UQ MBA Evening Workshop Series
(March - May 2019)

Below is a list of workshops offered by The University of Queensland Business School designed 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 lifelong learning.

**Time:** 5.30-8pm (on the date specified below)

**Venue:** Ground Level
UQ Brisbane City
293 Queen Street
The University of Queensland

**Cost:** Complimentary

**Strategic Career Planning**
Wednesday 13 March  Glenn Jackson, QIC

The aim of this workshop is to share thoughts and perspectives from a HR director on career planning, personal brand, that first impression, and what you can be doing now to work the plan.

**Legal Contracts**
Wednesday 20 March  Ben Ricketts, JJ Richards & Sons Pty Ltd

From this workshop you will gain a better understanding of the most simple and perplexing transaction of everyday life—the contract. Whether you are hiring a new employee, inviting tenders, executing a deal, or arguing over terms.

**Data-Driven Decision Making**
Wednesday 27 March  Chris Hurn, Effigy Consulting

Exploring the growing use of data for decision making in an SME. From defining the decision framework, identifying and acquiring the data, and implementing the analytics. Come ready to do some “Analyse-along” with a de-identified dataset.

**Management of Business IP**
Wednesday 3 April  Katrina Chambers, Thomson Geer

All businesses have valuable IP, not just high-tech companies with patent portfolios. This workshop will help attendees to identify IP assets and provide guidance about how to protect that IP. This workshop will also cover management of IP ownership in employment contracts, consultancy agreements and collaboration agreements, and the use of IP holding companies.

**Academic Writing (for current UQ MBA students)**
Wednesday 10 April  Mary Barry, Freelance Editor and Writer

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 cohesion 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 10 April**  
Erin Gallagher, The University of Queensland

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 1 May**  
Sam Rush, Suncorp Group

The storyboard process allows you to flesh out themes and look for patterns as you create your content in a structured yet engaging way. This workshop will have a focus on our MGTS7818 Industry Engagement Capstone; however, storyboarding is a valuable tool to have within your presentation arsenal. This valuable workshop is delivered by Samantha Rush, an MBA Alumni who during her MBA spent many hours storyboarding her project team’s presentation, whilst undertaking the 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 and roadblocks for storyboarding
- Practical advice on how best to storyboard your project findings

# Business Negotiation

**Wednesday 8 May**  
Ben Ricketts, JJ Richards & Sons Pty Ltd

In this workshop, Ben covers everyday negotiation tips and strategies, from revealing all your cards, to holding some things back. You’ll receive guidance on how to figure out your strategy from a position of strength or a position of weakness. Also explored in this workshop are tools to help you determine your BATNA (best alternative) and WATNA (worst alternative to a negotiated outcome), as well as the role that personality plays in everyday negotiations.

# Become a Better Leader: Tell the Story

**Wednesday 15 May**  
Peter Ferreira, Ecue Pty Ltd

‘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.

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For further details, please contact:

The University of Queensland Business School  
mba@business.uq.edu.au  
business.uq.edu.au