



THE UNIVERSITY
of ADELAIDE

EXECUTIVE
EDUCATION UNIT

NEW
PROGRAM
INTERNATIONALLY RENOWNED
GUEST PRESENTER

Leadership | Short Courses

Strategy by Design

Adopting the designer's mindset to create genuinely breakthrough strategy innovations

Make the leap from incremental improvement to complete organisational reinvention

Organisational strategy is typically conceived as an extension of the recent past into the future - what we did last year plus 10%. But this approach can only take us so far.

Rational analyses of our internal and external environments cannot help to create a future that is radically different from the past. Truly reinventing our business model, industry or world, requires strategy *innovation*, which in turn demands an entirely different mindset and repertoire of skills.

It requires you to encourage, conceive and apply original ideas in the same way a designer does. And this program will show you how.

Informed by vast international research

Strategy by Design will reveal the keys to creating strategy innovations that deliver unprecedented value for you and your customers. Based on our special guest presenter James Carolpio's new book of the same title, the course focuses on how to develop strategy using the models and methods adopted by designers all over the world.

James has distilled an incredibly effective strategy-by-design process from interviews with more than 60 architects, graphic artists and industrial designers from Australia, the US and Europe, and in-depth analysis of the vast professional design literature.

Once mastered, it will allow you to create genuinely breakthrough strategy innovations and solutions, capable of truly transforming your organisation or industry.

“Strategic thinking is not the same as strategic design. But strategic design can - and should - reframe strategic thinking.”

Michael Schrage

co-Director of MIT Media Lab's eMarkets Initiative,
Cambridge, USA

Walk away with immediate benefits

This dynamic program will inspire you by triggering and/or delivering:

- Exciting ideas to improve your products/services and organisation - things we can virtually guarantee you've never conceived of before.
- Strategies, and strategy innovations, to resolve previously intractable problems within your organisations.
- Failproof methods for nurturing and increasing your creative thinking abilities.
- Reliable tools and techniques for generating strategy innovations time after time.

Plus, you'll receive a complimentary copy of James's book, *Strategy by Design*, to reinforce your learning.

Stimulating, interactive learning

This program is heavily hands-on and experiential, with participants being given significant time to apply imparted knowledge to, and work intensively on, their organisation's specific goals, objectives and challenges. Please note that no drawing or artistic design skills are necessary.

Who should attend?

The core market is senior executives and strategy professionals. However, all managers and professionals can benefit from the application of design thinking and process to their organisational development and problem solving.

Venue

Executive Education Unit
The University of Adelaide
7th Floor
10 Pulteney Street
Adelaide

Date

Visit our website for the next available course.

Time

9am - 5pm
(Light lunches provided)

Cost

\$1,450 per person GST-free
(Multi-Course Passes and
Earlybird discounts available)

Customisation

This program can be tailored and is able to be presented on demand at your own premises.

If you would like to discuss this option, phone Andrew Stevens on (08) 8313 5703.

The presenter

James R. Carlopio
B.A., M.A., PhD

James is an internationally recognised consultant in the private and public sectors, having worked on numerous change and strategy-by-design projects for major Australian, European and US-based organisations. Among these are the United Nations (ACT/EMP), General Motors, IBM, Ford Motors, SAP, Deloitte Touche Tohmatsu, Australian Customs Service, Rio Tinto, Telstra, Commonwealth Bank, Australian Federal Police, ANZ Bank, Optus, Westpac, Origin, Vodafone and NABCapital.



He is also a former Associate Professor of Management in the Faculty of Business, Technology and Sustainable Development at Bond University, Queensland, and a subject developer and senior lecturer in the Australian Graduate School of Management's world-class executive education and MBA programs.

Investment and incentives

The standard registration fee for participation in one or two courses is \$1,450 per course. However, attractive incentives are available for early registrations and Multi-Course Passes where registration **with payment** is received at least 28 days prior to the commencement of the (first) course - see table right.

Multi-Course Passes are valid for 12 months from purchase and can be used for any Short Course.

	1 or 2 Courses	3 Course Pass	5 Course Pass	10 Course Pass
Cost per place	\$1,450	\$1,195	\$1,095	\$995
Total Investment		\$3,585	\$5,475	\$9,950
Earlybird price	\$1,305	n/a	n/a	n/a

Please note that all short courses are GST-free.

Cancellations and deferments

If written notification of cancellation or deferment is received no less than three weeks prior to the program start date, the full fee will be refunded. If notification is received between four days and three weeks prior to the program start date, a 25% fee will apply. If notification is received less than four working days prior to the program start date, the full fee will be forfeited.

If the intended participant is unable to attend, a suitable substitute will be accepted right up to the morning of the program with no financial penalty.

Accommodation (optional)

While this program is non-residential, there are a number of hotels within walking distance should you require accommodation.

"I had a great time learning more creative (and less conventional!) ways of achieving strategic outcomes."

Sue Woodhead

Commonwealth Bank (CBA), after one of James's previous "Strategy by Design" short courses.

For further enquiries

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Registration Form and Tax Invoice Upon completion of this form, including the relevant payment, this form will become a Tax Invoice. ABN 61 249 878 937

YES I/we would like to enhance and strengthen my/our strategic thinking.

Course Dates: to

For available course dates visit our website
www.adelaide.edu.au/professions/execed

Please accept the following registration(s) at this Short Course:

Number of people attending: Amount payable (GST-free): \$

NB: Please complete separate registration forms for each participant.

Name:

title first name last name

Position:

Organisation:

My address is Private Business

Address:

Postcode:

Daytime Phone: Mobile:

E-mail:

My organisation is: Government Non-Government

Method of payment

Cheque: Please make payable to The University of Adelaide and forward with a copy of THIS registration form to the address below.

Credit Card: Please provide details of who we can contact to arrange credit card payment and authorisation.

Name:

Phone:

Now mail, fax or e-mail to:
Executive Education Unit
The University of Adelaide, SA 5005.
f: (08) 8313 6140
e: execed@adelaide.edu.au

I would prefer not to receive promotional material regarding future programs offered by the Executive Education Unit.