



Rules of Belonging masterclass: Cultural literacy

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

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Fiona ROBERTSON



Who the masterclass is for

This 90-minute, live virtual masterclass is for leaders and teams who want to take action on culture and need a place to start.

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.

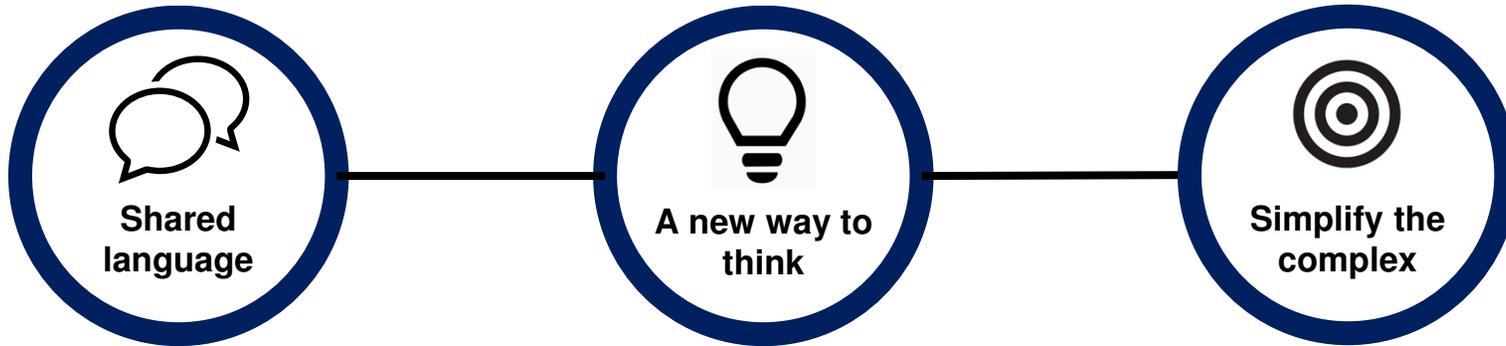
It's designed for leaders and teams who want to dip their toes in the water of culture before they decide whether to jump in.

Culture change may not be easy, but it can be simple.

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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 live via Zoom, 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 virtual break-out rooms in 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 main Zoom space 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 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.

She is the former Head of Culture for the National Australia Bank during a period which included the introduction of a new set of values and the development of a purpose for the organisation.

Fiona has worked with dozens of large and small organisations domestically and internationally, with all levels of Government in Australia and is a sought-after coach for senior executives, facilitator and keynote speaker.

Clients have included the Australian Graduate School of Management (AGSM), IBM, Nasdaq, McKinsey & Company, RMIT Online, Oracle, ANZ Bank, Telstra Business Systems, Kimberly Clark, Monash College, Swinburne University, Slater + Gordon, RedZed and the Department of Human Services.

Her first book, Rules of Belonging – change your organisational culture, delight your people and turbo-charge your results, has been published by Major Street and is available in bookstores, from her website (fionarobertson.com) and all major online booksellers including Amazon, Kindle and Apple Books.



Investment



**Masterclass
delivered
via Zoom**

90-minute masterclass delivered live via Zoom for up to 30 participants. Can be delivered face to face with appropriate social distancing. Travel expenses will be added at cost when outside Melbourne.



Books

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.

\$6,500 + GST

per masterclass, plus books, shipping and travel if applicable



**Next steps
discussion
via Zoom**

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

CONTACT US TO SCHEDULE
YOUR PROGRAM
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Testimonials

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

CH I can't speak highly enough of Fiona and the impact she has! Commercial in her approach, she's an absolute guru on culture change and how leadership teams can pull this lever in a variety of ways to drive growth/profitability as well as employee engagement and employment brand. Her secret weapon is her disarming nature coupled with an ability to draw spot-on insights during conversations or team interactions, wrapped up by her deep knowledge on culture change - both theoretical and from practical experience. I wouldn't hesitate to recommend Fiona as a leading culture change consultant in Melbourne.

Claire Hopkins, General Manager, Delivery and Partnerships,
RMIT Online

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JC Fiona drove the culture diagnostic for Monash College and very effectively engaged our executives and Board in the process. The result has been used ever since to guide our strategic planning and priorities. She expertly designed and facilitated the strategic planning retreat for senior leaders and the annual leadership and strategy day for all people leaders. She's a compelling presenter who combines deep expertise with warmth and authority to ensure every participant was motivated to take action. She has played a key role in the shift of our culture.

Julie Coleman, Executive Director People & Culture, Monash College

ST Fiona's dynamic approach to engaging the business in the process of cultural change ensures everybody gets on the same page. Advocacy for change from within the business builds momentum and Fiona gets the connections really well, and that's the key. Delivering key messages and engaging with the leaders to get them to help build the 'moment' is a great and rare skill.

Steve Tucker, Chairman Koda Capital, Executive Chairman Prodigy Investment Partners