Institute for **Tourism Leadership** Australia

Tourism Leadership Futures

Creating Dynamic Teams and Strong Regional Networks

*The Institute for Tourism Leadership Australia's **one day workshops** develop innovative, engaged and inspiring tourism and marketing managers to meet your industry and workplace challenges. Our **Tourism Leadership Futures – Build Dynamic Teams and Strong Regional Networks** workshop focuses on inspiring leaders connected in their tourism destination. Should participants undertake the according assessment, it also articulates to our leading Tourism-Centred Diploma of Leadership and Management for those that want to build a formal, nationally recognised qualification pathway.*

The Approach

Team dynamics, functional roles and personalities can all combine with external politics, customers and industry pressures to challenge us. This highly interactive workshop covers:

- High performing teams are elusive. What differentiates a group of people from a team?
- Map your own team(s) against the High Performing Team ideal.
- Assess your Social Communication Style (Driver, Guardian, Integrator, Pioneer).
- How does your social style help or hinder your growth as an inspiring and networked leader?
- Adjust your interpersonal communication styles to support the work team and build tourism networks.
- Stakeholder Mapping Tool - differentiate your time allocation, focus and messaging for different stakeholders.
- Project Stakeholder FOR and AGAINST Analysis.
- How does FOR and AGAINST Analysis inform your building of industry, government and workplace relationships?

The Benefits

- Acknowledge the tourism sector's very real challenges, their potential impact on your organisation's sustainability and destination's growth.
- Tailor your social communication style and messaging to develop effective relationships in teams and networks.
- Manage your industry networks better.
- Use a rules of conduct tool to work through a set of basic behaviours for your team.
- Enhance your leadership ability - new skills are immediately applicable and underpin future performance.
- Assess your own and your team's stage of development and set personal and team growth plans.
- Facilitated by leadership consultants highly experienced in the sector.

Suitability

- Leaders and staff in the tourism/destination marketing sector.
- Intact teams (we can tailor this in-house).
- Regional Tourism Organisations.
- Local Tourism Organisations.
- Regional local councils tourism and industry development units.
- Visitor Information Centre Managers.
- Those who may aspire to progress and formalise leadership and management skills in the future.

For more information contact **Leigh Bennett 0438 712 738**

Institute for **Tourism Leadership** Australia

Tourism Leadership Futures

Creating a Local Tourism Plan

*The Institute for Tourism Leadership Australia's **one day workshops** develop innovative, engaged and inspiring tourism and marketing managers to meet your industry and workplace challenges. Our **Tourism Leadership Futures – Creating a Local Tourism** workshop focuses on equipping tourism leaders with the necessary skills to effectively create and implement a local tourism plan. Should participants undertake the according assessment, it also articulates to our leading Tourism-Centred Diploma of Leadership and Management for those that want to build a formal, nationally recognised qualification pathway.*

The Approach

Team dynamics, functional roles and personalities can all combine with external politics, customers and industry pressures to challenge us. This highly interactive workshop covers:

- Effectively gather and interpret research to support tourism planning;
- Master the skills needed to develop a local or regional tourism plan, developing an understanding of issues and an appreciation of necessary infrastructures;
- Use a strategic focus on the long term operation of tourism as an industry in communities, considering community costs and benefits;
- Gain the skills and knowledge necessary to develop an effective and realistic tourism plan in consultation with the community; and
- Learn to implement actions whilst monitoring tourism activities against the plan, adjusting activities accordingly.

The Benefits

- Gain an understanding of the factors that impact on the effective design and implementation of a local tourism plan.
- Acknowledge the tourism sector's very real challenges and its impact and benefits.
- Understand the roles of key stakeholders in the tourism planning process.
- Appreciate tourism infrastructures that should be considered in tourism planning.
- Develop an understanding of the environmental, social, cultural and economic aspects of the area that impact planning.
- Facilitated by tourism and leadership consultants highly experienced in the sector.

Suitability

- Leaders and staff in the tourism/destination marketing sector.
- Intact teams (we can tailor this in-house).
- Regional Tourism Organisations.
- Local Tourism Organisations.
- Regional local councils tourism and industry development units.
- Visitor Information Centre Managers.
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Tourism Leadership Futures

Creating Engaged and Positive Workplace Culture

*The Institute for Tourism Leadership Australia's **one day workshops** develop innovative, engaged and inspiring tourism and marketing managers to meet your industry and workplace challenges. Our **Tourism Leadership Futures – Creating Engaged and Positive Workplace Culture** workshop's premise is: Inspiring leaders, lead great tourism destinations. Should participants undertake the according assessment, it also articulates to our leading Tourism-Centred Diploma of Leadership and Management for those that want to build a formal, nationally recognised qualification pathway.*

The Approach

Workplace culture is complex, so let's start with what we can influence - you. This highly interactive workshop covers:

- An understanding of our Workplace Cultural Traits, insights into hidden norms and how to engage staff!
- How to deal with the 4 archetypical positions in the workplace (Prisoner, Whinger, Survivor, Volunteer).
- Leadership styles for tourism workplaces.
- What are the traits of the ideal workplace?
- Neuroscience - how do moods and emotional climate affect culture and productivity?
- What effect do external stakeholders have on morale, staff stress levels and resilience?
- Assess your levels of Social and Emotional Intelligence.
- Identify practical, behavioural measures for team norms of Emotional Intelligence.
- Build a plan to create a positive, engaged tourism and marketing workplace.

The Benefits

- Acknowledge the tourism sector's very real challenges, their potential impact on your leadership style and your staff, then do something about it.
- Map staff levels of motivation and engagement.
- Learn from peers on ways to build productivity and a bent for change and innovation.
- Build a bridge to engagement, the platform of great leadership.
- Become a more resilient leader.
- Enhance your leadership ability - new skills are immediately applicable and underpin future performance.
- Assess your own and your team's level of Social and Emotional Intelligence and map personal and team growth plans.
- Facilitated by leadership consultants highly experienced in the sector.

Suitability

- Leaders and staff in the tourism/destination marketing sector.
- Intact teams (we can tailor this in-house).
- Regional Tourism Organisations.
- Local Tourism Organisations.
- Regional local councils tourism and industry development units.
- Visitor Information Centre Managers.
- Those who may aspire to progress and formalise leadership and management skills in the future.

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