



Curtin University

Executive Education

Professional and organisational development training



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Curtin is ranked in the top 1% of universities worldwide

Academic Ranking of World Universities 2023

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About Curtin Business School Executive Education

PVC message

Curtin Business School's Executive Education is an integral part of our dynamic global university that thrives on the convergence of diverse ideas and cultures, propelling transformative change. Our university is a catalyst for progression, generating both economic, environmental and social benefits while shaping the future of lives, minds and organisations.



In 2024, the Curtin Business School Executive Education portfolio of programs has been tailored to meet the evolving learning and development needs of local, national and international organisations, aspiring business leaders and professionals. Committed to enhancing employability and fostering career growth, our programs offer a diverse range of masterclasses and specialised programs. Aligned with Curtin's strengths and contemporary organisational demands, our programs centre around three key pillars: Leadership, Management and Culture, Innovation and Entrepreneurship, and Environment, Social and Governance.

Valuing partnerships with industry and government, we actively respond to industry needs, lead impactful national and international research projects and provide degree, master programs and professional development courses. Our graduates emerge as leaders, upskilled and ready to shape tomorrow's landscape.

Professor Vanessa Chang
Pro Vice-Chancellor, Faculty of Business and Law,
Curtin University



Broaden your skills to address the challenges and opportunities of the new working world

Curtin University's Faculty of Business and Law offers forward-thinking, internationally recognised degrees and professional development with strong industry connections, high-quality teaching and research and outstanding facilities, ensuring all graduates and participants emerge industry-ready.

Curtin Executive Education is part of the Curtin Business School, working across our schools to create learning and development opportunities for leaders at all levels, in all types of organisations.

Our executive and professional and organisational development programs help participants to build the skills and knowledge to boost employability and advance their career and prospects through a wide range of programs. Our portfolio of programs is based around three Curtin research and teaching strengths;

- Leadership, Management and Culture
- Innovation and Entrepreneurship
- Environment, Social and Governance.

At Curtin Executive Education, we partner with a diverse range of local, national and international organisations and governments to support their development needs and strategic goals. Our approach is collaborative, seeking to co-create value with the organisations, governments, and individuals we work with.

Why choose Curtin for professional development?

- ▶ **Informed by industry**
Our programs are developed with industry to help you build the skillset needed to thrive in the workplaces of today and tomorrow.
- ▶ **Leading academics and industry experts**
We utilise world class faculty researchers, facilitators and subject matter experts in the development and delivery of our programs. We use the latest methodologies based on a combination of evidence based research and real world learning.
- ▶ **Flexible and convenient learning**
With a range of masterclasses and specialised programs to choose from, you'll find a learning experience that fits in with your work, lifestyle and schedule.
- ▶ **Top one per cent**
Curtin is ranked in the top one per cent of universities worldwide in the highly regarded Academic Ranking of World Universities (ARWU) 2023.



An elite business school

Curtin Business School ranks in the top 10 business schools in Australia and is the only Western Australian business school to be 'triple accredited' by the world's leading business school accreditation bodies. Our EQUIS and AACSB International accreditations and EFMD Accredited MBA signal the quality of our courses and research, connections with practice, excellence in student experience and commitment to positive societal impact.

Our MBA and Executive Education advisory panel

Our MBA and Executive Education advisory panel is comprised of a diverse range of prominent and experienced business and community leaders, whose expertise helps to shape our programs for the benefit of participants and industry alike.

Recognised for prior learning

Many of our professional development programs can earn you credit towards Curtin's flagship MBA program or Master of Human Resources program. Depending on the length of the program the credit could range from 5-25 points.

New networks, facilities and support

Our programs encourage participants to collaborate with other like-minded professionals and tap into the resources and facilities needed for a future focused learning experience. You will also have easy access to a range of city campus facilities at both the St Georges Terrace and Murray Street locations.



Executive and professional development opportunities

Open programs

Our range of open programs address the needs of contemporary and future business professionals and leaders. Ranging between one - five days, all programs are designed for professionals to up-skill and stay abreast of the latest trends and new ways of working and thinking.

Advance your career, train your team, achieve your professional goals with our masterclasses. Explore relevant courses taught by world-class thought leaders across a broad range of topics to help you up-skill and stay ahead of the latest trends.

All our programs offer Certificates of Completion from Curtin University, with some programs providing Credit for Recognised Learning on subsequent acceptance into selected Curtin award courses. Our programs can also be tailored to suit your individual or organisation's needs.

“ The leadership development training exceeded my expectations. It was well-organised, with a clear structure that made each session engaging and impactful. The facilitators were knowledgeable and provided valuable insights into leadership strategies, which I found both practical and inspiring. Overall, the program was an enriching experience that has equipped me with tools to grow professionally.”

Intelife



Customised solution tailored to you

Our team can help you solve global challenges facing your business. Whether you work in the public, private or not-for-profit sectors in Australia or worldwide, we'll work closely with you to design and implement a customised program that will deliver measurable impact to your organisation.

Our programs are delivered both on and off campus, and can be held face-to-face, online or a blend of both to suit your organisation's needs.

Graduate Certificate in Business Futures

Curtin University Executive Education recently partnered with Westrac to provide the company's high performing managers with an opportunity to upskill in an innovative new accredited program, Curtin University's Graduate Certificate in Business Futures.

This new, stackable micro-credential Graduate Certificate offers a flexible yet tailored program that will provide managers with future focussed 'soft and hard' skills to ensure that the management team is positioned for the future.

The Graduate Certificate in Business Futures is an accredited qualification. Attainment includes the completion of assessments. Curtin Business School develops assessments that designed to be a practical demonstration of knowledge applied.



Leadership, management and culture

Strong leadership is key to success in any business. Look to develop a strategic understanding of current and future leadership challenges that supports developing managers, cohesive teams and organisational culture.



Personal branding

Learn how to craft your brand in the digital world and beyond.

This collaborative two-day masterclass will walk you through the steps to create a consistent personal brand to define how you want to be seen in the digital space and beyond.

As part of this program you will explore and reflect on your values, define your personal archetype and discuss language that suits your unique brand. At the end of the workshop, participants will have a tangible strategy to build their personal brand across multiple platforms.

Participants will delve into the different digital and social media platforms available and will conduct an audit of their existing channels. Participants will learn how to use social media to build their brand strategy as well as elevate its impact.

Who is the program for?

This masterclass is suited for professionals across all sectors, including large and small business, not for profit, local government, freelancers, sole traders and consultants. Junior and senior professionals are encouraged to attend.

Learning outcomes

- Understand branding theory, its origins, latest insights across sectors and disciplines and its importance within a personal branding context
- Explore and reflect on your personal values and characteristics
- Audit your existing brand (yes, you do have one!), including its footprint
- Apply key branding elements, including an understanding of brand and archetypes, for personal use
- Build your 'topic wheel' by identifying key topics that capture your passion, knowledge and unique personal brand
- Explore how to build your network across platforms
- Develop your brand strategy, including content scheduling, to maximise the impact of your personal brand across platforms
- Draw on the insights and expertise of your community of peers
- Explore cautionary tales based on recent real-life examples, to help future proof your own brand.



Program fee

\$1,750 per person. Discounts are available for Curtin students and alumni, please contact the Executive Education team.

About the facilitators



Associate Professor Katharina Wolf

Katharina is an Associate Professor and Lead of the public relations program at Curtin University. She brings 20 years of communication and media experience, spanning roles in Germany, Spain, the United Kingdom, and Australia. Her research interests include community advocacy, civic engagement, diversity, and employability. Katharina's work as an educator and practitioner reflects her commitment to fostering meaningful connections and social impact.



Bridget Tombleson

Bridget is a Curtin University lecturer in public relations, with more than 20 years' professional experience in media relations, issues and crisis management, and strategy development across government, corporate and consultancy roles in Australia and overseas.

“ I learnt so much about how to appropriately sell 'me' as a brand. Some great insights and takeaways to get better at developing this. Defining my brand, my bio and my unique selling proposition. Really made me dig deeper and I had a lot of self-discovery moments.”

Crisis leadership

Crisis by its very nature, whether organisational, community or national, is an unprecedented event.

Such events typically cause confusion and uncertainty, with little time to plan and prepare, leading employees to look to leaders for answers.

Organisations need to understand the nature and impact of a crisis event and how to augment the leadership competencies required to tackle such an event. Organisational culture is key to creating an environment where people are important and proactive crisis management strategies, plans and actions, a priority. A crisis is the moment where leaders and businesses must rise to the occasion.

This two-day masterclass will allow participants to explore the tools, actions and leadership strategies to respond to the situation at hand. The program will focus on understanding the risks inherent in a crisis event and the importance of proactive preparedness. Crisis management will be explored through a communication lens with critical roles such as corporate relations, human resources, health and safety and management more generally identified as key to effective crisis management.

Who is the program for?

Leaders and managers play an extremely important role during crisis. This program is designed for all leaders, departmental (functional) managers, communication managers, HR and work, health and safety professionals, and project managers.

Learning outcomes

- Understand leadership responses during a business crisis, develop and implement strategies
- Develop business strategies and leadership competencies to ensure that organisations and relevant stakeholders are able to prepare for, manage and recover from crisis
- Explore communication and supply management during a crisis
- Knowledge of the impacts of human resource management to crisis
- Development of Business Continuity Management to enable business operations to plan, exercise and recover from crisis effectively.

Program fee

\$1,750 per person. Discounts are available for Curtin students and alumni, please contact the Executive Education team.

About the facilitators



Dr Eileen Aitken-Fox

Eileen is an expert in industrial relations, people and culture, and organisational development. She holds a PhD in small business compliance and industrial relations from the Curtin Graduate School of Business and is an experienced qualitative researcher. Eileen has held leadership roles in listed companies, higher education, and the not-for-profit sector, working extensively across the Asia Pacific region. Her expertise includes managing diverse and virtual teams, which complements her academic focus as a teaching professional.



Dr James Earnest

James specialises in supply chain, operations, and leadership, with more than 30 years of experience as a practitioner and academic. He completed his PhD in post-conflict reconstruction in Kosovo and has worked across public and private industries, including education, healthcare, mining, and humanitarian sectors. James is a senior consultant in project management, procurement, and logistics, blending theoretical knowledge with practical expertise gained from a decade in post-conflict environments.



Associate Professor Katharina Wolf

Katharina is an Associate Professor and Lead of the public relations program at Curtin University. She brings 20 years of communication and media experience, spanning roles in Germany, Spain, the United Kingdom, and Australia. Her research interests include community advocacy, civic engagement, diversity, and employability. Katharina's work as an educator and practitioner reflects her commitment to fostering meaningful connections and social impact.

Leading for diversity and inclusion

It is undeniable that contemporary workplaces have become increasingly diverse, bringing together workers that differ from each other on a range of characteristics including cultural and linguistic background, age and gender.

The dramatic demographic shifts we see in workforces globally make diversity a critical factor to the long-term financial success of contemporary organisations. Such increased diversity brings with it opportunities as well as challenges. Probably one of the most significant is the fact that the potential benefits of diversity are not materialised unless diversity is managed effectively. Leaders play a critical role in facilitating inclusion in the workplace and help organisations to reap the benefits of an increasingly diverse workforce.

This two-day masterclass will provide participants with knowledge, skills and tools to manage an increasingly diverse workforce more effectively. Workshop activities will focus on providing a comprehensive overview of diversity dimensions that are relevant in the context of work, as well as practical strategies to:

1. Create more inclusive work environments in which diverse workers feel accepted, welcomed and free to be themselves;
2. Individualise work to the specific strengths and needs of diverse team members to ensure fit with job, team and organisation;
3. Promote integrated, team-based approaches to work that capitalise on the benefits of diversity.

Who is the program for?

This program is designed specifically to support those in leadership positions at all levels in the organisation. Leaders of teams would especially benefit from attending this program. The program could also benefit people on a leadership career trajectory or HR/OD practitioners.



Learning outcomes

- An understanding of diversity within the workplace and its associated benefits and challenges
- An increased awareness of conscious and unconscious biases and the way they can manifest in workplaces
- An increased awareness of the critical role that leaders play in the effective management of diversity and supporting an inclusive work environment
- A range of tools and approaches that participants can apply immediately and directly to better support inclusion within their teams and/or workplaces
- An individualised action plan that can be implemented by participants in their current workplaces to support better inclusion.

Program fee

\$1,750 per person. Discounts are available for Curtin students and alumni, please contact the Executive Education team.

About the facilitator



Daniela Andrei is a Senior Lecturer in the School of Management and Marketing at Curtin and is an Associate Investigator with the Centre of Excellence in Population Ageing Research. She has led multiple large-

scale, applied research projects aiming to support organisations to tackle contemporary challenges such as managing an age diverse workforce, changing work conditions, or supporting employee wellbeing. In her research Daniela focuses on understanding the forces that shape people's jobs and their experiences at work and the consequences of these experiences on employee performance, wellbeing and safety. Her research has been published in journals such as Journal of Applied Psychology, Safety Science, and Journal of Organizational Change Management. She has co-authored several research reports for industry and government, including the Australian Maritime Safety Authority (AMSA) and the International Mining for Development Centre (IM4DC).

Project management masterclass series

This masterclass series comprises five one-day masterclasses into one program.

Learn how to tackle projects strategically and systemically and develop skills to get the most out of your suppliers and become a master of managing your stakeholders. The program will expand your knowledge and skills in project management, so you can take the next step in your career.

Who is the program for?

This series is ideal for professionals, including those in leadership roles, or recent graduates with some work experience who want to develop their skills in project management.

Being a better client

This masterclass teaches what it means to be a good client and how interactions with vendors can help ensure a project's success. Participants will learn from Associate Professor Brad Carey, drawing insights from research, real life case studies and best practice examples.

Strategic and systemic project management

This program will cover contemporary project delivery models such as partnerships and multiple execution centres. You'll gain an understanding of how these different models impact project planning and execution. This program is facilitated by Dr Francis Norman and Professor Fran Ackermann.

Sponsoring projects

This masterclass will explore a number of issues facing project sponsorship. Participants will define the role of the project sponsor and gain an understanding of the dynamic nature of projects, and those assisting in sponsoring projects throughout the lifecycle. This program is facilitated by Dr Francis Norman and Professor Fran Ackermann.

“ A very comprehensive workshop that outlines clear learning outcomes with relevant and applicable examples and information.”



Managing stakeholders

This masterclass in stakeholder best practice teaches participants how to identify stakeholders and introduces a proven method for effective stakeholder management to drive business success. This program is facilitated by Professor Fran Ackermann.

Delivering strategy with Agile

This hands-on masterclass provides a comprehensive overview to Agile, introducing participants to the fundamentals and how to use Agile practices to your benefit. Experienced project practitioner Todd Melville will lead you through this program, showing you Agile in action.

Program fee

\$890 per module or \$4,000 for full series. Discounts are available for Curtin students and alumni, please contact the Executive Education team.

Facilitators

Professor Fran Ackermann, Dr Francis Norman, Associate Professor Brad Carey & Todd Melville

Game changing leadership: strategy, culture and performance at the Fremantle Dockers Football Club

Grow your strategic leadership skills and learn from high profile leaders and coaches at the Fremantle Football Club while examining leadership and strategy from the inner sanctum of a professional sporting organisation.

Developed in partnership with the Fremantle Football Club and leading academics from Curtin University, this immersive two-day program is for forward-thinking individuals and organisations seeking to drive leadership excellence and capability within their teams and organisation.

The program will delve into the dynamic strategies, mindsets, motivations and tools used by the Fremantle Football Club's management team to elevate club culture and ignite peak player performance both on and off the playing field in the nation's biggest and most competitive professional sport.

Intensive learning co-designed by Curtin University and the Fremantle Football Club

This program will bring real-world experience and valuable insights from the boardroom and playing field. It will uncover the guiding principles used by the Fremantle Football Club in leading and developing players and employees in becoming a high performing football club.

Who is the program for?

This program is designed for a diverse range of professionals who are passionate about unlocking the full potential of themselves, their teams and their organisations to drive and support exceptional performance.



Learning outcomes

- A deeper understanding of best practice strategic planning frameworks, and the associated engagement, consultation and implementation
- Aligning and motivating your workforce to encourage engagement, foster buy in, and establish shared goals
- Constructing a comprehensive framework for nurturing leadership proficiency to cultivate an environment that empowers individuals to excel in both culture and performance
- How to create a psychologically safe environment for improved culture and performance in a demanding, performance driven industry
- How to prioritise wellbeing in the workplace via people, place and programs and an overview of key programs
- Systems thinking and how the term 'data informed' can keep teams on track rather than being 'data driven'
- How to lead others through volatile, uncertain, complex and ambiguous environments
- Exploring diverse leadership models and styles applicable in both sports and business contexts.

Credit for recognised learning

When you complete this program and choose to study further at Curtin, you may be eligible to receive up to 12.5 credit points to use towards Curtin's flagship MBA Program, Diploma or Certificate in Business when undertaking the assessment component of this masterclass.

Program fee

\$3,300 per person. Discounts are available for Curtin students and alumni, please contact the Executive Education team.



Leadership anchors: Aligning the talk with the walk

This masterclass offers a dynamic framework to explore the core business philosophy driving your organisation. Participants will dive into its systems, structures, and processes to evaluate whether the organisation's actions ("walk") truly reflect its stated values and intentions ("talk").

By the end of the session, participants will gain a refreshed perspective on their organisation's alignment between its talk and walk, with a focus on re-establishing better coherence. This facilitated masterclass draws on the tacit knowledge of the team and utilises the framework to co-develop practical strategies for realignment and greater organisational consistency.

Who is the program for?

This masterclass is designed for leaders of all levels who are interested in how the organisational strategy and philosophy intersects with leadership behaviour to create alignment or misalignment and the consequences of both. Other roles which would benefit from this course include HR and Organisational Development Professionals, Change Management Professionals Board Members and Advisors and any individuals responsible for providing oversight and guidance to ensure the organisation's long-term alignment and success.

Learning outcomes

- Understand the importance of aligning the organisation's vision, mission, and core values with its actions and behaviours
- Recognise signs of misalignment or "drift" within the organisation and understand the potential long-term impacts of leaving it unaddressed
- Apply a structured framework to investigate the organisation's business philosophy and assess whether its "talk" aligns with its "walk"
- Apply leadership strategies that act as anchors to maintain organisational alignment and prevent future drift
- Identify key areas for realignment and co-create practical strategies to ensure better organisational coherence
- Have an enhanced perspective on organisational behaviour and leave with a refreshed lens on how to assess and improve the alignment between stated values and everyday practices within the organisation.

Program fee

\$890 per person. Discounts are available for Curtin students and alumni, please contact the Executive Education team.

About the facilitator

Dr Shahid Ghauri has over 25 years of global commercial experience across the financial services, agri-business, medical, renewable energy and education sectors. He has worked in over 12 countries across Asia Pacific, Latin & South America, East Africa and the Sub-Continent. Dr. Ghauri is a unit co-ordinator, lecturer and tutor across several Curtin University units across Bentley, Dubai, Miri and Mauritius.

His interests are in SMEs, co-operative, entrepreneurship, international business and financial planning. Dr. Ghauri is also researching natural capital which is an emerging field of study. In addition to his teaching and research, Dr. Ghauri has small businesses and consults to start-ups and SMEs.



AI in leadership and project management

Artificial Intelligence (AI) is revolutionising project management, offering tools and insights that empower leaders to innovate and deliver impactful results.

This masterclass equips participants with essential skills to design, manage, and lead AI projects effectively, fostering innovation while addressing challenges like team dynamics, ethical considerations, and stakeholder engagement.

This one-day program introduces participants to the AI project lifecycle in the morning, focusing on team composition, management frameworks, and leadership strategies. The afternoon session is an interactive workshop where participants will apply these concepts to design AI projects tailored to real-world scenarios using best practices and industry insights.

Who is the program for?

This program is designed for professionals across various roles who are involved in managing or delivering innovative AI projects. It is ideal for project managers, team leads, and AI practitioners looking to transition into leadership roles, as well as organisational leaders and innovation managers striving to align AI initiatives with strategic objectives, drive change, and oversee cross-functional teams while navigating risks and challenges.

Learning outcomes

- Master AI Project Design Gain proficiency in designing AI projects, leveraging industry frameworks, and identifying critical success factors
- Lead Effective AI Teams Build skills to manage diverse, multidisciplinary AI teams and address challenges related to collaboration and conflict resolution
- Navigate Ethical Challenges Develop strategies to address ethical dilemmas and ensure alignment with organisational goals and societal impact
- Plan for AI Scalability Create roadmaps for scaling AI implementations while mitigating risks and managing resources effectively
- Apply AI Best Practices Integrate best practices for deploying AI solutions, ensuring successful outcomes from conception to implementation.

Program fee

\$890 per person. Discounts are available for Curtin students and alumni, please contact the Executive Education team.

About the facilitators



Dr Michael Borck is a recognised authority in information systems and artificial intelligence, with a career spanning over two decades in machine learning, software engineering, and AI-driven innovation. Dr. Borck has held diverse roles, including Software Developer, IT Manager, Consultant, Associate Lecturer, and Researcher, equipping him with a comprehensive understanding of both technical and strategic aspects of AI applications in business.

A Certified Professional of the Australian Computer Society and an active member of the IEEE Computer Society, Dr. Borck has contributed extensively to the fields of image engineering, mobile mapping data, and object recognition through his research and publications. His practical expertise is complemented by a deep commitment to advancing AI research and its real-world applications.



Associate Professor Nik Thompson, Discipline Lead of Business Information Systems at Curtin Business School, specialises in Information Security and Human-Computer Interaction. With a background in computer science, his

work bridges technical systems and human behaviour, ensuring technology's success by prioritising user-centred approaches. His teaching focuses on management and operations, complemented by research that empowers individuals to interact securely and effectively with ubiquitous technologies.

Associate Professor Thompson brings expertise in leveraging AI to support effective decision-making and innovation. His research on human behaviours, cognitive processes, and technological interactions provides valuable insights for integrating AI into business operations. This human-centred approach enables organisations to harness AI tools while fostering innovation and enhancing project outcomes.

Emotional intelligence for leaders Includes the EQ-i2.0 assessment

Well-developed Emotional Intelligence (EI) is increasingly seen as a critical leadership trait.

The ability to make sound decisions, innovate, think critically, control stress, motivate, inspire and understand others, are all dependant on the EI of leaders. EI is also much more important in today's workplace due to uncertainty and constant change which can exacerbate anxiety and insecurity in employees, leading to distraction, stress and disengagement. High EI in leaders can ameliorate these negative impacts and set up employees for a positive and forward focused outlook.

This one-day masterclass will provide participants with their own EQ-i 2.0 assessment - a powerful conceptual framework that offers unique insights into emotional and social functioning and overall well-being.

Who is the program for?

This program is designed for leaders but it is also suitable for anyone who works with others in the workplace or as part of a team. This program is also suitable for those who simply want to increase their self-understanding and improve their performance.

Learning outcomes

- An understanding of what EI means and why it's important in a workplace context
- An EQ-i 2.0 assessment
- An in-depth understanding of the major elements of EI and workplace factors that are directly linked to the EI of leaders
- Knowledge of the impacts of both high and low EI on leaders and those around them
- A range of tools and approaches that participants can apply immediately and directly to grow personal awareness and improve EI in the workplace.

This program includes a full one-on-one, confidential, one hour debrief of the EQ-i 2.0 assessment, post program.

“ This day was a real eye opener. It will positively impact my work life, hopefully those of my team and also my home life. What a wonderful topic!”

Program fee

\$890 per person. Discounts are available for Curtin students and alumni, please contact the Executive Education team.

About the facilitator



Dr Steve Brown Steve has a Master Degree and PhD in Organisational Psychology and has vast experience in working with organisations, teams and individuals. Steve's PhD research area was

the psychological wellbeing of nurses and clerical employees in the WA Health system and the personal and organisational factors that help and hinder wellbeing. Steve has specialised expertise in psychological resilience, emotional intelligence, mental health in the workplace, professional coaching, leadership development and psychometric assessments.

Steve also has extensive experience in cognitive and behavioural approaches, workplace health and safety, and has delivered programs in South Africa, Turkey, New Zealand and across Australia.

Steve's key interests are leadership and organisational development, employee wellbeing, and the relationships between these factors, with a view to advancing the wellbeing of individuals, teams and departments, thereby increasing job satisfaction and improving overall organisational performance.



Innovation and entrepreneurship

Do you want to lead business innovation and corporate intrapreneurship, or be part of the exciting world of entrepreneurship and startups? Pave your way and further your thinking with our innovation, design thinking and entrepreneurial programs.



Switch: Innovation for public value

Prioritising innovation today has been the key to unlocking post crisis growth but how do you sustain this innovation that has rapidly been forced on us?

Designed specifically for NFP's and all levels of government, the immersive two-day Switch program will provide you with learning methods, models and frameworks that can help to foster systematic, repeatable, sustainable and scalable approaches to innovation.

Over two intensive days, participants will work with an innovation model and selected tools with a small team cooperation model to generate options that are desirable, feasible and valuable.

You'll have countless opportunities to learn from like-minded people, giving you insight and knowledge you can leverage in your workplace. You will learn from innovation champions about how they have built sustainable and scalable public value innovation in their organisational context.

Upon completion of the program, participants will join the "Switchers" alumni network. This will enable you to stay connected with a group of talented and committed community of public-value professionals who meet to share insights, lessons learned and support to sustain innovation.

Who is the program for?

The Switch program is designed for NFP's and all levels of government and is suitable for anyone seeking to foster public value, including local, state and federal government employees, non-profit employees, as well as those in social ventures.

Past cohorts have consisted of innovators from Perth Children's Hospital, Department of Finance, Department of Local Government, Department of Training and Workforce Development, Department of Mines, Industry Regulation and Safety, Department of Transport, Department of Primary Industries and Regional Development, Department of Health, South Metropolitan Health Service, City of Cockburn, City of Armadale, City of Greater Geraldton, City of Mandurah, City of Canning, City of Albany, City of Subiaco, City of Stirling, Public Sector Commission and Curtin University.

Learning outcomes

- Foster systematic, repeatable, sustainable and scalable approaches to innovation
- Identify the most powerful techniques to uncover the levers inside your company that fuel innovation
- Identify your strengths and areas for development
- Broaden your peer learning through group activities
- Identify ways to create and nurture a culture of experimentation and innovation — and sustain a more agile organisation
- Walk away with models and tools to assist you on your innovation journey.

Program fee

\$1,750 per person. Discounts are available for Curtin students and alumni, please contact the Executive Education team.

About the facilitator



Mr Brad Birt

Brad is Chief Operating Officer at a Perth-based technology company Genvis, and an Adjunct Fellow in Strategy and Entrepreneurship at Curtin's Faculty of Business and Law. He has worked extensively in public value contexts, including healthcare, higher education and public safety in Australia and Canada. He teaches in Curtin's MBA and Executive Education programs, and regularly speaks on topics related to innovation and entrepreneurship. Brad's research explores the nature and role of wisdom in entrepreneurs navigating uncertainty.

Scenario planning: foresight, strategy, innovation

Scenario planning is an approach designed to help managers and executives, across all types of organisations, to engage with uncertainty and contextual driven change.

Managing through uncertainty is increasingly seen as a critical strategic leadership capability.

The ability to make sense of the changing context, to avoid premature decisions and to identify the hidden, non-obvious, and counter-intuitive signals of contextual are the basis of ensuring the sustainability and success of an organisation.

This five-day masterclass is led by George Burt an internationally renowned strategy professor, who will provide participants with a hands-on application of the scenario planning process to build understanding and confidence to apply it in any organisation.

Who is the program for?

This program is designed for managers and executives from any organisation to help them engage with uncertainty (and disruption) and manage the organisation's strategic conversations in the future.

Learning outcomes

- A deep understanding of the scenario planning process and its role to manage strategic conversations
- An understanding of how to develop and apply scenarios for any organisation
- An understanding of how scenarios challenge managerial assumptions and compare the participants' perceptions of their 'client' organisation at the outset and at the conclusion of the module
- An understanding of how each individual participant copes with uncertainty and overcomes the emotional experience of an unknown outcome at the outset of the module
- A deep understanding of the process involved in "the gentle art of re-perceiving".



Program fee

\$5,200 per person. Discounts are available for Curtin students and alumni, please contact the Executive Education team.

About the facilitator



Professor George Burt

George is an internationally renowned strategy professor and a global scenario planning expert. George was appointed Professor of Strategy at the University of Stirling Management School in 2013 after spending 22 years at University of Strathclyde Business School. Preceding his career in academia, George trained, qualified and worked as a chartered accountant with Coopers & Lybrand (PwC) in Glasgow, West Africa and London.

Throughout the last 30 years, George has focused on developing an international reputation as one of the leading academic authorities on organisational learning and strategic foresight with scenario planning. George's research is derived from working closely with management teams who wish to collectively understand change in their external environment. Using the scenario planning process, George facilitates these management teams as they engage in exploring the volatility, uncertainty, complexity, and ambiguity that characterises their changing world.

“ I found this week-long masterclass to be both intensive and rewarding. I would highly recommend it to anyone seeking to improve their ability to get from simply knowing the problems, to recommending strategic solutions.”

Curtin Ignition



Curtin Ignition is an intensive, one-week training program for aspiring entrepreneurs, academics and corporate innovators to both trial and prepare business ideas for the commercial environment.

Ignition comprises of practical teaching sessions, expert clinics, mentor sessions and experienced advice and support from leading entrepreneurs and innovators. It will give you the tools, contacts and confidence to transform your idea into a successful business venture.

Who is the program for?

Aimed at founders of an early stage business and anyone with a specific idea for a new or improved product or service and a passion for developing that idea into a real business proposition over one intensive week.

You might be

- Thinking of starting a novel business
- Currently employed or at home and looking to propel your idea
- A student, graduate or academic considering your own venture
- Owner, founder or senior manager of an existing business considering diversification of products and markets, or a new venture.

By the end of the week, you will have a business plan presentation and a clear way forward for your business idea.

Learning outcomes

- Learn how to explain your business opportunity in commercial terms
- Learn a commercial approach in the development of innovative ideas
- Learn how to identify good opportunities in a short period with minimal investment
- Clarify your business idea and test it within a high calibre and safe environment
- Gain the inspiration, motivation and the tools required to commercialise your idea/innovation
- Develop key skills, to allow you to exploit new ideas in response to customer needs more effectively
- Make a significant network of contacts within the business community, the investor network and your peers on the program
- Increase your enthusiasm for your innovation and gain the confidence to plan your next steps.

Credit for recognised learning

When you complete this program and related assessments, delegates may receive 25 credit points (equivalent of 1 unit towards a Curtin MBA, MIBE and others).

For more information email ignition@curtin.edu.au.



Program fee

\$3,750 per person. Discounts are available for Curtin students and alumni, please contact the Executive Education team.

Your fee includes materials, mentoring, networking sessions, buffet lunches, drinks and the final celebration dinner.

This program is heavily subsidised by Curtin scholarship funding, Ignition sponsors and the generosity of many people contributing their time. Without this support, your financial investment would be more than double the program fee.

* In order to maximise your investment, be prepared to commit one full week to this intense and results focused program.

Scholarships

Each year there are a range of fully funded scholarships on offer to attend the Curtin Ignition program. Updated information on our sponsors can be found online.

Success stories

Success stories from graduates of the Ignition program include Rhinohide, SEQTA, ASX-listed company CVCheck, Still me by Nicola Cuthbert to name just a few!

“ I had an incredibly positive experience at Curtin Ignition. The program equipped me with a wealth of knowledge, wisdom and tools that have instilled confidence in my ability to succeed. The co-ordinators, facilitators, guest speakers and mentors were all exceptional, and their ongoing support still remains in place. It is a program that I will always remember and appreciate, I highly recommend.”

Natalie Fieldgate
Founder Spectrum Wear, Ignition Alumni
2023

“ Ignition was really the turning point for Rhinohide,” he says. “The networks that I managed to create and the confidence that the course gave me to steer my business in the right direction was invaluable.”

Marc Berryman



AI to drive business innovation

Artificial Intelligence (AI) is transforming the business landscape by enabling organisations to tackle complex challenges, innovate, and stay competitive. Practical knowledge of AI applications is becoming a crucial skill for decision-makers aiming to harness its potential.

This one-day masterclass provides participants with the tools and frameworks needed to apply AI effectively to real-world business problems. The morning session focuses on exploring key AI techniques for solving business challenges, alongside insights into emerging technologies shaping the future. In the afternoon, participants will engage in a hands-on workshop, where they will develop AI-driven solutions tailored to genuine business scenarios. This session integrates strategic principles of AI thinking and risk management, ensuring that solutions are practical, innovative, and aligned with organisational goals.

Who is the program for?

The AI-Driven Business Innovation Masterclass is tailored for professionals across diverse roles who are keen to harness AI's transformative potential. It's ideal for business leaders and executives looking to drive competitive innovation, managers and team leaders leveraging AI to identify opportunities, and innovation professionals integrating AI into long-term strategies. Entrepreneurs and start-up founders seeking to scale or disrupt industries, as well as industry specialists aiming to upskill in AI applications, will also benefit. Designed for those with a foundational understanding of business processes, this program welcomes participants from any technical background.

Learning outcomes

- Understand AI-Driven Innovation Strategies: Develop a deep understanding of strategies for leveraging AI to foster business innovation, informed by pre-class preparation and in-class lectures
- Identify and Evaluate AI Applications: Enhance the ability to identify potential AI applications in diverse business scenarios through group exercises and case studies
- Design and Propose AI-Driven Solutions: Gain hands-on experience in developing actionable proposals for AI-driven solutions to real-world business challenges

- Implement AI Solutions in Dynamic Environments: Strengthen practical skills by participating in simulations that involve implementing AI-driven solutions in dynamic business contexts
- Develop Strategies for Continuous Innovation: Learn collaborative techniques to create and sustain strategies for ongoing AI-driven innovation within organisations.

Program fee

\$890 per person. Discounts are available for Curtin students and alumni, please contact the Executive Education team.

About the facilitators



Dr Michael Borck is a recognised authority in information systems and artificial intelligence, with a career spanning over two decades in machine learning, software engineering, and AI-driven innovation. Dr Borck has held diverse

roles, including Software Developer, IT Manager, Consultant, Associate Lecturer, and Researcher, equipping him with a comprehensive understanding of both technical and strategic aspects of AI applications in business.

A Certified Professional of the Australian Computer Society and an active member of the IEEE Computer Society, Dr Borck has contributed extensively to the fields of image engineering, mobile mapping data, and object recognition through his research and publications. His practical expertise is complemented by a deep commitment to advancing AI research and its real-world applications.



Associate Professor Nik Thompson, Discipline Lead of Business Information Systems at Curtin Business School, specialises in Information Security and Human-Computer Interaction. With a background in computer science, his work bridges technical systems and human

behaviour, ensuring technology's success by prioritising user-centred approaches. His teaching focuses on management and operations, complemented by research that empowers individuals to interact securely and effectively with ubiquitous technologies.

Associate Professor Thompson brings expertise in leveraging AI to support effective decision-making and innovation. His research on human behaviours, cognitive processes, and technological interactions provides valuable insights for integrating AI into business operations. This human-centred approach enables organisations to harness AI tools while fostering innovation and enhancing project outcomes.

Design thinking for the modern leader

Design thinking is a powerful creative methodology that uses empathy to uncover deep customer insights and develop innovative solutions.

Do you want to learn from evidence based experts, about the human centred approach that, when applied to business, has seen the success rate for innovation improve substantially?

By applying this human-centred philosophy, you can start turning complex end-user problems into ground-breaking user-led products and services.

This program will provide you with an appreciation and understanding of the key elements of the design thinking process.

During the action-orientated program, your facilitators will guide you through the steps required to define a fixable problem, generate problem statements, and apply ideation techniques and prototype solutions. You will also get to see how design thinking is being applied by local industry with a case study from Bankwest.

Who is the program for?

This program has been developed for individuals and teams who would like to learn how to harness the power of design thinking in their organisation. Whether you're an entrepreneur or an intrapreneur, if you're responsible for driving innovation and growth, this program will help you achieve your goals.

Learning outcomes

- Gain an understanding of the key elements of design thinking
- Discover how to explore and apply design thinking in your organisation
- Learn how to supplement your current business practices with new, customer-focused approaches
- Understand how to define a fixable problem, generate problem statements, and apply ideation techniques and prototype solutions
- Develop the ability to identify new products and services that will add value to your new and existing clients.



Program fee

\$890 per person. Discounts are available for Curtin students and alumni, please contact the Executive Education team.

About the facilitator



Dr Louis Geneste

Louis is a Senior Lecturer in Innovation and Entrepreneurship at Curtin University and the course lead for the undergraduate management major in innovation and entrepreneurship and

small business start-up specialisations.

Louis' lectures and research is in the areas of entrepreneurship, innovation and small business.

Louis has been involved in small business for more than 20 years, having owned and managed a number of small and medium enterprises. Prior to a career in academia, Louis held various positions within the Human Resources department at Curtin.

Storytelling for enduring reputation success

In today's dynamic landscape, storytelling is a powerful tool that every brand, organisation, business, and individual can leverage to strengthen their reputation.

The foundation of impactful storytelling lies in creating a cohesive narrative that resonates deeply with audiences, builds trust, and connects seamlessly across channels. When done authentically, storytelling can build deep connections that amplify brand perception and loyalty.

Through hands-on exploration of popular apps and analysis of successful brand influencers, you'll learn how to stay ahead of digital storytelling trends. From TikTok to LinkedIn and beyond, this masterclass will empower you to tell your story effectively, creating a lasting impact on brand perception and loyalty.

Who is the program for?

This program is designed for executives or business owners responsible for managing their brand. It is also ideal for anyone interested in deepening their understanding of (digital) storytelling and reputation management to enhance their professional and personal brand.

Learning outcomes

- Define a cohesive brand narrative that aligns with core values, connecting all messaging to strengthen brand identity
- Identify key storytelling elements that resonate with diverse audiences, fostering memorable and engaging brand interactions
- Develop story creation skills to ensure clarity, maintain brand consistency and enhance storytelling impact
- Evaluate and adapt storytelling techniques based on insights from successful brands and influencers across digital platforms
- Leverage storytelling to reinforce brand resilience and trust, especially during challenging times
- Create audience-centred content that meets audience expectations, deepens connections, and fosters trust.



Program fee

\$1,750 per person. Discounts are available for Curtin students and alumni, please contact the Executive Education team.

About the facilitators



Associate Professor Katharina Wolf

Katharina is an Associate Professor and Lead of the public relations program at Curtin University. She brings 20 years of communication and media experience, spanning roles in Germany, Spain, the

United Kingdom, and Australia. Her research interests include community advocacy, civic engagement, diversity, and employability. Katharina's work as an educator and practitioner reflects her commitment to fostering meaningful connections and social impact.



Bridget Tombleson

Bridget is a Curtin University lecturer in public relations, with more than 20 years' professional experience in media relations, issues and crisis management, and strategy development across

government, corporate and consultancy roles in Australia and overseas.

Strategic innovation

The ability to make innovative strategic decisions and execute them effectively is vital for organisational success. Strategic decisions often emerge from aligning organisational capabilities with emerging opportunities in the market. However, the mindset required for comprehensive strategy – such as being detail-oriented or avoiding “analysis paralysis” – can conflict with the creativity needed for innovation.

Innovation is essential not only for identifying and developing capabilities and opportunities but also for capturing the imagination of key stakeholders, whose support determines the success of any strategy. It is equally integral to implementing strategies within the existing culture, people, and processes of an organisation.

This one-day masterclass equips leaders and teams to build a culture of innovation by evaluating their own, their team's, and their organisation's innovative thinking. Participants will explore strategic innovation, innovative approaches, and the key components of innovative capability, gaining practical tools to enhance creativity and innovation across their teams and organisations.

Who is the program for?

This program is designed for people who want to lead innovative thinking in their work context (hopefully that is everyone at some stage of their career) and those seeking to bring innovation to strategic decisions.

Learning outcomes

- An understanding of what innovative thinking means and why it's important in for organisations
- Innovative thinking evaluations and case studies by industry
- An in-depth understanding of the major elements of innovative thinking and organisational components of innovative thinking
- Understanding of the role of innovation in the strategy process and for strategic success
- A range of tools and approaches that participants can apply immediately and directly to grow innovative thinking in the workplace.

Program fee

\$890 per person. Discounts are available for Curtin students and alumni, please contact the Executive Education team.

About the facilitators

Dr Graham Ferguson is an academic at Curtin University who leads a team exploring innovative ways to provide services to unheard consumers including elderly people, people with disability, and people with mental health needs. This included working with technology providers, service providers, older consumers & families, advocacy groups, local authorities and government to run co-design workshops to identify and implement innovative thinking in under resourced areas. Graham has a breadth of experience in innovative projects with large transport, manufacturing and insurance roles including 10yrs as a strategy consultant.

Dr Ben Thomas is an academic at Curtin University within the Entrepreneurship, Innovation, Strategy and International Business discipline group. He has teaching experience at MBA, Postgraduate and undergraduate levels delivering courses on start-up business planning, strategy and leadership with a focus on practical application. His current research focus is developing a greater understanding of the entrepreneurial journey and the role of training programs in developing the key entrepreneurial skills required at each stage. Further, Ben cut his teeth as a founder in the wine industry, founding and exiting WA's first online wine marketplace, Vine Collective, and more recently wine production company, Berserkr Wines.



Environment, social and governance

Develop the skills, knowledge and frameworks to respond and facilitate environmental and social change within your organisation.



Understanding and solving complex problems

Houston, we have a problem!

We are living in an era of unprecedented complexity and interconnectedness. Some decisions we make might be so routine that we may make them without giving them much thought, but challenging or complex decisions demand much more consideration.

It takes practise to recognise complex systems and the challenges that come with embracing the unknown and facing novel situations that have many variables, with no one right answer. These are volatile, uncertain, complex and ambiguous (VUCA) environments and they present unique challenges and opportunities for professionals and their teams.

How do you make effective decisions amidst:

- Multiple and at times, competing factors in play
- Gaps in information or data
- New situations
- No single right answer
- High stakes and big consequences
- Stakeholder-rich environments.

This masterclass will provide evidence-based approaches to clearly identify the problem at hand and help participants apply effective decision making in VUCA environments.

Who is the program for?

This program is designed for those in public, not-for-profit and private organisations who have decision-making responsibility and who are looking for fresh ideas to resolve organisational problems. You might be in project management, a COO, operations, marketing, innovation, strategy, product development, a CEO, MD or a Board Member.



Learning outcomes

- A better understanding of the forms of complexity and some methods for managing them
- An appreciation of how complex problems differ from difficult problems and some approaches specifically designed to address these messy, wicked problems
- An understanding and hands-on experience of an approach which takes a systems thinking perspective and in turn, allows for deeper and holistic understanding of the situation, as well as assisting with the identification and assessment of options
- An opportunity to work on a current complex problem.

Program fee

\$890 per person. Discounts are available for Curtin students and alumni, please contact the Executive Education team.

About the facilitator



Professor Fran Ackermann

Fran is a Research Professor at Curtin's School of Management and Marketing. Her key research interests are in complex project management and systemic risk; and strategy development

concentrating on elements of strategy making. Within these areas, she conducts industry-funded research projects and delivers bespoke executive education programs.

She is a Fellow of the British Academy of Management, a senior editor of the journal *Decision Support Systems* and a former grant assessor for the Economic and Social Research Council (UK) and Engineering and Physical Sciences Research Council (UK). She has held positions at Bordeaux Business School, The University of Western Australia, Tillburg University and has research linkages with the University of Minnesota and State University of New York.

ESG and Sustainability – Mastering mandatory climate reporting

The growing importance of environment, social and governance (ESG) performance globally is real and long-term.

Over the last 15 years, ESG strategies and reporting practices have been recognised as an essential tool in evaluating businesses across all sectors including corporations, private practice, NFPs and government. In an operating domain marked by increasing environmental awareness and the resulting regulatory scrutiny, sustainability reporting has become a critical practice for organisations in Australia and accurate and transparent sustainability reporting (including mandatory climate reporting) not only shows a reporters' commitment to environmental responsibility, but also encourages trust among stakeholders such as shareholders, investors and consumers.

Essential to a robust ESG strategy is the

- identification of significant ESG issues important to stakeholders
- the subsequent formulation of targets and metrics to positively respond to these issues/risks
- the reporting and monitoring of businesses responses
- the auditing and verification of the reported disclosures.

This masterclass provides participants with not only the background to ESG and the regulatory frameworks which underpin it, but also practical strategies for ESG risks identification, measurement, mitigation, and the subsequent reporting in a meaningful way to stakeholders. Attendees will therefore leave equipped with the ability to meet the mandatory regulatory requirements and stakeholder expectations related to sustainability reporting.

Who is the program for?

This program is designed for businesses facing organisational change in the ESG sustainability area with a focus on ESG risk identification, mitigation and reporting/disclosures. The program will also interest those in a management, team leader or senior role tasked with getting the practices, procedures and details correct for their organisation's mandatory sustainability reporting and disclosures.



Learning outcomes

- Understand the benefits from ESG and its rising prominence and importance to multiple stakeholders
- Distinguish between the ESG regulatory frameworks, disclosures and compliance requirements
- Identify and assess ESG risks and develop ESG performance indicators and metrics
- Recognise the importance of the ESG auditing and assurance process
- Create an ESG strategy and align it to your businesses' outcomes
- Meet the requirements of the mandatory sustainability framework's reporting and disclosure obligations.

Program fee

\$1,750 per person. Discounts are available for Curtin students and alumni, please contact the Executive Education team.

About the facilitators



Professor Nigar Sultana

Professor Nigar Sultana is a Chartered Accountant with over 15 years of experience in tertiary education and research, specialising in sustainability, ESG regulations, and carbon accounting.

Her research on corporate governance, gender diversity, and environmental sustainability has been published in top-tier journals and featured on major news platforms. Nigar collaborates with government, corporate, and not-for-profit sectors to provide solutions in financial literacy, gender equity, and climate reporting. She is the Climate Action and ESG Lead at the Curtin Institute of Energy Transition and has received multiple awards for her research and industry engagement.



Associate Professor Harjinder Singh

Harj is a Chartered Accountant with over a decade of experience in public practice, including at a Big4 firm, before transitioning to academia. He specialises in sustainability, ESG assurance, and

carbon accounting, helping organisations adapt their reporting practices. Recent achievements include his appointment to the Australian Accounting Standards Board's Climate Research Expert List and developing Australia's first Natural Capital Accounting framework for the mining sector. Harj has also contributed to climate-related capacity building in Vietnam and Africa through the Australia Awards Short Courses.

Carbon accounting

Measurement, reporting and verification of Scope 1, 2 and 3 emissions

The Australian government has approved legislation requiring entities to include compulsory climate-related financial disclosures in their annual reports starting 1 January 2025.

This masterclass, designed for both established and emerging professionals in sustainability and environmental management, offers an immersive experience into the methodologies, tools, and best practices essential for understanding and managing the accounting, measurement, and reporting of Scope 1, 2, and 3 emissions.

Who is the program for?

This program is designed for leaders and managers heading organisational change in the Environmental, Social and Governance (ESG) area, and seeking to improve their understanding of carbon accounting with the goal of successfully operationalising carbon accounting solutions in their workplace.

Learning outcomes

- Understand how to measure, monitor, and report Scope 1, 2, and 3 emissions
- Address Scope 3 challenges and improve upstream and downstream relationships
- Apply effective carbon reporting methodologies, including boundary setting, materiality, and data requirements
- Set measurable targets for emissions and report performance using best practice frameworks
- Master GHG accounting aligned with international standards and regulations
- Gain expertise in Australian and global sustainability regulations
- Meet reporting and disclosure obligations within regulatory frameworks.

Program fee

\$1,750 per person. Discounts are available for Curtin students and alumni, please contact the Executive Education team.

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Ethics of AI

Artificial Intelligence tools are increasingly accessible across all industries and at all levels of organisations. All employees from entry level upwards now have access to many of these tools in all aspects of their working lives, embedded in everything from search engines to MS Office applications.

While these tools bring enormous potential for increased efficiency and profitability for organisations of all sorts, there are also enormous potentials for ethical missteps, negative outcomes, and public scandals. These challenges can be difficult to address without a clear set of guidelines and understanding. Given this, the need for control and governance mechanisms informed by regulatory requirements, public expectations and sensitivities, and best practice standards is vital.

While the outcomes of neglecting such risks can be seriously costly and damaging, these risks largely fall into a few familiar categories that are simple to identify and address given the understanding covered in this masterclass.

This masterclass will provide participants with a clear toolkit to predict, prevent, and manage such risks. Taking a better practice approach informed by recent scandals and the field of AI Ethics, this one-day masterclass will support participants through the process of creating a guidance toolkit and operational checklist for future projects that is customised to their own organisation, operations, and context. The toolkit and checklist will allow each participant and their organisation to predict and prevent such risks in future projects.

Who is the program for?

This program is designed for anyone who works in presentations that have already implemented automation or artificial intelligence of any kind as well as those who are considering doing so.

This program is also suitable for those who want to prepare themselves and their organisations now for such innovations in the future.



Learning outcomes

- An understanding of the key ethical concerns and risks associated with artificial intelligence and automation
- Familiarity with some of the key recent scandals in artificial intelligence and automation and their causes and how they could have been prevented
- An in-depth understanding of how to prevent such adverse outcomes
- Knowledge of the benefits of ethical approaches to artificial intelligence and automation and how to translate these to others
- A range of tools and approaches that participants can apply immediately and directly to predict and prevent such adverse outcomes from artificial intelligence and automation
- Proven methods for explaining such protections and methods to key stakeholders.

Program fee

\$890 per person. Discounts are available for Curtin students and alumni, please contact the Executive Education team.

About the facilitators



Dr Jacqueline Boaks

Dr Jacqueline Boaks has a background in management, training, consultancy and academia. She is passionate about sharing her knowledge on ethics, leadership and critical thinking and has taught at tertiary level for more than a decade. Jacqueline is the co-editor of Leadership and Ethics and has published widely on democracy, ethics and leadership.

Leading respectful workplaces

Curtin Bystander Project – Creating respect in the workplace

Respect is essential for fostering a healthy and productive work environment.

The Curtin Bystander Project focuses on the bystander's role in promoting respect and driving positive change. The training equips participants with the confidence to model proactive behaviour, encouraging their teams to take initiative and responsibility in challenging situations.

The program helps managers and leaders create an environment where open communication, individual accountability, and empowerment thrive. Participants learn how to set clear expectations, support team members in speaking up, and provide validation for those advocating for change, even in difficult group dynamics. This one-day masterclass explores the 'bystander effect,' shedding light on why individuals may hesitate to challenge entrenched attitudes, beliefs, and behaviours that normalise issues such as sexual harassment, bullying, and racism.

By understanding these barriers, managers and leaders can foster conversations, create opportunities for effective bystander action, and support meaningful cultural change in the workplace.

Who is the program for?

This program is designed for leaders, but it is also suitable for anyone who works with others in the workplace or as part of a team. This program is also suitable for those who simply want to increase their self-understanding and improve their performance.

Learning outcomes

- Where does workplace culture come from?
- Personal leadership – Understanding the importance of recognising ourselves as leaders in all areas of life, including work, social settings, and family
- Diversity, inclusion, respect, and belonging – What they mean and why they matter
- What is sexual harassment?
- What is bullying?
- What is racism?
- What is homophobic behaviour? – Understanding gender, sex, and associated challenges
- The bystander effect – Exploring its origins and research; defining a bystander and their potential influence; understanding why bystanders may not act (including fear and prioritising safety); introducing a framework for safe interventions with examples and scenarios; examining the impacts of action versus inaction.

- Showing support – How to validate and uplift those who speak up or take initiative.
- Demonstrating accountability – Setting examples through consistent and responsible behaviour.
- The continuum of abuse – Recognising patterns of escalation.
- Contributing to a safe and respectful workplace – Steps to promote a positive and inclusive culture.

Program fee

\$890 per person. Discounts are available for Curtin students and alumni, please contact the Executive Education team.

About the facilitators

Robyn Westgate is the Program Manager of the Curtin Bystander Project at Curtin University, promoting cultural change by empowering bystanders to prevent abuse and harassment. She holds qualifications in Criminology, Sociology, Education, and Forensic Psychology and is a key member of Curtin's Domestic Violence Communities of Practice.

A survivor of extreme abuse, Robyn is a trainer, advocate, and researcher specialising in bystander intervention, domestic violence, sexual harassment, and the societal impacts of pornography. She delivers programs across sectors such as mining, education, defence, and law enforcement and is a sought-after speaker and media contributor.

Sheldon Smith is Curtin University's Senior Diversity and Inclusion Advisor and Senior Advisor to the Curtin Bystander Project, specialising in Inclusive Practice, Family and Domestic Violence, Cultural Change, Gender, and LGBTQIA+ Inclusion. With over 30 years of experience as a trainer and educator, Sheldon chairs Curtin's Global Diversity Taskforce and LGBTQIA+ Advisory Group and is an executive member of the university's Domestic Violence Communities of Practice.

A thought leader and advocate, Sheldon has driven impactful policies and initiatives that champion allyship, gender equity, and LGBTQIA+ inclusion. His expertise and engaging communication style have influenced organisations across Australia and audiences in Indonesia, Vietnam, Cambodia, Nepal, and Mongolia.

Critical thinking for decision-making

Many project and business planning disasters have their roots in a lack of strategic thinking and in conceptual errors made at the start and in the planning stages.

But what does this caution look like? How can we avoid mistakes before they are made, predict outcomes and look for unknowns? How can we identify distracting noise or biases from the past and make well-informed decisions and plans? Under what circumstance is it right to trust our intuition?

The World Economic Forum ranks critical thinking and problem solving skills highest amongst desired employability skills for the coming years, including for the 50 per cent of workers that it estimates will need to reskill by 2025. McKinsey and Co note that surviving and thriving in the extreme uncertainty of the current environment requires clear and decisive thinking that can cut through noise and avoid the common biases that can undermine decision-making.

This one-day masterclass will teach participants some common, specific errors in thinking and ways to recognise and avoid them. There will be an exploration of common mistakes made in planning and decision making that we can all fall victim to; mistakes in thinking that are so common that they are foundational to the discipline of critical thinking that the World Economic Forum lists as essential future work skills.

Who is the program for?

This program is for decision makers at any level in organisations of all types. This program is also suitable for employees who wish to be better equipped for a transition into a more senior role in which strategic thinking is a core aspect.

Learning outcomes

- Understanding of the role of critical-thinking in sound business decision-making
- How to guard against biases and noise being overly influential in decision-making
- How to recognise thinking traps and avoid their influence
- To be better-equipped to make sound strategic and operational decisions.



Program fee

\$890 per person. Discounts are available for Curtin students and alumni, please contact the Executive Education team.

About the facilitators



Dr Jacqueline Boaks

Jacqueline has a background in management, training, consultancy and academia. She is passionate about sharing her knowledge on ethics, leadership and critical thinking and has

taught at tertiary level for more than a decade. Jacqueline is the co-editor of *Leadership and Ethics* and has published widely on democracy, ethics and leadership.



Dr Adam Andreotta

Adam is a lecturer at Curtin University. He has experience in teaching ethics and critical thinking to MBA and undergraduate business students.

His research interests include the philosophy of artificial intelligence, the ethics of big data, incivility and self-knowledge.



For more information

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