

mtlp
executive

MELBOURNE
TOURISM
**LEADERSHIP
PROGRAM**



MTLP EXECUTIVE LEVEL

Think big and adapt for the future in just three days

*Destination Melbourne invites your participation
in its very first executive level course of our award
winning Melbourne Tourism Leadership Program
— MTLP Executive*

WHAT IS THE MTLP EXECUTIVE?

MTLP Executive is an exclusive opportunity to radically redefine your leadership skills, through the creation of a future map for our visitor industry.

The future mapping process will take scenario planning for the visitor industry to the next level, and equip you with a range of leadership skills for your career, your team and your business.

The key to business sustainability is constant innovation, a future focus and a genuinely empowered team with the right skills. MTLP Executive will get you there.

WHAT CONTENT IS IN THE MTLP EXECUTIVE PROGRAM?

This pioneering program has been designed exclusively for Destination Melbourne, to inspire, empower and drive foresight centred leadership amongst executives within Melbourne's visitor industry.

MTLP Executive runs across three full days, working with you to:

- Develop a scenario based future map for the visitor industry
- Develop resilient business strategies that align with the future context
- Create a new future focused business model canvas for your organisation
- Adapt your own vision, mission and organisational structure to match the future map
- Create your team of tomorrow by identifying individual skillsets and relevant experience
- Develop personal action plan to lead with foresight.

WHO SHOULD APPLY FOR MTLP EXECUTIVE?

This program has been designed for business leaders who are responsible for strategic planning and leadership within their organisation.

The program is suitable for executives, directors, CEO's or business owners working within the visitor industry, as well as MTLP graduates within leadership roles, looking for the next career defining step. The content is not a repeat, but the next career defining step.

If your organisation is willing to adapt its business model and team structure to facilitate growth and resilience, MTLP Executive is for you.

A pre-requisite of the program is the commitment to complete 100% of the program content, over three days, plus undertake any required post workshop activities.

WHAT IS THE ELIGIBILITY CRITERIA?

- Applicants who can answer 'yes' to two or more of the following criteria are eligible to apply.
- Are you a CEO, director or owner of your business?
- Are you responsible for forming and implementing the strategic direction of your business?
- Are you the primary decision maker with responsibility and accountability for funding and financial outcomes?
- Are you the key or final decision maker who determines the structure of the business?

WHY APPLY FOR MTLP EXECUTIVE?

The tourism landscape in Australia is changing at a rapid rate. Who would have predicted the rise of digital disruptors like Airbnb and Uber, or the huge growth in Chinese inbound arrivals which have exploded from just 500 in 1976 to 1.2 million in 2016?

New tourism markets, innovations, disruptors and visitor expectations will all shape our visitor industry of the future. Through MTLP Executive, you will be empowered to steer your business into the future to meet these challenges head on.

You will come away with:

- A personal action plan
- A communication and engagement strategy to get your team behind you
- Knowledge on leading change and leading from your strengths
- An execution strategy to put your learning into practice
- Individual work plans, and
- A Personal Management Interview (PMI). The PMI is a tool that will guide you through the process of developing optimal time management and strong two-way communication



MTLP FACILITATOR

Mel Neil

Master Trainer & Coach

Mel Neil is an Australian positive psychology practitioner and consultant. She designs and delivers custom emotional intelligence and strengths based leadership programs. Mel co-designed and continues to facilitate the award winning Melbourne Tourism Leadership Program.

As a credentialed trainer in leading emotional intelligence and positive psychology, Mel also provides certified training, course facilitation and coaching.

Mel's innovative programs are recognised by peak bodies both domestically and internationally. She co-designed the first Australian Government accredited Diploma of Positive Psychology which is now delivered in the United Kingdom, Canada and New Zealand.



SPECIAL GUEST FACILITATOR FOR THE FIRST WORKSHOP

Paul Higgins

Strategic Foresight Consultant, Emergent Futures

Paul Higgins holds a Masters Degree in Strategic Foresight and is also a graduate of the Leadership Victoria Program.

Paul is a venture philanthropy partner at Social Ventures Partners Melbourne, and lead partner for their first investment. He is also a member of the advisory board for the Future Business Council.

Paul writes and presents regularly on future disruptions to business models, and consults to a range of organisations on how to think about the future. He is a guest lecturer at Victoria University on the disruptive effects of web technologies, and a guest lecturer at the Swinburne Strategic Foresight Masters Program.

Paul was President of Victorian Country Labor for five years and has served on a number of not for profit boards.

Program Outline & Schedule

AUGUST 7: WORKSHOP 1 – FUTURE FORECASTING

9am–5pm

Venue: Citadines on Bourke, Melbourne

Let's get future focused. Workshop 1 will see you participating in a collaborative group process to map the future of the visitor industry. A strategic process will be used to steer you away from traditional thinking and towards harnessing genuine foresight. The resulting future map will then become the backdrop of your work analysing your own organisation, product or service.

- How well placed are you to stay relevant and be successful into the future?
- Does your organisation have the right structure, the right people, with the right skills?
- Is your product or service going to be relevant and accessible in a way the future demands it to be?

From this place of insight, the next two workshops will be used to compare your current organisation with the industry future map, to develop a business strategy and personal work plan that is in harmony with the future context.

AUGUST 21: WORKSHOP 2 – ORGANISATION STRATEGY

9am–5pm

Venue: Citadines on Bourke, Melbourne

Now it's time to analyse your current organisation and strategy, and compare it with the future map created in Workshop 1. Using an innovative strategic tool called the Business Model Canvas, you will create a strategy for how to move from your current position into the future.

You will develop a new vision, mission and organisation structure for the future. This may involve a completely new approach, or an adjustment of your current position. Either way, you will be challenged to consider potential transformations to your organisation's structure, offerings and relevance, reflecting on what may need to change to meet the future.

SEPTEMBER 4: WORKSHOP 3 – POSITIVE LEADERSHIP

9am–5pm

Venue: Citadines on Bourke, Melbourne

The final workshop will take strategic thinking from an organisational level, down to the personal level. Be open and ready to be challenged!

In this program we will bust the myths surrounding leadership theory, and work with a scientifically and empirically tested way of leading others that increases the odds of better performance and wellbeing of both the leader and those being led.

You'll review your current personal skills, strengths, resources and analyse these against what is required for leading the future organisation and strategy you created in Workshop 2.

- How will you lead your team?
- How will you create and lead your organisation into the future?

Take away practical strategies and tools, to not only answer these questions, but carry out the necessary work to facilitate a strong, thriving, future focused business.

PROGRAM FEES

\$3300 per person ex GST

Includes:

- Expert facilitation by Mel Neil for three days
- Guest facilitator Paul Higgins for Workshop 1
- Printed workbook
- Personal Action Plan
- Communication and engagement strategy for your team
- Individual work plans
- Personal Management Interview (PMI)
- Business Model Canvas for your organisation
- All catering during workshops – morning and afternoon tea and lunch

BOOKINGS

Bookings will close on 13 July 2018.

A maximum of 20 participants will be permitted, and requires a minimum of 8 participants to run.

Full payment is required at the time of booking and it is non-refundable or transferable.

TERMS & CONDITIONS

MTLP Executive is subject to Destination Melbourne's standard and the program Terms & Conditions.

For further information, please contact:

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THANKS TO OUR PROGRAM PARTNER

This program has been possible thanks to our program partner Visit Victoria.



TO APPLY, PLEASE EMAIL SHARNA CROSBIE

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