

UQ MBA Evening Workshop Series

(August - October 2019)

The University of Queensland Business School has designed workshops to help develop, enhance and refresh your essential business and career skills. These workshops are run by industry professionals and academics and are available to the entire UQ MBA community.

All workshops are complimentary for UQ MBA students and alumni as we hope to inspire and encourage a culture of life-long learning.

Time: 5.30-7.30pm

August: Wednesday 28th

September: Wednesday 4th, 11th, 18th

October: Wednesday 9th, 16th

Venue: Ground Level

UQ Brisbane City

293 Queen Street

The University of Queensland

Cost: Complimentary

Building your personal brand through LinkedIn

Wednesday 28 August

**Melita Francis, Founder, Digital Marketing Director
and Digital Media Technologist**

Global employers turn to LinkedIn to source and screen prospective talent. With the skills to use the professional networking platform effectively, you can position yourself for success and make an impact with your target employers, clients and networks. A best practice LinkedIn profile can help to increase your professional reputation, as well as the quality of connections and opportunities. Your online brand is essential in today's job market, so please bring along your laptop as you will be working on your LinkedIn profile during this session. Melita Francis, former google employee, digital marketer and LinkedIn expert, will share with you what you need to do today to support your career tomorrow and beyond.

Before the session you will need the following:

- An active LinkedIn account (know your log-in and password)
- Current job title, about me summary, skills and an image (profile picture)
- At least 50 connections
- Current job summary

Risk and Governance

Wednesday 4 September **Lauren Smith, UQ MBA Alumnus**

Risk - an unavoidable and costly evil, right? Or perhaps we're all risk managers in our organisations and a more strategic approach to risk can be a source of competitive advantage? We all have a risk appetite, but how many of your daily choices and decisions actively and consciously consider the risk you're taking?

If you're not actively thinking about risk, you're potentially also missing out on the value from potential opportunities too.

This workshop will broadly explore the benefits of effective risk management and its relationship to topics like strategy and culture through using a few example tools and techniques, collaborative activities, case studies and discussions.

With the Board being ultimately responsible for an organisation's risk management, we'll also take a quick look at 'Corporate Governance'. You don't need to be a large ASX listed entity to benefit from and learn good corporate governance habits, so we'll explore the ASX recommendations and discuss options about when and how to start that journey from nothing to IPO.

Academic Writing

Wednesday 11 September **Mary Barry, Professional Editor**

The content of this workshop is flexible, however, the agenda will specifically include:

1. A review of your own writing process (pre write, draft, revise, edit, proofread). What really happened as you wrote your assignments? Did you experience writing blocks? Did you create a plan? What problems occurred as you wrote? Did you know how to revise and edit properly?
2. What genres of writing have you employed so far (e.g. reflexive analysis, case study, essay)? What problems did you encounter?
3. Paragraphs. Your first writing class provided information about coherence and cohesiveness in writing paragraphs. We will develop this difficult skill more thoroughly and discuss the issue of organising ideas for writing.

For this workshop, we recommend you bring your copy of Corporate Communication: Effective Techniques for Business 2nd Edition, by Bernard McKenna, Mary Barry et al.

Data-Driven Arguments

Wednesday 11 September **Dr Erin Gallagher, MBA Faculty**

This workshop is intended to develop a design thinking approach to make a credible and justifiable argument. We will cover research design, reporting and data visualisation to help assist with designing studies, reporting basic statistics derived from the data, and methods of creating visuals to help your clients understand that data. This workshop is all about the approach. As such, high level data analysis skills are not required for you to benefit from this workshop.

Storyboarding

Wednesday 18 September **Sam Rush, MBA Alumnus**

The storyboard process allows you to flesh out themes and look for patterns as you create your content in an engaging way. This workshop will have a focus on our MKGTS7818 Industry Engagement Capstone; however, storyboarding is a valuable tool to have within your personal arsenal. This valuable workshop is delivered by Samantha Rush, MBA Alumna who during her MBA, spent many hours storyboarding her project team's presentation, while undertaking Wharton GCP.

During this workshop participants will learn:

- What is storyboarding - what's the purpose and why is this strategy used
- Where to start
- Challenges

Data-Driven Decision Making

Wednesday 9 October **Chris Hurn, MBA Alumnus**

'Great leaders tell great stories'

Leadership author, Nick Morgan, says that in our information-saturated age, business leaders 'won't be heard unless they're telling stories'. Great leaders use stories not as entertainment, but as a powerful tool in their leadership arsenal.

Storytelling in a business context is an essential leadership skill, and the good news is, it is something that can be learnt - everyone has the ability to become a good storyteller, and to use storytelling to become better leaders.

MarTech: The future of marketing is autonomous

Wednesday 16 October **Dr Anthony Davidson (MBA), DFaculty and Roop Bradbury MarTech Expert**

Marketing technology (MarTech) has radically changed the way we interact, track, engage and learn about customers. A new generation of marketing software is using machine learning and AI to drive marketing automatically with minimal configuration - just like a self-driving car. Autonomous Marketing manages itself, delivering significant improvements in marketing efficiency and effectiveness.

For further details, please contact:

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