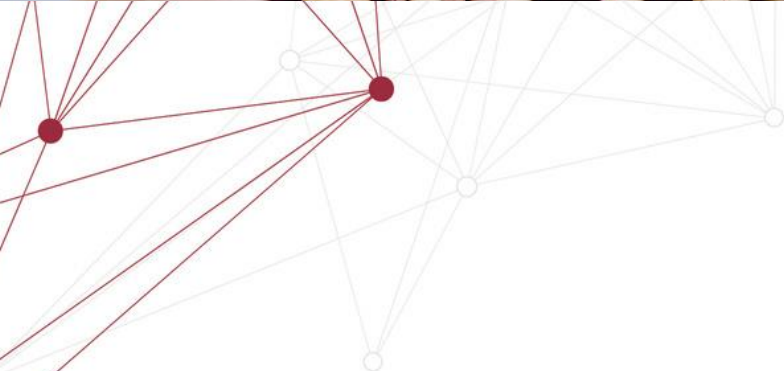


MASTERCLASS

Rules of Belonging Masterclass: Cultural Literacy

A unique 90-minute masterclass for teams who want to understand how culture really works and build some shared language and cultural literacy.



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Fiona ROBERTSON

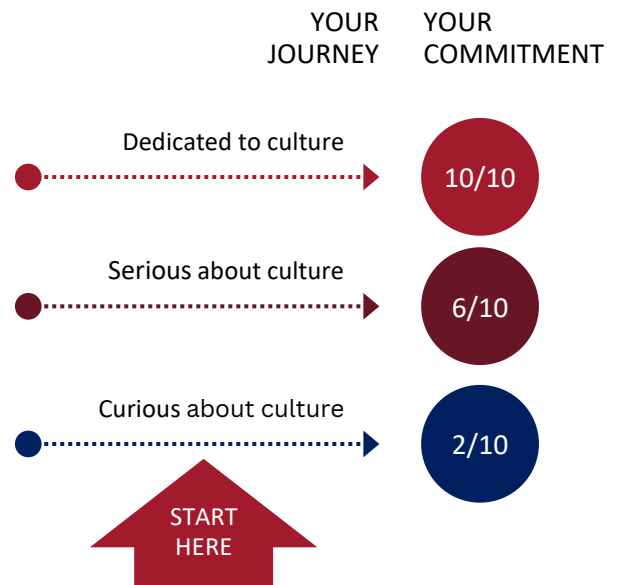
Who the masterclass is for

This 90-minute, masterclass is for leaders and teams who want to take action on culture and need a place to start, or a way to move the conversation forward in a meaningful way.

It provides a safe place to learn what culture really is, what it isn't (spoiler alert – it isn't employee engagement) and how it actually works.

It gives participants a chance to think about and discuss how the core concepts relate to their business and ask questions to increase clarity.

It's designed for leaders and teams who want to make progress on culture and need some shared language and a clear way to think about it. Culture change may not be easy, but it can be simple.

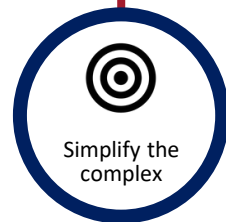


What the masterclass will achieve

Culture is one of the most widely discussed and widely misunderstood concepts in business today. It's impossible to have a sensible conversation about it without a shared understanding of what you're discussing. Shared language is essential to make any progress at all.

If you're living inside the Matrix, and you don't know it, you won't see anything. Once you understand how culture really works, you see it everywhere and begin to understand the pervasive impact it has on every aspect of organisational life.

Culture change isn't easy, but it can be simple. One of the reasons so many organisations fail to make progress on culture is because it has been vastly overcomplicated, which often relegates it to the 'too hard' basket. If you're looking for clarity, you'll find it here.



What the 90-minute masterclass looks like



Presentation
(25-30 minutes)

Fiona presents distilling everything she has learned about culture in her 30+ year career, including what culture really is, what it isn't (spoiler alert: it's not employee engagement) and how it works in the real world.



Small group conversations
(15-20 minutes)

Participants move into small groups of three or four and are invited to answer a series of questions about how the content they've just heard applies to their situation. This discussion solidifies the concepts in a way that listening alone can never achieve.



Facilitated discussion and Q&A
(35-40 minutes)

Participants return to the larger group for a group discussion. Fiona answers questions and clarifies the concepts she has shared with concrete examples that are directly relevant for the participants. Those who are interested in taking further action have the option of scheduling a 1:1 follow up discussion with Fiona to explore next steps.

ABOUT FIONA

An expert in leadership and culture, Fiona has worked with dozens of large and small private, public, not for profit and government organisations in Australia and overseas – and coached numerous senior executives.

Clients have included IBM, Nasdaq, McKinsey & Company, Oracle, ANZ Bank, Monash University, Pexa, Ausgrid, NSW Health, the CEO Institute, the Australian Council of Superannuation Investors (ACSI), the Australian Information Security Association (AISA), the Australian Graduate School of Management (AGSM), Lendlease, Winc, Multiplex, La Trobe University, the Australian Catholic University, Carey Grammar School, and the University of Birmingham amongst many others.

She also spent twelve years in executive positions with the National Australia Bank (NAB) including leading their market research function and several key transformation roles. Her last role was Head of Culture during a period which included the introduction of a new set of values and the development of a purpose for the organisation.

Fiona holds an MBA from London Business School and is a Graduate of the Australian Institute of Company Directors and the Institute of Executive Coaching and Leadership.



Investment



90-minute masterclass for up to 30 participants.
Can be delivered face to face or live online.
Travel expenses will be added at cost when
outside Melbourne.



Up to 10 copies of Fiona's book are included
for all clients who schedule a masterclass.
Additional copies can be purchased at the
discounted rate of \$22.00 each. Shipping will
be added at cost.



A 30-minute 1:1 Zoom call with Fiona to discuss
next steps.

CONTACT US TO SCHEDULE YOUR MASTERCLASS
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TESTIMONIALS

Fiona ROBERTSON

DD

"Fiona's presentation at the CEO Institute was one of the best I've seen in many years. I took copious notes and would recommend her as a speaker to anyone who is interested in learning more about the way culture really works in organisations. You won't be sorry."

David Danzinger, Managing Director **Pilbeam Living**

BJ

"Fiona's culture masterclass at the CEO Institute was so engaging and relevant. Everyone truly appreciated it."

Bob Johnson, Chairman, **Pronto Software**

MR

"I had the pleasure of attending Fiona's culture masterclass presentation - it helped me understand many of the dysfunctional team dynamics I've observed in my career as a senior exec. Exec's who can lead and execute at speed and scale whilst remaining human central are critical in today's world. Fiona's ability to highlight the issues in these areas and then provide real world solutions are exemplary. I highly recommend any organisation engage with Fiona and her team!"

Matthew Ryan, Head of Business Operations, **Tyrepower**

BP

"Fiona's culture masterclass was incredibly valuable to our organisation and came at a time when we needed to provide greater clarity on the importance of our culture. We had a very high level of engagement from every member of the leadership team who attended, many of whom actively use the language and ideas now in day-to-day conversations, reiterating the importance of what we heard and what we learnt from Fiona. We would recommend Fiona's Rules of Belonging Masterclass to any leaders and teams who want to take action on culture."

Belinda Perisic, General Manager, **Coulter Roache**

GS

"Fiona's culture masterclass at our HR team strategy off-site was extremely thought-provoking and exactly the kind of prompt we needed to further examine the intersection between HR strategy and culture in our planning process. The feedback was really positive. We've also had the opportunity to work with Fiona in delivering culture change mentoring for key members of our HR team. Highly recommended."

Gary Schweizer, EGM Human Resources, **Yancoal Australia Ltd**



LET'S GET IN TOUCH

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