



The Culture  
Institute  
AUSTRALIA

2023

# EXECUTIVE CERTIFICATE IN CULTURAL LEADERSHIP

NEW WORLD OF WORK LEADERSHIP  
[cultureinstitute.com.au](http://cultureinstitute.com.au)





The pandemic and introduction of new technologies has changed workplace culture forever. Today, leadership means earning respect, being present and having presence.

Leadership is more than a title.



# PROGRAM OVERVIEW

## EXECUTIVE CERTIFICATE IN CULTURAL LEADERSHIP

Gain formal recognition as a progressive, high performing, authentic leader with a leadership qualification from The Culture Institute of Australia.

The leaders of the future will be cultural leaders. The recent, rapid changes in ways of working both locally and globally has created unprecedented organisational pressure to understand and lead people and teams in new, more progressive and flexible ways.

The Executive Certificate in Cultural Leadership provides executive leaders with essential tools and frameworks to effectively cultivate and nurture healthy, high performing teams in a post covid world.

The Executive Certificate in Cultural Leadership has been designed to help leaders effectively shape culture and satisfy ASX Corporate Governance Guidelines, ASIC and APRA culture governance requirements.

Following a broad leadership study across some of the world's largest organisations, tech firms and start-ups, a team of social scientists, psychologists and business analysts developed The Executive Certificate in Culture Leadership.

This executive qualification provides boards, and executive teams with unprecedented confidence in their leader's people management skills and ability to shape culture at this critical time.

The course consists of theoretical modules, interviews with ASX100 leaders and a range of simulations to support practical implementation of learning. A time commitment of 2- 3 hours a week is recommended.



Access proven post-covid culture shaping frameworks and tools



Build and maintain high levels of psychological safety and innovation



Enhance your connection and presence within your team and organisation

# Essential Leadership Development

In the new world of work, the need to direct, shape and nurture organisational culture is more important than ever. However, it has never been more difficult. This program dives into the critical aspects of culture and what you can do as a cultural leader to effectively manage your team and organisation.

## **Lead a Flexible Workforce**

Hybrid and flexible ways of working are now the norm. Creating and maintaining a healthy, high-performance culture today requires new leadership knowledge and skills. Learn how to effectively engage with and motivate employees regardless of work-styles.

## **Increase Employee Engagement**

As a national average, only 17% of employees are engaged at work. The overwhelming reason for poor engagement is the organisational culture and leadership behaviour. Learn how to build a culture of acceptance, recognition, exploration and engagement.

## **Align Culture & Strategy**

Business strategy is a plan to achieve business objectives. Culture is the patterns, attitudes, behaviours and ways of working that enables strategy. Learn how cultural leadership is the primary catalyst to business strategy and ultimately organisational performance.

## **Reduce Unnecessary Attrition**

In Australia, 2022 employee attrition rates are more than 30% higher than in 2021. The primary cause of voluntary turnover (resignation) is a perceived lack of acceptance and belonging. Learn how to create a strong sense of belonging with a wide variety of employees.

## **Drive Financial Performance**

Organisations with the healthiest cultures perform better across all key metrics including delivering greater financial return to shareholders. Learn how to drive and maintain an efficient learning and innovation culture that achieves short, medium and long term objectives.

## **Be Recognised as a Cultural Leader**

The most sought after leadership capability is cultural leadership. Credentialed cultural leaders are recognised for possessing a knowledge base and skillset appropriate for the the major challenges and opportunities inherent in the new world of work.

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# PROGRAM OVERVIEW

## EXECUTIVE CERTIFICATE IN CULTURAL LEADERSHIP

### Preparing Leaders for the New World of Work

Clearly define culture as a psychological concept and its significance in company performance, before exploring the critical role leaders' play in creating, shaping and fostering it. Examine recent case studies from some of the world's leading brands to identify the unique impact of managing culture well.

#### Module 1 | Organisational Culture Acumen

Investigate the changing needs of employees, and critical importance of culture before reviewing definitions and differences between culture, engagement, climate and morale. Module 1 also introduces The Culture Institute's 'Omni' model that creates valuable context for why culture exists and how it enables organisational performance.

#### Module 2 | Measuring Culture Health & Performance

Review global case studies that clearly illustrate the interdependent relationship between culture and employee engagement before learning how to effectively measure culture health and culture performance in relation to organisational strategy. Module 2 also introduces the gold standard in organisational culture assessment - Panorama, a new diagnostic designed to measure culture health and performance.

#### Module 3 | Cultural Leadership Development

Learn about and reflect on your ability to be present and connect interpersonally with others before testing your growth mindset and level of authentic leadership. Module 3 introduces a holistic cultural leadership model that investigates your perceived sense of self and the impressions you create through your behaviour, decision-making frameworks and communication.

#### Module 4 | Shaping Culture in Your Team and Organisation

Utilising your professional experience and course material, construct a culture shaping process for your team or organisation. Unpack the cultural leadership dashboard to effectively reset or refresh culture style and leadership practices. Module 4 introduces tasks that require you to demonstrate your level of knowledge and self awareness in order to arrest culture dysfunction and optimise employee experience, culture, climate and morale.



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## EXECUTIVE CERTIFICATE IN CULTURAL LEADERSHIP

### 18th September 2023 | Program Dates

The course is comprised of four modules each containing a series of lessons delivered as reading material and video content including an end of program webinar.

#### Introduction

#### Module 1 | Organisational Culture Acumen

Commences Monday 18th September

1 week

#### Module 2 | Measuring Culture Health & Performance

Commences Monday 25th September

1 week

#### Module 3 | Cultural Leadership Development

Commences Monday 2nd October

2 weeks

#### Module 4 | Shaping Culture in Your Team and Organisation

Commences Monday 16th October | 1 week

Live Webinar: Friday 20th October 12:30pm - 1:30pm AEST



# COURSE ENROLMENT

## EXECUTIVE CERTIFICATE IN CULTURAL LEADERSHIP

This course is designed for senior leaders and managers interested in developing healthy, high performing teams and organisations.

Course graduates are recognised as contemporary cultural leaders qualified to create and nurture culture for the post pandemic digital era.

The primary focus of the Executive Certificate in Cultural Leadership is holistic,

sustainable influence on organisational performance through personal leadership development and access to comprehensive, cutting-edge culture shaping tools and frameworks.

Each cohort is comprised of no more than 50 executive students from a wide range of sectors and organisations across Asia Pacific.

## ENROLMENT SUMMARY

Establish a foundational and contemporary understanding of organisational culture and effective cultural leadership. Course enrolment is restricted by student numbers and determined by enrolment date. Graduates of the Executive Certificate in Cultural Leadership are recognised and celebrated at CultureCon™ Sydney and on The Culture Institute Alumni page.



Online Program



5 weeks / 2-3 hours per week



Commences 18th September 2023



\$2,250





「Be the  
change you  
want in the  
workplace」





The Culture Institute  
AUSTRALIA

CULTURECON  
INTELLECTUAL PROPERTY CONFERENCE 2020



## Course Director | Karl Treacher

Karl Treacher (GAICD) is an Executive in Residence and Associate Professor at Griffith Business School and the Chairman of The Brand and Culture Institutes of Australia. As one of Australia's leading experts in corporate brand, culture and reputation strategy, Karl has published over 60 articles and has been invited to speak at TEDx and The Committee for Economic Development in Australia (CEDA).

Commercially, Karl has over 20 years experience working with tier-one brands, boards and business leaders and is recognised as an expert in organisational reputation, brand, culture and experience alignment.

Karl has supported executive teams through the repositioning and culture evolution of many iconic Australian organisations and is the author of Panorama™ organisational Culture Analysis, Pinnacle™ personality profiling and the Treacher Trust Index psychological safety score.

# The Culture Institute of Australia

The Culture Institute of Australia is an insights, education and consulting firm that helps organisations measure, understand and shape culture for the new world of work.

We help our clients uncover and shift the most dominant influences on their culture in order to align with strategy and deliver results. Organisational culture remains misunderstood and under-utilised by the vast majority of large to medium organisations in Australia and across the globe. Employee engagement is at its lowest point in two decades and the traditional workplace and ways of working are in a state of transformation. With this seismic rebalancing of the employer-employee relationship, the need for a strong, people-centric culture has never been greater.

We are committed to revolutionising organisational culture and cultural leadership across corporate Australia in order to help provide safe, uplifting employee experience that meets the personal, social and commercial needs of today.

## About our Leadership Education Services

Our executive education services prepare leaders to effectively manage and lead teams in the flexible working, digital era. Our enterprise education services build positive, product workplaces that attract talent and drive productivity while our executive education offerings prepare leaders to manage culture regardless of the workplace and ways of working.

## Member Organisations of The Culture Institute of Australia

