



# The Rob Hunt Transformational Leadership Development Program



**“The extent to which we  
invest in and develop our  
leaders is the defining  
factor for business  
success.”**

Rob Hunt, former Managing Director of Bendigo Bank

---

**Gain insight. Elevate your performance.**

Join us in 2018 for this exemplary professional and personal development program.

---



Be.Bendigo's Transformational Leadership Development Program is proudly named after Bendigo Bank's former Chief Executive Officer, Rob Hunt. Be.Bendigo wishes to highlight Rob's tremendous legacy, a legacy that has transformed Greater Bendigo forever and one that inspires and unites our business community.

Rob's leadership transformed the Australian financial services sector with the introduction of the Community Bank® model.

Community banking is one of the business initiatives that flowed out of some deep strategic thinking on Bendigo Bank's part about the role of communities in making business successful.

Rob's leadership was instrumental in the development of a range of Community Enterprise and Engagement models now used by communities across Australia to provide key infrastructure and essential services through local commercial structures.

These Community Enterprises provide communities with a framework and the cash flow, capacity and flexibility to address new economic opportunities and to enhance their own Community Balance Sheets.

Rob's wise words, "Prosperous businesses need prosperous communities" united thousands of businesses, families and individuals behind their local Community Bank and together they have collected and reinvested millions of dollars in the communities they serve.

Rob was appointed Chief Executive of Bendigo Building Society in 1988. At the time the organisation had \$500 million in assets, 32 branches, 250 staff and a market capitalisation of \$35 million.

By 2009 when Rob retired, Bendigo and Adelaide Bank had assets of around \$50 billion, more than 430 branches, 5,000 plus staff and market capitalisation of more than \$3 billion (around 100 times the value of the company Rob inherited).

Be.Bendigo and our team of facilitators and coaches are delighted to be working with Rob to bring this program to life.



"The program had a huge impact on me, particularly the first workshop about tuning in to self. I'm more aware of my leadership style and how that impacts others.

I look at things differently now and make better decisions. I highly recommend it."

**- Katie Johnson**  
Director, ESE Consulting

## Our Leaders deserve access to high calibre education and development



Every now and then an opportunity arises to join a truly Transformational Leadership Development Program alongside emerging business leaders from within our region.

Be.Bendigo is pleased to present the 2018 Rob Hunt Transformational Leadership Development Program. Emerging business leaders have the opportunity to gain a greater understanding of themselves, develop great networking opportunities with fellow participants, engage with some of Bendigo's Senior business leaders and increase their leadership effectiveness overall.

Rob Hunt needs no introduction. The former Managing Director at Bendigo Bank has truly transformed the approach of banking through the Community bank model and led the Bank through many mergers and acquisitions and changing economic conditions over a long period of time. His leadership and guidance has been sought by government, the banking industry at the highest level and many community organisations. Rob will be joined by Fabian Dattner, one of Australia's most respected leadership development experts to develop new insights into your strengths and weaknesses as a leader.

Traditional leadership capabilities alone will not be sufficient to prepare organisations for the challenges they will face now and into the future. The changing business environment will require a greater ability to juggle business, community and family commitments. Well prepared business leaders will not only meet these challenges but look to enhance their progress in a changing environment. This program will assist emerging business leaders greatly in meeting those challenges of the future.

Be.Bendigo is truly privileged to be working with Rob Hunt to share his experiences and insights throughout his personal journey as a leader. We look forward to working with you on this exciting journey.

**Dennis Bice**  
CEO Be.Bendigo



"Quite simply, the Rob Hunt Transformational Leadership program is a program worth doing! The insight gained through use of contemporary business practices and leadership techniques has provided me with valuable tools that I have applied in my life since. I thoroughly recommend anyone considering to undertake the program to do it, as it will certainly help you grow as a leader and most importantly as a person."

**- David Hancock**  
Contract Manager, CVGT

## Key benefits

- Clarify your short, medium and long-term goals – and work out how to get there.
- Strengthen your leadership skills to gain the most from your people.
- Develop your business strategy and gain skills to execute it.
- Find the time and skills to become proactive, rather than reactive.
- Identify opportunities for new markets and developing new products.
- Build strong business networks with other successful local leaders as well as leading industry experts.
- Improve your work/life balance and decrease stress.
- Achieve a full unit credit within a Master of Business Administration with La Trobe University.

## Learning methods

- Interactive sessions delivered by global, national and local business leaders.
- Intensive one-on-one coaching to provide feedback, unpack issues and consolidate key learning.
- Peer learning groups facilitate knowledge sharing and collaboration to ensure you have a powerful experience that drives results.
- Group discussions promote insightful debates that cement program learnings and challenge participants' assumptions.
- Experiential learning deepens your insights into leadership, strategy and change, providing opportunities to reinforce new learning.
- Feedback, including Human Synergistics diagnostic tools, increases self-awareness and strengthens your capacity as a leader.
- Reflection allows you to take time out, reflecting on your learnings in a broader context to identify issues and establish the way forward.



### Pathway into a Master of Business Administration with La Trobe University

Graduates of the Rob Hunt Transformational Leadership Development Program will be awarded one full unit credit within the Master of Business Administration Degree program at La Trobe University.

### Investment

The Rob Hunt Leadership Development Program costs **\$4,950 inc GST** and is inclusive of materials, sessions and catering. **Strictly limited Early Bird pricing available.**

## Program

Workshop

1

Mon/Tues

18/19  
June

### Setting the scene: tuning in to self



Under the guidance of Fabian Dattner, one of Australia's most respected leadership development experts, you will tune in to your purpose, strengths and direction. Having completed two diagnostic instruments prior to commencing the course, you will work with peers to develop new insight into your strengths and weaknesses as a leader. With Fabian's artful facilitation you will sharpen your commercial acumen and plan for further targeted development throughout the course.

Rob Hunt walks participants through his personal journey as a leader, through the transformation of Bendigo Building Society into Australia's fifth largest bank.

Fabian and Rob explore the mindsets, capabilities and leadership skills in play throughout Rob's journey and the resilience leaders need to manage the highs and lows along the way.

Participants identify an opportunity to grow or transform their business and set a personal leadership challenge.

**Outcome: Initial sense of purpose for the program, stronger sense of group collaboration, mini teams or triads established.**

### Life Styles Inventory

The Life Styles Inventory (LSI) identifies the underlying thoughts and motivations that guide an individual's behaviour. Often referred to as personal styles, management styles and leadership styles, these represent the essence of an individual's effectiveness. The quality of an individual's thinking and behaviour contributes greatly to that person's work performance. Fortunately, you have the power to change ineffective thinking and behaviour - the kind that can paralyse an individual's effectiveness. But first you need to know if what you are doing now is supporting or detracting from quality performance.

The Life Styles Inventory (LSI) is based around the Human Synergistics Circumplex, describing constructive, passive/defensive and aggressive/defensive behaviours. In the LSI, the feedback is normed against how 9,000 individuals have described themselves (LSI 1) and how 5,000 individuals have been described by 25,000 others (LSI 2). The LSI provides for self-description (LSI 1) and feedback from others (LSI 2).

Whatever the results, there is no doubt that LSI 1 promotes lasting performance change and improvement by increasing personal understanding of your thinking and behaviour. The beauty of LSI 1 is that, unlike many other self assessment tools, it provides a quantified measure for looking at strengths as well as self-defeating behaviours, so that you can further improve upon strengths and precisely target the areas in which you need to change. LSI 1 is part of the Life Styles System which has been successfully used by over 1,000,000 managers and 240,000 organisations in the past 20 years.

Participants will be taken through their individual results and implications/applications.

- Underlying thoughts and motivations that guide their behaviour
- Styles that represent their effectiveness
- What they are doing to support or detract from quality performance.

**Outcome: Clear understanding of personal, management and leadership styles and their place in leadership. Practical insights about how their patterns materialise practically. Review of personal plans.**

## Program

Workshop  
2

### Understanding change: tuning in to others

Mon/Tues  
16/17  
July

You will get deeply insightful strategies to influence behaviour change in whatever context you are working in enabling you to lead transformational change in small and large spaces.

Marry the diagnostic from program one, to a fascinating diagnostic on learning styles. Through an introduction to the Influencer Model, you will come to know your own learning style, how this affects your influencing and strategic skills. You will learn how to use this tool for impactful presentations.

Dynamic Q&A session with previous program alumni.

Workshop  
3

### Mastering collaborative leadership

Mon/Tues  
20/21  
August

The challenge for many leaders is finding time to do all the things that matter in life – relationships, self and work. Too often our work takes over and health and family can suffer.

This program brings together your sense of purpose, values and story, your interest and commitment to influencing, into a one-page summary of personal intent.

This is backed by a guided tour on building visibility, not as a theoretical exercise, but as a deeply personal exploration of who you want to be – to yourself, to your family, to your work and to your broader community.

You will learn the fundamentals of digital media and crafting your story so who you are and what you say about what you do are congruent and deeply satisfying.

Dynamic Q&A session with previous program alumni.



## Graduation

Monday  
8  
October

A deeply engaging and personally transformational conclusion to the program, shared with participants and guests.



“This program has helped me understand why I make decisions and act the way I do at work and at home which has led to some fantastic outcomes since completing the program. Getting comfortable being uncomfortable is an indispensable trait for leaders in the future and without really knowing yourself this would be impossible to achieve.”

- **Chris Rowlands**

Strategic Planner, City of Greater Bendigo Council

# REGISTRATION FORM



The Rob Hunt  
Transformational Leadership  
Development Program

Name

Organisation

Position

Address

Phone

Email

## PAYMENT DETAILS

CARD TYPE    VISA        MASTERCARD        AMERICAN EXPRESS   

NAME ON CARD

CARD NUMBER

EXPIRY

Payments due by:

\*Early Bird 1 (\$3,960)   

Early Bird 1 (\$3,960): 9<sup>th</sup> April 2018

\*Early Bird 2 (\$4,455)   

Early Bird 2 (\$4,455): 6<sup>th</sup> May 2018

Full Price (\$4,950)   

Full Price (\$4,950): 30<sup>th</sup> May 2018

\*Please note, Early Bird places are strictly limited and available on a "first come, first served" basis.

For further information please contact

David Hughes

Be.Bendigo

03 5442 7816

PO Box 113

Bendigo VIC 3550

[admin@bebendigo.com.au](mailto:admin@bebendigo.com.au)

[www.bebendigo.com.au](http://www.bebendigo.com.au)

## BE.BENDIGO

To improve the prospects of the  
Greater Bendigo business community.

To attract and retain investment  
and employment in Greater Bendigo.

To develop an environment of co-operation,  
goodwill and collaboration amongst  
Greater Bendigo businesses.