

## LEADERSHIP

# Lead the way to the heights of success

A GREAT leader drives a business to succeed beyond what's generally accepted as possible. They look ahead but don't leave others trailing in their wake, sharing their knowledge and empowering the team to succeed. They know it's not just about themselves.

But leaders in the Australian workplace are facing a new set of "do or die challenges" that can't be ignored, according to Emeritus Professor Gary Martin FAIM, CEO and Executive Director Australian Institute of Management Western Australia (AIM WA).

AIM WA is a private, not-for-profit, membership-based organisation dedicated to building leadership and management capability through learning and development programs and services.

"These challenges have made the concept of leadership different to what it might have been 20, even 10, years ago," Prof Martin says.

"Leaders need to stay ahead of the game when it comes to using technology. They have to source and weigh up global business opportunities, and work with teams to develop innovative product and services to meet increasing customer and client needs.

"All this takes place within a constrained economic context with very strong competition."

Prof Martin points out that leadership is not one blanket characteristic that cures all ills, but many different elements that must be present for an organisation's leadership to be considered adequate.

"Leadership can be learned but only if you have positive role models," he says. "If a good leader isn't in place people will instinctively revert to what they've known previously – whether that be good, bad or indifferent. So more and more organisations are looking to develop their people to meet the increasing challenges.

"They are recognising that strong leadership is essential for long-term sustainable business performance and are making use of a range of strategies to develop their leaders.

"These include coaching and mentoring, shadowing,



Geoffrey Robertson QC gives his keynote address at the 2017 AIM WA Business Leaders Summit.  
INSET: AIM WA CEO Gary Martin.

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Emeritus Professor Gary Martin

funding formal study (for example, participation in MBA programs), study tours, short courses, and of course participation in events like AIM WA's Leadership Summit (being held October 24 at the Hyatt Regency Perth).

"The Summit is an excellent way to learn how other leaders in the Australian community have responded to their challenges," Prof Martin continues.

"From politics to finance, football, advertising and start-ups, the Keynote speakers will provide lessons, insights and energy which attendees can apply to their own leadership journeys.

"It's all about leaders learning from leaders about how to respond to issues, challenges and opportunities that present in both their internal and external operating environments.

"Delegates will learn first-hand their challenges, issues and opportunities. How they have personally dealt with these and responded in a competitive time.

"Apart from the big picture challenges leaders face there are some day-to-day issues. For instance, leaders of today often feel isolated, they often don't get honest feedback from those around them, and many are criticised for not possessing emotional intelligence.

"Throughout the year AIM WA supports a growing number of members and clients across all industries through a diverse array of leadership and management programs, as well as consultancy, events and research activities, both here in Australia and offshore."

For more information about the AIM WA Annual Leadership Summit 2018 visit [leadership-summit.com.au](http://leadership-summit.com.au)

### SIGNATURE LEADERSHIP EVENT

## ANNUAL LEADERSHIP SUMMIT 2018

Join internationally and nationally recognised leaders for one amazing day of leadership insights and inspiration in Perth.

With Moderator **Tina Altieri**, Keynotes **Mark Bouris**, **Natasha Stott Despoja**, **Alan Kohler**, **Paul Roos** and **Russel Howcroft** and Panellists **Nicky Cusworth**, **Michelle Tremain**, **Alex Bates**, **Heather Zampatti** and more...

Take the insights, behaviour and energy of remarkable leaders back to your organisation.

#### BONUS OFFER

\*For a limited time, book a group of 10 and only pay for 8. Register by email to [afantasia@aimwa.com](mailto:afantasia@aimwa.com)

#### LIVE IN PERTH

WEDNESDAY 24 OCTOBER 2018 HYATT REGENCY PERTH

\*T's and C's apply. Limited to bookings made from Saturday 16th June through Friday 29th June 2018.



Where will AIM WA lead you?



Australian Institute of Management  
WESTERN AUSTRALIA