

BUSINESS MOVES FAST.

KEEP UP.



BUSINESS FUTURES INSIGHT PROGRAMME 2018

An intensive short course covering future trends and the essential business topics for business leaders today.

This intensive course will introduce you to the hottest topics in business today. Covering all the major themes in contemporary business including design thinking, the future of work, leadership for tomorrow and the future of marketing.

The course is aimed at anyone who wants to be updated about current trends in business, or those people wanting a refresher course on key topics in business. It will be ideal for those who want to take a fresh view of their organisations in relation to challenges and opportunities.

If you are considering further studies with Massey (such as an MBA or a MALP) this course will expose you to the type of teaching, topic and expectations of a higher degree without the tests or exams. You will be able to determine whether you feel comfortable in a cohort-based learning environment.

It is taught by a carefully selected group of specialists who combine top academic research with real-world experience to bring you a unique combination of skills, exposure and learning.

You will leave the course with a unique set of skills and tools that will help you apply the learning in your place of work immediately.

KEY POINTS

- Five full days (commencing 8:00 am to 6:00 pm)
- A series of 3 hour interactive sessions facilitated by acknowledged experts in their field
- Cohort-based working groups
- A course mentor who will guide the group, facilitate discussions and place the learning into context
- A comprehensive psychometric exercise with an individual feedback session
- Lunchtime discussions on topics that are relevant to the themes discussed in the formal sessions
- A guest panel discussing the future of NZ business
- An integrating case study which enables participants to apply learnings to their own context.
- A closing session with alumni of the Massey MBA and the Masters of Advanced Leadership Practice (MALP)
- Tea and lunch provided daily
- Costs exclude accommodation and transport
- Free WiFi available, web-enabled device recommended



Business Futures Insight 2018

	Monday	Tuesday	Wednesday	Thursday	Friday
	27/08/2018	28/08/2018	29/08/2018	30/08/2018	31/08/2018
8:00	Tea	Tea	Tea	Tea	Tea
8:30	Module 1:	Module 3:	Module 5:	Module 7:	Module 9:
9:00	The Fourth Industrial Revolution	The New Workplace	Leadership	The future of Marketing	Big Data Analysis
9:30					
10:00	Tea	Tea	Tea	Tea	Tea
10:30	Module 1:	Module 3:	Module 5:	Module 7:	Panel Discussion:
11:00	The Fourth Industrial Revolution	The New Workplace	Leadership	The future of Marketing	The Future of New Zealand Business
11:30					
12:00					
12:30		Lunch with ...	Lunch with ...	Lunch with ...	Lunch with PVC
13:00	Lunch with ...	Shireen Chua (Cultural Intelligence)	Erika Barden (Agile Project Management)	Gabriel Eweje (Sustainability)	(& Photo)
13:30					
14:00	Module 2:	Module 4:	Module 6:	Module 8:	Business Case Presentations
14:30	Understanding Self (EQI)	Executive Coaching	Design Thinking	Applied Business Strategy	
15:00					
15:30	Tea	Tea	Tea	Tea	Tea
16:00	Module 2:	Module 4:	Module 6:	Module 8:	Wrap it up
16:30	Understanding People	Executive Coaching	Design Thinking	Applied Business Strategy	
17:00					
17:30	Integrating Case	Integrating Case	Integrating Case	Integrating Case	Alumni Cheese and Wine
18:00					
18:30		Elective Module*	Elective Module*		
19:00		Business Finance	Business Finance		

* \$500 additional ex GST

WHY ATTEND?

- Engage with thought-leading academics and business experts in an intimate, personalised setting
- Enjoy the opportunity to think deeply about your own career and business
- Grasp the opportunity to reflect on your interests, strengths and areas for development
- Become familiar with the most pressing issues facing global businesses and seek opportunities for yourself and your business
- Work on a guided project which applies these issues to your business
- Mix with MBA faculty and staff and ask alumni about their experiences.

KEY INFORMATION

DATE: Monday 27 August to Friday 31 August 2018

VENUE: Massey Business School, Albany Campus, Auckland

COST: \$5,750 incl. GST (Elective Module is an optional extra)

ENQUIRIES: Mandy Welch, askbusiness@massey.ac.nz,

PHONE: 09 213 6080 or 0800 505 825



FACILITATORS INCLUDE



Prof Patricia Bossons

Patricia is a Chartered Psychologist and Associate Fellow of the British Psychological Society, and has worked in Executive Education as a leadership development specialist, business psychologist and executive coach throughout her career. She has recently taken up the role of Director of Executive Qualifications at Massey Business School, Massey University, NZ. Before this, she was the founder, and Director, of the Henley Centre for Coaching and Behavioural Change at Henley Business School, UK.

Dr Suze Wilson

With a strong pedigree in HR and Industrial relations based on many years of corporate and public institution experience, Suze is interested in all things to do with leadership, along with an abiding interest in how we can make organisations both effective for external stakeholders and enjoyable places to work for employees.



Denis Sartain

Denis is an independent Coach and leadership development specialist and also works as Associate Faculty at Henley Business School, University of Reading, UK and South Africa, specialising in executive coaching and senior board dynamics. Born in Hong Kong of a Chinese mother and English father, he experienced growing up in a multicultural world and brings much of his understanding of the psychological impact of this experience when dealing with groups.

Malcolm Fraser

Malcolm has leadership experience in over 30 countries where he has held roles in start-ups, private and publicly listed firms focusing on digital transformation and change. He is actively involved with a number of industry and public-sector organisations where he works with both governance and senior leadership teams to help them bring about their digital transformation ambitions and better serve our communities.



Peter Withers

Peter draws on 40 years of international experience in executive education, business consulting, and trade diplomacy in North and Latin America, South East Asia, Europe and New Zealand. He has taught executives at the UCLA Anderson Graduate School, the Peter F. Drucker Graduate School of Management and La Verne University in California as well as Tec de Monterrey in Mexico and programmes in Singapore. He was Assistant Dean at the Pepperdine University School of Business & Management in Los Angeles prior to joining the University of Auckland Business School in 2007 as Director of Academic Programs.