

Level 3

# Senior Leadership Course

This course is designed for advertising professionals who have recently moved into, or are aiming to move into, senior management / leadership roles within advertising agencies. It would be as relevant and applicable for client service, planners, media personnel and those in a creative role.

By exploring practical insights, hard-won lessons and their own experiences, participants will develop greater self-awareness, leadership competencies and useful habits to help them excel in high-level positions in the dynamic and competitive advertising industry. Led by one of the industry's most skilled strategists, Murray Streets brings with him 25 years of hands-on experience as a strategist and senior agency leader offering a blend of behavioural insight and leadership best practice.

## Who is this qualification for?

People from all disciplines and agency departments who have taken on, or are looking to take on, a departmental leadership or more senior management team role. This will require them to balance their specialist experience with the demands of working in a leadership team managing the whole agency business.

## Learning outcomes

- Understanding the Leadership Paradox and how to resolve this.
- Techniques on how to operate and interact with others, manage peers and key stakeholders.
- An understanding of behaviour change principles and neuroscience to enable effective leadership.
- Setting yourself up for success.
- Self-regulation and how to hold yourself accountable.
- How to avoid classic traps for new leaders and avoid derailment.
- How to manage conflicts and difficult conversations as a leader.
- Understanding motivations for aspiring to lead.

## How is the qualification delivered and assessed?

- 1 Full Day
- Exercises and practice in verbal and non-verbal communication, removing obstacles and enabling processes.
- Combination of self-reflection and group reflection.

By the end of the course, participants will have developed an appreciation of the 'leadership mindset', the practices and habits that establish good leadership, and the key competencies necessary to thrive in senior leadership positions within the advertising industry.

## Dates / Booking deadlines

Course date: 26 September 2024

Booking deadline: 5 September 2024

## Price

\$1,275 + GST members

\$1,575 + GST non members