commercial experience in IPO, Business Evaluation, Rationalizations and New Business Development.

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

Denise Weinreis



Denise is an AGSM Fellow and Adjunct Associate Professor who specialises in coaching executives and teams to enhance their personal energy, leadership and performance.

Denise's academic qualifications are in Business and Communications, International Politics, Applied Psychotherapy, Counselling and Organisational Coaching. She has researched the effects of organisational change on workers in the New South Wales Department of Community Services.

Denise teaches on a number of programs in the UNSW Business School, including the AGSM MBA (full-time and executive) and AGSM Open and Custom Executive programs. When providing coaching, she is focused on increasing self, social and environmental awareness and the psychological shifts required for sustained behavioural change.

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)

- Upon completion of the CEMD, you will achieve a Certificate in Executive Management and Development (CEMD)
- The CEMD credential provides formal recognition of professional development and can be shared across social media platforms, including LinkedIn
- Upon completion of the program, you can continue post-graduate studies with AGSM, with a pathway from the CEMD in an AGSM award qualification
- You will receive two subject credits towards the Graduate Certificate, which is a four-course program, meaning you will only need to complete two additional courses from the extensive AGSM range of contemporary and relevant MBA subjects, which are delivered online and/or in a face-to-face delivery mode
- Achieving a Graduate Certificate gives you credentials from a globally ranked management school, that can continue into an 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

The total cost of the full Certificate of Executive Management and Development starts from \$5,372.40. Prices include GST. The price will be dependent on your selected courses.

## Program details

### Program delivery dates

- Core component: March – July
- Elective component: August – November
- Masterclasses: March – November

## Contact us

For further details / inquiries  
[www.atui.org.au](http://www.atui.org.au)