



Fiona ROBERTSON

Culture is the rules of belonging

Seeing culture is like seeing the code behind The Matrix. If your people leaders don't know what they're looking for, they won't see anything. Once they do, they'll see it everywhere.

If they're severely time poor, increasingly frustrated by the need to manage conflict instead of performance, and may strangle the next well-meaning HR professional who asks them to 'do something about culture', this keynote is for them.

It will tell them why their people behave the way they do and give them the key to getting them to behave differently.

Culture is the rules of belonging. Change those rules to change your culture and your results.

Showreel: [See Fiona in action](#)



Bio: Fiona Robertson is a culture and leadership speaker, author and executive coach who holds an MBA from London Business School and is a Graduate of the Australian Institute of Company Directors.

She has held several senior executive positions with the National Australia Bank, including Head of Culture during the introduction of a set of values and the development of a new purpose.

Her first book, Rules of Belonging – change your organisational culture, delight your people and turbo-charge your results, was recently published by Major Street Publishing.

Testimonials: "It was excellent to join Fiona to moderate the panel after her keynote address at the recent Women in Water Directors event. She brought a fresh perspective and gave us a new way to think about culture. We've had an enormous amount of positive feedback from attendees about how valuable and interesting they found the session."

Fiona Rowland, Non-Executive Director, Melbourne Water

"I have witnessed first-hand Fiona's passion and drive when engaging with a large audience to spark intrigue and excitement. Her ability to influence senior executives to lead and demonstrate the required behaviours for cultural change has resulted in the successful implementation of sustained changed behaviours and practices."

Patrick Harrop, Senior Consultant, Portfolio Strategy Commercial Property, National Australia Bank

"Fiona's presentation was engaging, meaningful and fun for our delegates. They had a laugh and a chance to reflect on the culture they're building at the same time. Just what we'd hoped for."

Anne-Maree Kliman, President, Victorian Principals Association

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