

good ideas put to good use



*New ways of thinking
to get your ideas to fly*

**AN EXCITING PROGRAM FOR
WOMEN AT WORK**

Many good ideas that could benefit organisations and the communities they serve never see the light of day. Research shows that women's ideas get less attention than men's. This practical program provides new ways of thinking to help develop and realise the potential of women's ideas and projects.

The program has been developed and organised by Ruth Spielman and Belgin Besim. Ruth is a Partner at Ideas at Work and Belgin is an Associate.

The inaugural program, conducted in 2023, has been acclaimed by participants and facilitators.

"I left each session feeling inquisitive, energised and empowered. The program was really beneficial for me and I would highly recommend it to my peers."

Meagan Merritt, Acting Manager -
City Strategy, Melton City Council,
2023 participant

"I witnessed firsthand the transformative power of turning ideas into action"

Claire Edwards, facilitator

2024 program

Participants will learn about:

- dealing with complexity
- the importance of context
- explaining an idea or project through storytelling
- the value of positive deviance
- making a compelling proposal

Benefits to participants

- learning from highly experienced facilitators
- new ways of thinking about old problems
- practical actions to apply at work
- improved communication through storytelling
- having ideas critiqued in a supportive environment
- hearing from participants with a range of ideas and projects

Benefits to participants' organisations

- staff with additional tools to do their jobs such as report writing, strategic planning, managing teams
- staff who are confident in dealing with complex situations
- fresh ideas to benefit clients, customers, the community and the organisation
- support gender equality and equal opportunity goals
- support learning and development goals

Who should attend

Women and gender diverse staff at all levels across all disciplines and roles

"It broadened my toolkit for addressing challenges... and instilled a heightened confidence in making a meaningful impact."

Wendy Castles, Project Manager
City of Whittlesea, 2023 participant

"...the best experience I've had in doing this work in more than a decade"

Sandy McDonald, facilitator

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FACILITATORS



Ruth Spielman

Ruth Spielman is a partner at Ideas at Work. She is qualified in Arts/Social Studies and in Urban Planning and has undertaken training in working with complex systems/issues. Ruth is an experienced leader with a focus on advocacy, collaboration and gathering the evidence needed to support a case. Ruth has held a range of senior leadership positions across strategic planning, community services and advocacy within complex organisations. She has worked for state and local governments, an alliance of councils, the not-for-profit sector and in private practice.



Belgin Besim

Belgin Besim is an associate with Ideas at Work. She has held a number of leadership and senior management roles over the past 30 years in the Education and Local Government sectors (RMIT and the City of Whittlesea), leading key strategic, advocacy, partnership and innovative initiatives and highly engaged and performing teams. Belgin has a strong commitment to public service and the desire to make a positive contribution to people's lives, organisations and community.



Sandy McDonald

Sandy McDonald, the Story Whisperer (www.sandymcdonald.com) is a life-long lover of stories. After 25 years' running a communications company, she found becoming a story-telling coach exhilarating. Twelve years on, her first middle grade novel, 'Min Barklin and the Silver Radiants' has taken Sandy on a three-year quest to learn all she could about the mercurial, and endlessly fascinating craft of becoming an author. She is currently working to support Min by building a tribe of young eco-warriors, based on what she learned from starting a world-wide community in 2008 called Knit-a-square. In 2014, she told the story of Knit-a-square at **TEDx Melbourne**, and published *Clans: Supercharge Your Business* about the power of purpose led story.



Dr Desley Lodwick GAICD

Dr Desley Lodwick GAICD, Coach and Adult Educator (www.desleylodwick.com) is a thought leader in coaching, leadership and adult development, a sought-after professional speaker with a history of inspiring, informing, and facilitating action based upon her ability to translate research into practical workplace actions. Desley has been a computer programmer, educational leader, business developer during the dot.com era, Managing Director and founder of a global IT company and now co-founder of Aberrant Learning. She has written *Contextualist Coaching For Complex Times* and has spoken at industry conferences and business events around the world.



Claire Edwards

Claire Edwards, Strategist, Designer and Futurist (www.claire-edwards.com) understands that the world we live in is a world where disruption and transformation is the norm, where we fight to keep a hold of the known, the understood and the certain. However she recognises that for many of us the urgency to change is increasing, presenting new complexities and challenges to be overcome. Claire sees Positive Deviants (those who manage to blend in yet have stand out outcomes) as a seed of hope in a world that needs to change.

“I learnt new ways of talking and thinking about my projects and ideas which helped me to better communicate them to others.”

Liz Carroll, Social Planning and Policy Projects Officer, Shire of Mitchell, 2023 participant

“A breath of fresh air to facilitate because the topics were carefully curated with women in Local Government”

Dr Desley Lodwick GAICD, facilitator

Dates and duration

Four sessions over three months will be run on Wednesdays from 9.00am to 4.30 pm.

Dates

17 July
7 August
28 August
18 September

Cost

The Early Bird cost to attend the four sessions is \$2400 (register by 26 June).

The cost after 26 June is \$2600.

Venue

Oxford Scholar Hotel upstairs meeting space, 427 Swanston St Melbourne, opposite RMIT.

The venue is fully accessible and there is easy access from Melbourne Central Train Station

WE ARE ALSO OFFERING TO:

- run the program in regional areas for women who work across a region
- run the program for women staff in one team or across an organisation or a business
- consider options for adapting the program to meet your needs.

If you would like to discuss any of these opportunities, please contact us.

FURTHER INFORMATION

For further information about the Good Ideas Put to Good Use Program, contact:

Ruth Spielman

0407 324 178

info@ideasatwork.com.au

Belgin Besim

0409 519 184

Please also visit our website

ideasatwork.com.au for:

- the full comments from participants and facilitators
- the Program detailing content for each session

**BOOK
HERE**

ideasatwork.com.au

Ideas at Work (ideasatwork.com.au) is a service which can help critique, grow and prioritise the ideas at play in your workplace. We have experience and skills in research, planning, policy, advocacy and management. Strategic thinking, critical analysis and tapping into creativity underpin everything we do.

Ruth Spielman and Robin Inglis are the partners. Belgin Besim is an associate.

