

Unit of Competency: BSBMGT605 Provide Leadership Across The Organisation

Purpose: To attain the skills and knowledge to demonstrate senior leadership behavior. This includes role-modelling professionalism and inspiring and motivating others to achieve organisational goals.

Key Learning Outcomes:

COMMUNICATE ORGANISATIONAL MISSION & GOALS

- **Establish & communicate links between business objectives & individuals responsibilities.**

In **Task 2**, in the role of Marketing Manager of MMI, you communicated, motivated, inspired & got buy-in from your small team via establishing the links between their individual/team responsibilities and goals; and the goals of MMI.

You used the following techniques:

- Group meeting & presenting to your team (course colleagues);
- Using PP slides & effective presentation skills;
- Being specific about the project – to successfully promote the Dip of L&M course
- Reinforcing the positive links between the individuals/team goals & MMI's goals
- Got buy-in by proactively seeking feedback and answering concerns from the team

POSITIVELY INFLUENCE GROUPS & INDIVIDUALS

- **Build trust, confidence & respect of diverse group via positive role modelling & effective communication & consultation.**

In **Task 2**, you build trust via you open/authentic communication, reinforcing the link between the team's goals & the goals of MMI, & via a consultative approach, seeking feedback/input & answering any questions from the team members.

BUILD & SUPPORT TEAMS

- **Define & Assign responsibilities. Create a positive & innovative team culture.**

In **Task 3**, you completed a Planning document which detailed how you and your team would deliver the Marketing of the new course of Dip L & M. This document included the following key points:

- Defining the role & responsibilities of your team.
- The required resources to complete the project including the budget required.
- Strategies to build a positive & innovative team culture.
- Strategies such as positive role-modelling to build trust & respect amongst the team.
- Setting and communication expectations
- Strategies to support your team.

In **Task 4**, you developed and implemented a strategy to resolve an issue at MMI. This also involved suitable team building, innovation, abiding by legislation and positive PR communication in the media and community.

DEMONSTRATE PERSONAL & PROFESSIONAL COMPETENCE

- Role model ethical conduct and great leadership in all circumstances – see NLogic's 17 key leadership principles
- Develop, document and implement a personal professional development program which included your SMART goals, the type & description of activity to achieve those goals, the timing and cost. For MMI, activities would include;
 - industry associations;
 - leadership network groups;
 - accredited/non-accredited courses related to leadership and management.
 - self-improvement via books, audio tapes, individual strategies, etc

In **Task 5**, you had to outline your leadership style and the specific responses/action you would carry out to address difficult unique issues. Great leaders have the courage to confront difficult issues calmly, methodically and promptly.