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PRACTICE IMPROVEMENT OPPORTUNITIES

**FOR THE
PROFESSIONAL STAFF
IN SCHOOLS**



MASTERCLASSES

CONDUCTED BY
LEADING PRACTITIONERS

**ADVOCATING AND
INFLUENCING:
NOT SELLING:**
A MASTERCLASS FOR THE
LEADERSHIP TEAM

**EFFICIENT INFORMATION
FLOW SYSTEMS:**
A MASTERCLASS FOR PA'S,
ADMINISTRATORS AND
THE TEAM OF OFFICE
PROFESSIONALS

**CONTEMPORARY
COMMUNICATION
PRACTICE:**
A MASTERCLASS
FOR PPA'S AND THE
COMMUNICATIONS TEAM

THESE MASTERCLASSES WILL BE CONDUCTED IN
PERTH ON OCTOBER 21, 2015 & SYDNEY ON NOVEMBER 24, 2015

PROMOTING
YOUR SCHOOL
PROFESSIONALLY
AND TRACKING
ALL YOUR
INFORMATION
INPUTS
PRECISELY





ADVOCATING & INFLUENCING, NOT SELLING

TELLING YOUR SCHOOL'S SELLING STORY TO ENHANCE EMPATHY, TRUST, BELIEF AND COMMITMENT

A "how to" Masterclass about building a "Front Line Team" who can create an engaging person-to-person environment and a story to give parents and students the information they need to make an informed decision about enrolling in your school.

You are not selling cars, houses or any other inanimate product. But you are seeking a commitment and a very expensive one at that: emotionally, financially and strategically. A decision to contract with one school beyond all others, is one of the most difficult decisions a parent can make. It needs time, empathy, understanding of the associated complexities and the problems, and coverage of all contingencies.

Principals and teachers, by nature or training, are not salespeople. Most would hate to be seen as "selling anything". They are professionals who have spent many long years becoming the people they are. And they are good story-tellers. Yet, in their training, sales skills were never considered, let alone taught, practised and rehearsed.

Importantly, prospective parents (and their partner grandparents too) want the educators to convince them that their intuitions are well founded.

SO, HOW DO YOU "SELL YOUR SCHOOL" WITHOUT BEING SEEN TO "SELL YOUR SCHOOL"?

A MASTERCLASS FOR THE LEADERSHIP TEAM WITH PAULINE DUNCAN AND LIZ DAVIES.

TO BUILD AND REHEARSE THE FOLLOWING SKILLS:

- The sales mindset & your personality
- The empathy platform
- Reading the signs
- Establishing trust
- Engagement, your story and your heroic personalities
- Strategic positioning: knowing your competition & your competitive edge
- The potential enrolment's DNA
- Narration, presentation and high-yield questioning
- The value hypothesis, compelling benefits & strategic problem-solving
- Recommendation, decision-making passageways and closure
- Debrief, revision & reinvention

MASTER
1
CLASS

WORKSHOP LEADERS



PAULINE DUNCAN

KNOWLEDGE BOX

Pauline Duncan is the GM of YGAP, having been the Director of Development at St. Leonard's College, Brighton; a Senior Manager, Government Advisory Services at KPMG and a Head of School at Wesley College. She also directs her own company, Knowledge Box, a consulting company specialising in support and information for relocating families to assist with school choice and related training for global mobility professionals. She has consulted widely with the Victorian Education Department and leading independent schools in Victoria and New South Wales, the International School in Kuala Lumpur in communication, marketing, and audit and review programs.



LIZ DAVIES

ALCUIN

Liz is the Managing Director of Alcuin International. Alcuin is a consulting and training organisation that helps organisations across Asia Pacific improve business results by adopting a more strategic and client centred approach to their business development activities. Liz has worked with many organisations in both the private and public sectors to help them navigate and thrive in environments that have become more competitive. Her presentation to the 2014 Summit for Registrars was widely applauded. Liz's previous positions include senior management roles at IBM, General Manager of DMR Consulting and General Manager of the Australian Chamber Orchestra.



INFORMATION UNDER CONTROL

INFORMATION SURROUNDS US AT EVERY TURN.

Words and pictures; conversations; emails, sms, facebook and all the other electronic information sources; videotapes and graphics, professional journals and magazines just to mention a few. Then what information might we be expected to access, especially with wonderful helpers like Dr.Google?

AND WHAT IS GOOD INFORMATION? DISCARDABLE INFORMATION? USABLE INFORMATION? RUBBISH?

It is an Information Age indeed!

But will this information make you are more professional, a resource to others, a powerful “go-to” person as the need arises? Or, will it swamp you, make you its servant, disempower you and fill you with that sense of inadequacy that comes when you know you should know but you don’t know where the information is?

More, what can we expect our expertise to cover, our minds to remember and our critical judgement to bin?

In a word, how do we superimpose ourselves over this information flow and establish a system wherein these wonderful flows work to make each of us, and those or the organizations we serve, the more effective, the more responsive and the more amenable.

A MASTERCLASS FOR PA'S, ADMINISTRATORS AND THE TEAM OF OFFICE PROFESSIONALS WITH MARYANNE BENNIE WHICH WILL GIVE YOU ALL THE SKILLS TO:

MANAGE YOUR INFORMATION FLOW EFFICIENTLY

YOU WILL LEARN

- How to design systems to accommodate the increased information flow that this new Information Age has generated
- How other workplaces have responded to these new challenges
- How to achieve these new efficiencies within a reasonable budget
- How better organization can increase the productivity of your office while engendering a sense of harmony and decreasing stress
- How to stop chasing “that piece of paper” or to clear your electronic in-tray as well as your everyday in-tray
- How the broad information flow system can be customised to suit your office needs.

MASTER
2
CLASS

WORKSHOP LEADER



MARYANNE BENNIE

IN8

Over many years, either as a speaker, consultant, workshop facilitator, practitioner, director of her own business or as an author, MaryAnne has influenced quality office practice introducing better information flow systems and other time-saving practices in industry, schools or at home. An expert in organization, she is a former university lecturer and holds a B.Ed and a Master of Business. More, she presents the material delightfully and her enthusiasm for her practices is contagious.



CONTEMPORARY COMMUNICATION PRACTICE

DON'T SHOOT! MANAGE YOUR MESSENGERS IN WHATEVER GUISE AND NUMBERS THEY APPEAR.

CAPTURE, THEN FILTER, THESE CRITICAL MESSAGES WHILE SETTING REASONABLE LIMITS ON OPENNESS, TRANSPARENCY & CONFIDENTIALITY

This Information Age has generated a communication flow that is swamping many organizations. The school is more subject to information overload than most. Most could just cope with the input from notes, record books, letters and the telephone. But, the advent of email, text and the more esoteric social media has quite dramatically brought schools to a crisis point and presages an operating practice that will involve moving into new territory with new accountabilities. Coming to grips with this new information has been likened by one of Australia's leading Principals to herding cats! At the same time, best practice also is asking the school to be more transparent and invite, even actively seek, more parental feedback. So, how will the school corral its texts, listen to social media, hear those messengers carrying real issues and not rumours, and not leave the many other interesting inputs to die like desert flowers simply because there was little or no time to consider them?

We are convinced that the traditional communication systems schools have used, must falter in this new age. New pressures require either a more modern or a very conservative approach. **They require too the PA to assume more of an EA than a PA role.** The school has to draw upon the experience of front line offices under similar assault to adapt their tried and true communication systems to contemporary communication needs.

THIS MASTERCLASS FOR THE PRINCIPAL'S PA AND HER COMMUNICATIONS TEAM WITH ANDREA MCCALL WILL:

EXAMINE CUTTING-EDGE COMMUNICATIONS PRACTICES AND POLICIES

YOU WILL LEARN TO

- Examine the strengths and weaknesses of traditional communication flow systems in schools
- Identify where increased communication flows, especially digital communication flows, will cause the system to falter
- Propose two viable responses: the conservative response and the innovative response
- Draw down upon the systems and experience other best practice offices have used when confronting such vast increases in digital communication flow
- Examine closely the challenges and implications of managing and classifying upward communication in the sensitive, emotional milieu that surrounds and characterises a school, even to ways and means of hearing the "reluctant messengers" like the 'car park mafia' or the 'Friday afternoon Pub Club' positively and without stress
- Consider that general set of requirements and resources that would be involved in adapting and implementing the preferred system to the particular needs of the school.

MASTER
3
CLASS

WORKSHOP LEADER



ANDREA
McCALL

ANDREA MCCALL AND ASSOCIATES

Andrea was born in the UK and migrated to Australia in 1981. She has qualifications in History, Politics & Human Resources. She is a trainer, mentor and mediator and has lectured in a variety of Management subjects at Monash University, Swinburne and Victoria University. Her work experience has included time as an executive secretary at Guinness and British American Tobacco, Ministerial Adviser to the Parliamentary Cabinet Secretary and 7 years as a member of the Victorian State Parliament for the seat of Frankston. She also runs her own HR training and consulting business and has co-authored a Human Resource Management casebook.

ENHANCING YOUR
ORGANISATIONAL
ARMOURY WITH
CUTTING-EDGE
COMMUNICATION
PRACTICES
AND
POLICIES



MASTERCLASS FEES, PROGRAMS AND REGISTRATION

Each **Masterclass** will be conducted between the hours of 9.00am and 4.00pm with numbers limited: a minimum of 15 and a maximum of 30 delegates at **the Novotel Langley Hotel in Perth on Wednesday, October 21, 2015** and at **the Parkroyal Darling Harbour Hotel in Sydney on Tuesday, November 24, 2015**. Alternatively, a school may contract to have our experts work on-site with them for a day with the "front-line" team who might include **the Principal, the Heads of Year or Campus, their PA's, the Marketing Manager and the Registrar, and the Business Manager**.

The delegate's fee for the Masterclass will be \$590 (plus GST) per delegate. For the in-house conference, the fee will be \$5750 (plus GST) plus travel and accommodation costs for the presenter(s). Janus Consulting would be very pleased to detail the in-house program for and with each school. Email, text or phone requests welcome at the contact numbers below.

REGISTRATION FOR EACH MASTERCLASS WILL CLOSE ON SEPTEMBER 18, 2015.
ON-SITE CLASSES CAN BE ARRANGED TO SUIT WITH JANUS CONSULTING.

REGISTRATION	
Send each completed registration form: By email to info@janusconsulting.com.au By fax to 61 3 8672 0706 By mail to 4/74 Stokes St, Port Melbourne, VIC Australia 3207 Phone enquiries to 0414 295 048	
NAME	SURNAME
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SCHOOL	POSTAL ADDRESS
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TELEPHONE	EMAIL
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I WOULD LIKE TO ATTEND THE FOLLOWING MASTERCLASS IN:

PERTH: October 21 - Novotel Langley Hotel **SYDNEY: November 24** - Parkroyal Darling Harbour Hotel

MASTERCLASS (PLEASE SELECT)

MASTERCLASS 1: CONTEMPORARY COMMUNICATION INPUTS: MANAGED

MASTERCLASS 2: INFORMATION UNDER CONTROL

MASTERCLASS 3: CONTEMPORARY COMMUNICATION PRACTICE

MASTERCLASS FEE

(\$590 plus \$59 GST) **\$649**

PAYMENT METHODS ABN 52 151 218 067

<input type="checkbox"/> EFT Transfer payment	<input type="checkbox"/> Credit Card Payment	<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard
Acc Name Janus Consulting Pty Ltd	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BSB 033 243	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Acc No. 45 4171	Expiry <input type="checkbox"/>	CCV <input type="checkbox"/>	<input type="checkbox"/>



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