

good ideas put to good use



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

**AN EXCITING PROGRAM FOR
WORKING WOMEN**

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 program will be facilitated by Ruth and Belgin, together with three highly skilled women:

- Sandy McDonald, the Story Whisperer
- Dr Desley Lodwick, GAICD, Coach and Adult Educator
- Claire Edwards, Strategist, Designer and Futurist

This acclaimed program was conducted with local government participants in 2023 in Melbourne and 2024 in Central NSW. We are now seeking interest to run the program with participants from a cross section of industries.

"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, participant

"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, participant

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

Wendy Castles, Project Manager City of Whittlesea, participant

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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 who work in any industry at any level in their organisations.

"I participated in these series of workshops to get an idea off the ground, and with the support and wisdom from this group of people, my idea is now coming to fruition."

Karin Johnson, Team Leader Family Support Services, City of Port Phillip, participant

"It's rare for a program to have an immediate, lasting impact on the way one operates at work. The tools and frameworks discussed have reframed the way I approach communication and problem solving in my role at Council."

Erin Edgcombe, Human Resources Manager, Lithgow City Council, participant



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 Barkin 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 *Clars: 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.

SESSION ONE**STARTING FROM A POSITION OF STRENGTH**

Belgin Besim and Ruth Spielman

- Introduction to the program
- Stories of your experiences and successes
- A Framework to understand complexity – Ruth will explain the Cynefin framework – a way to understand the types of issues or problems you are trying to solve and how that helps to craft the most appropriate responses.
- Building on your strengths
- Exploring your creativity

SESSION THREE**MAKING PROGRESS ON COMPLEX CHALLENGES**

Dr Desley Lodwick GAICD

This session will discuss:

- Power – when it is too little, just right or too much.
- Assertive Conversations - combining collaboration, negotiation and influencing in an accessible template.
- Deep diving into a pond - how to face complexity by applying the Assertive Conversation template.

Further Information

For further information about the Good Ideas Put to Good Use Program, or if you would like to discuss how the Program could be adapted to your organisation's needs, contact:

Ruth Spielman
0407 324 178
info@ideasatwork.com.au

Belgin Besim
0409 519 184

Please also visit our website
ideasatwork.com.au for:

SESSION TWO**STORYTELLING AS COMPELLING COMMUNICATION**

Sandy McDonald

This session will explore the science behind why story works as compelling communication. It introduces the storytelling model as tools essential to succinct, relevant, storytelling that can boost your audience's recall and your credibility. In this session you will also complete and tell a story relevant to your idea, project, issue or challenge. It will demonstrate story at work and enable you to use the storytelling process in other situations.

SESSION FOUR**POSITIVE DEVIANCE**

Claire Edwards

This session is a collection of culture-shifting practices and perspective shifts designed to approach 'change' in some intentionally uncorporate ways. This session can help you embrace new ways of working that will enable your ideas to be heard. Packed with exercises and experiments, this interactive experience will guide you through the three phases of intentional Deviant discovery and development while helping you develop a host of new intentionally deviant skills. Let's face it, if conventional change management practices addressed the real needs of organisations, they would be working better for more of us by now. Intentional deviance at work will empower you to approach and make change in simple, doable, yet oddly exhilarating ways. It will unshackle you from counterproductive efforts and help you to start racking up early wins. In the process, it will help you expand your sense of confidence, purpose and personal potential.

REFINING AND FINESSING AN IDEA OR PROJECT – A CRITIQUIING PROCESS

Ruth Spielman

Ruth will take you through a critiquing process using a Complexity Theory process called Ritual Dissent.



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.