

# STRATEGY & me

Working hard but not getting noticed or achieving the goals you want? It's time to take a new approach to improve your effectiveness, profile and impact.

## Taking Care of Business & Me proudly presents Strategy & Me

**Strategy & Me** is a program for women in business who aspire to be more strategic in their working and personal lives to break through and move in a new direction. **Strategy & Me** provides critical insights into leading and managing strategic change for positive results and goal achievement.

**Strategy & Me** is informed by current international research, proven business practices and broad-reaching advice from successful practitioners. Participants will engage with relevant theory and practical activities in developing strategic acumen, personal goals and plans, while monitoring progress against timelines aided by mentoring and networking.

**Strategy & Me** focuses on leading-edge knowledge and skills that make a difference and change the game. It identifies talents, interests and ideas to position women as integral leaders of organisational and personal successes. **Strategy & Me** harnesses women's leadership and initiative to close gender gaps for optimal impact and outcomes.

## Who should attend Strategy & Me and why?

**Strategy & Me** is for women who wish to move in a new direction to plan work and life goals purposefully, achieve outstanding results, and be recognised and rewarded. The program is open to women of all ages and occupations.

**Strategy & Me** provides benefits for individuals and the companies for whom they work within a safe, conducive and convivial learning environment.

*Every major decision has a strategic implication and successful women understand how to think and act strategically to achieve business and personal goals.*

## Your facilitators



**Jacinta Carboon**  
Director – Taking Care of Business & Me

Jacinta Carboon has held executive careers with top ASX 200 companies for the past three decades. She was National Manager of the high profile *Telstra Business Women's Awards* and the *Telstra Small Business Awards*. During that time she raised the status of the awards – improving media coverage by 100% and doubling sponsorship and entrance

numbers. In 2006 Jacinta led Telstra's marketing of the Melbourne 2006 Commonwealth Games, with company profile and exposure exceeding expectations. She has developed corporate sales portfolios and has overseen the successful introduction of product lines including design, pricing, operations, industry and product marketing, and implementation.

At NAB Jacinta held the position of Project Director, Women and Money – a national role created specifically for her by the NAB. The NAB Women's Agenda Leadership Awards, the creation of TEDxSydney Women's panel event (held at the Sydney Opera House), the national women's program on financial independence and social media, *Start Counting* which focused on women's wisdom and confidence in life and money choices, numerous high profile arts and communities sponsorships, and leadership in cancer research fundraising surpassing \$1m, are just a few of the high profile and/or multi-million dollar programs initiated under Jacinta's stewardship in this role. One such program has been hailed a 'World leading initiative' by International Thought Leaders.

Jacinta Carboon is an entrepreneurial thinker and innovator with professional expertise in strategy, sales, marketing, leadership and business development. She is passionate about the female economy and empowering women to realise their potential, which has led her to scan and travel the world for insights and best practices around women both as customers and employees. Jacinta's work has focused on empowering women to reach their full potential and drive positive behavioural change.

Jacinta has delivered keynote addresses at conferences and events across Australia. She holds a Bachelor of Business, Marketing & Economics degree and is a Graduate of the Australian Institute of Company Directors.



**Professor Karen Starr**  
PhD, FAICD, FACEL, FACE, FIEDRC, GAICD (Adv.)  
Director – Taking Care of Business & Me

Karen Starr's career has been in education and banking. Currently she is Professor and Inaugural Chair, School Leadership and Development at Deakin University and a Director of Victoria Teachers Mutual Bank (an Australian Bank of the Year). Prior to this Karen was a school principal for fifteen years

in South Australia and Victoria and was Chief Writer of South Australia's Curriculum, Standards and Accountability Framework (SACSA) for all South Australian school and pre-school students.

In 2004 Karen won the National Telstra Business Women's Award for the not-for-profit sector for her work in education. She is a Fellow of the Australian Institute of Company Directors, the Australian Council for Educational Leaders, the Australian College of Education and the Institute of Economic Development and Research Center, Hong Kong. Karen is a regular keynote speaker at international conferences, has written many books, book chapters, and peer-reviewed journal articles, and is a member of several educational and business research, editorial and advisory committees in Australia, USA, UK and Canada.

Karen's current research (in collaboration with the University of Melbourne and funded by the Australian Research Council) focuses on applied learning pathways for senior secondary school students. She is also leading Australia's first university course on education business leadership and governance which commenced in 2015 and has been adopted by five Australian states and territories. In 2014 she was presented with the Outstanding Research Award by the Institute of Business and Finance Research (USA) at the Global Conference on Business and Finance.

Karen Starr's latest books are *Above and Beyond the Bottom Line: The Extraordinary Evolution of the Education Business Manager*, published by ACER Press in 2012 and *Education Game-changers: Leadership and the Consequence of Policy Paradox* published in 2015 by Rowman & Littlefield Publishers, USA.

## Program overview

**Strategy & Me** participants will undertake a two-day workshop. Pre-course, in course and post-course readings, examples, activities and exercises will be provided.

**Strategy & Me** starts from and builds on current roles, work contexts and life situations. It aims to become an integrated and useful component of participants' personal and working lives rather than an 'add-on'.

**Strategy & Me** encourages and facilitates the formation of supportive, collegial networks to aid collaboration, problem-solving, mentoring and professional friendships. Participants will hear from a range of leading practitioners throughout the program.

## Course components

- The impact of globalisation on business, work and personal lives
- Thinking and planning strategically
- Developing personal impact in organisational strategy and business outcomes
- Undertaking a career and life inventory
- Your company, job design, position description and CV
- Leadership: analysing leadership conceptions and their effectiveness
- Leading and managing major change
- Managing time and tasks to achieve goals
- Understanding gender dynamics
- Building personal profile and influence
- Essential conversations to enhance your career
- Using strategic performance reviews to optimum advantage
- Developing your personal plan

## Learning objectives

By the end of participating in **Strategy & Me** participants will have:

- an understanding of strategic processes and their role in achieving strategic outcomes
- a personal plan and change impact plan to achieve professional and personal goals
- a personal network for support and friendship through their membership of the **Taking Care of Business & Me Alumni**

## For more information

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