

The Symmes Report

The Creativity Revolution

Edition #1, February 2017

Virtual Innovation

Facet 5: BATTLE OF THE WILL...

World Business Forum 2017

Building Confidence in 7 Steps!

- *What do you want?*
- *What are you good at?*
- *What's holding you back?*

MEET TRAIL BLAZER:
KAREN DUNN

The Creative Process

LETTER FROM THE PUBLISHER

JESSICA SYMES

2016 was an incredible year for Symes Group. I am so proud of Symes Group and how far we have come in the past 12 months.

We have supported women and men to take ownership of their lives through Symes Group transformative leadership programs, recruitment and team development programs, breakout sessions for conferences and executive coaching programs. We have strengthened our team to include inspiring, vivacious, intelligent and capable women.

On a personal note, 2016 was especially joyful as my family welcomed baby Joseph. I believe in living life the way in which you choose to be happy and so am enjoying navigating life of a business owner and of being a mother of three boys! I'm a firm believer that happiness and contentment is a mindset. It's easy in life to focus on what is not going right, the things that are out of our control. Having a newborn again is a reminder of this, being sleep deprived, not getting enough done. But it's all a question of perspective and attitude. On a daily basis I do this checklist- What am I grateful for? What is in my control today? This fuels me with the energy and contentment to live a fulfilled life.



It has always been my dream to create and publish a magazine. Reading through the stories of our amazing clients and collaborators I am re-inspired by their energy, creativity, tenacity and authenticity.

Congratulations to the team and to editor Barbara Harvey for bringing this first edition together. Happy reading!

Jess

LETTER FROM EDITOR

BARBARA HARVEY

So many stories....Every time the Symes Group team work with individuals or groups we can't help but think, "Wow! That person's story is amazing...how do we **celebrate** that?"

Jess had always dreamed about publishing a magazine that would celebrate the incredible individuals we encounter in our work. And one thing I know about Jess, what she dreams, she does! And so this is the first edition of The Symes Report a celebration of people, thoughts and stories.

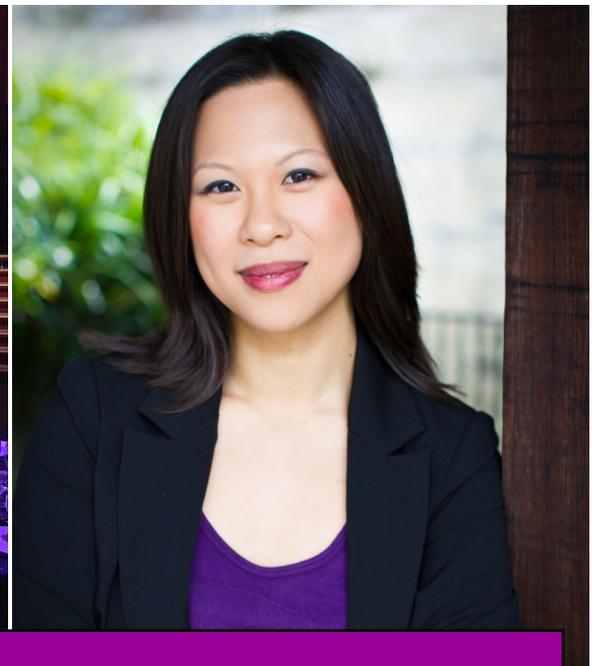


Thank you to all the individuals I have interviewed and photographed. Thank you for letting us into your world.

If you have an interesting story about how Symes Group work has impacted your life, do get in touch! barbara@symesconsulting.com.au

Barbara





Pearl Tan: Woman of Influence

Congratulations to our own Pearl Tan (senior consultant for the Symes Group) for being selected as Australian Financial Review Westpac 2016 Woman of Influence. Pearl was nominated for her incredible work in bringing about greater diversity in the Australian entertainment industry. One hundred women were selected in 10 categories including board and management, social enterprise and not-for-profit, business enterprise, public policy, innovation, young leader, global, local/regional, diversity, and a new category arts, sports and culture.

"She puts diversity in the spotlight"- Pearl Tan

Pearl is a passionate advocate for diversity in the arts through her work as a practitioner in the screen industry as a director, actor, producer and through roles such as co-chair of the Equity Diversity Committee (Actors Union) and as the diversity patron for Women in Film and Television (WIFT).

"I wanted a more positive and open dialogue so that true progress could be made as opposed to lip service, out of fear. So, I decided that I had to step up rather than sit back passively disgruntled."

Congratulations Pearl, we are so proud of you and the work you are doing in this space.



North Shore Drama teachers for term 1 2017

North Shore Drama is excited to welcome Dannielle Jackson and Kate Sherman to share their wonderful knowledge, enthusiasm, and skill with the North Shore Drama performing arts program for children and young adults and the adult acting program. Here's some more info about these talented women.



Dannielle Jackson is an acting graduate of QUT. Dannielle has worked extensively as a professional actor, puppeteer and physical performer for the past 10 years touring Australia with leading theatre companies such as Monkey Baa, Theatre of Image and Michael Siders Presents. She has facilitated drama workshops with the National Rugby League, Warrah Steiner School and the Australian Film Television and Radio school and is currently studying drama therapy. Dannielle has a passion for the power of storytelling, theatre and healing and is thrilled to be joining the North Shore Drama family.

Kate Sherman is an actor, multi-disciplinary performer and performance maker. A graduate of NIDA and VCA, Kate has most recently performed in and co-created the show *Animal* at Theatre Works and performed in *Ruby's Wish* at Downstairs Belvoir. She co-collaborated on a work entitled *Genius* for the Festival of Live Art (FOLA) with Neurodiverse performers. She has worked with companies such as Performance Space (a real-time game and multi media performance entitled *Wayfarer*), STC (*Macbeth*), Downstairs Belvoir (*Checklist for an Armed Robber*), Erth Visual and Physical Inc (*Gargoyles*) and *Legs On The Wall* (*Beyond Belief*, *My Bicycle Loves You*), Campbelltown Arts Centre and has also worked in film and TV.



NORTH SHORE DRAMA'S 2017 PERFORMING ARTS PROGRAM



4 X 8 WEEK TERMS OF EITHER SATURDAY MORNINGS OR WEDNESDAY AFTERNOONS ENDING IN NORTH SHORE DRAMA'S HIGHLY SUCCESSFUL END OF SEMESTER PERFORMANCES.

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6-8 YEAR OLDS - WEDNESDAYS 4PM OR SATURDAYS 10AM.

9-12 YEAR OLDS - WEDNESDAYS 4:45PM OR SATURDAYS 10:45AM.

13-17 YEAR OLDS - WEDNESDAYS 5:30PM OR SATURDAYS 11:30AM.

FEE: \$185 TERM 1, \$355 FOR TERM 1 & 2 OR \$675 FOR ALL 4 TERMS IN 2017 (GST INCLUSIVE).

TERM COMMENCEMENT DATES: 8TH FEBRUARY, 3RD MAY, 26TH JULY AND 18TH OCTOBER 2017

VENUE: 113B WILLOUGHBY ROAD, CROWS NEST • PH: 1300 657 934



www.northshoredrama.com.au

NEWS

SYMES GROUP PARTNERS WITH THE WORLD BUSINESS FORUM 2017

Malisa Mlinaric is the general manager Australia at WOBI, Australia. WOBI (World of Business Ideas) helps senior-level executives and companies throughout Australia and New Zealand by updating and improving their management knowledge across key topics. Symes Group caught up with Malisa to find out more about what she does and what we can expect from the World Business Forum 2017.

What was your career path to get here? Was this an expected career journey for you?

Growing up in a small country town near Wagga Wagga, I spent most of my spare time working in my parents' mixed business. I was also fascinated by hotels, so I studied business management at the International College of Tourism & Hotel Management in Manly, Sydney (now known as ICMS). I went on to work in hotels briefly, then I spent most of my career in sales roles within training centres, publications and up until four years ago, healthcare events. When I was offered the opportunity to work on launching the World Business Forum Sydney with an incredible business program containing Michael Porter, who I studied at college, it was like any business students' dream come true.

Who have been the most inspiring speakers?

I couldn't specify just one, they have all been extraordinary. One thing that I have learned after meeting most of these incredible speakers is that sharing your success and failures with like-minded peers helps each other grow, by acknowledging key learnings from our experiences, in order to forge your own path forward.

What can the delegates expect from the World Business Forum 2017?

Our theme for this year is Be Beta. In the Beta era, change is accelerated and transformation is constant, and reinvention, innovation and risk form a part of our routine on a day-to-day basis.



Malisa Mlinaric, general manager WOBI Australia

The content, lessons and new way of thinking you will receive from Daniel Goleman, Rosabeth Moss Kanter, Mohanbir Sawhney and Ian Williamson will blow you away. Most delegates walk away with three to five key takeaways which they will be able to apply to their organisations. It is one thing to read their books, but next level to see them live and if you're fortunate, to hear their thoughts on your challenges.

How can our corporate clients engage with the forum?

We tailor opportunities to suit each individual client as everyone has different goals. In addition to attending the World Business Forum, we offer customised industry-exclusive sponsorship and the opportunity for organisations to host private events for their executive teams and clients with our speakers whilst they are in the country.



"We are thrilled to partner with WOBI for the World Business Forum 2017. Many of the speakers sharing their ideas at the forum are heroes at Symes Group. It's going to be an incredible event, and we urge our clients to attend!"

Jessica SYMES



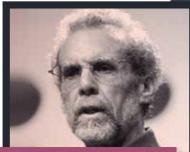
In 2017, World Business Forum will be exploring the idea of business in BETA.



ARIANNA HUFFINGTON
New Management
Co-Founder of Huffington Post Media Group



ROSABETH MOSS KANTER
Strategy
Harvard Business School
Professor of Strategy



DANIEL GOLEMAN
Emotional Intelligence
Leading authority on Emotional Intelligence



JIMMY WALES
Disruption
Founder of Wikipedia



MOHANBIR SAWHNEY
Innovation
Globally recognised business consultant



KEN SEGALL
Marketing
Former Ad Agency Creative Director at Apple



RANDI ZUCKERBERG
Digital Transformation
Former Director of Marketing at Facebook



IAN WILLIAMSON
Leadership
Leadership expert at Melbourne Business School

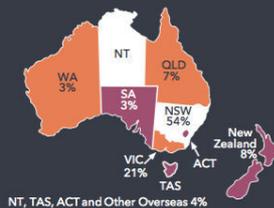
WHO ATTENDS?

YOU
YOUR BUSINESS
THE ENTIRE WORLD
ALL ARE IN A STATE
OF PERMANENT BETA

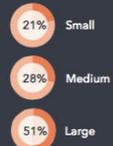
By Industry



By Location



By Company Size



99% of delegates said they would attend again
89% of delegates' expectations were exceeded or fully met

Source: World Business Forum Sydney 2016



WOBI presents:
World Business Forum 2017

Organised and curated by WOBI each year in cities across the Americas, Europe and Asia, the World Business Forum is a two-day event that brings together thousands of leaders united by their passion for business.

The World Business Forum focuses on the issues most relevant to today's business people, stimulating new thinking and inspiring action. It is a place of enriching interaction between peers that offers a unique experience designed to leave all those in attendance better prepared to face their own personal and professional challenges.

The theme for this year is **BE BETA**, and our program will be examining how to thrive in a world where change is accelerating and competitive advantages are increasingly transient.

**BE
BETA**

World
Business
Forum



31 May - 1 June, 2017 | The Star, Sydney

**ARIANNA
HUFFINGTON**

New Management

**DANIEL
GOLEMAN**

Emotional Intelligence

**JIMMY
WALES**

Disruption

**ROSABETH
MOSS KANTER**

Strategy

**MOHANBIR
SAWHNEY**

Innovation

**RANDI
ZUCKERBERG**

Digital Transformation

**KEN
SEGALL**

Marketing

**IAN
WILLIAMSON**

Leadership

wbfsydney.com

WOBI

World of Business Ideas

ISSUE 4/6 - JANUARY 2017

10% SYMES GROUP DISCOUNT: Use Promo Code SYMES10

CREATIVITY & INNOVATION



“An absence of diversity and diverse thinking has a direct impact on the creative results of the team.”

JESSICA SYMES

As Einstein’s final theory of gravitational waves has just recently been proven to be true, we find that one of his most famous statements to be enduring: “Imagination is more important than knowledge. For knowledge is limited to all we now know and understand, while imagination embraces the entire world, and all there ever will be to know and understand.” (Albert Einstein).

As we move towards 2020 there is no doubt that the entire workforce and organisations need to be more adept in the skills of critical thinking, creativity and complex problem solving in order to grow, thrive and survive.

Sir Ken Robinson, a global expert on creativity, argues that creativity is the crucial 21st century skill we’ll need to solve today’s pressing problems. And according to a report produced by the World Economic Forum, creativity will become one of the top three skills workers will need by 2020.

A lack of diversity and the presence of monoculture in an organisation will disable any potential creativity and innovation in that organisation. Symes Group has built a framework and methodology around the creative process and has defined a set of behaviours and capabilities connected to each step. The process is tangible and practical and can be applied by anyone.

It is our belief that the creative process needs to be the process by which businesses do everything. From big to small decisions The Creative Process should be the new, modus operandi of innovative organisations.

Jessica SYMES

Symes Groups'

TOP 5 creativity guidelines for boardroom brainstorming

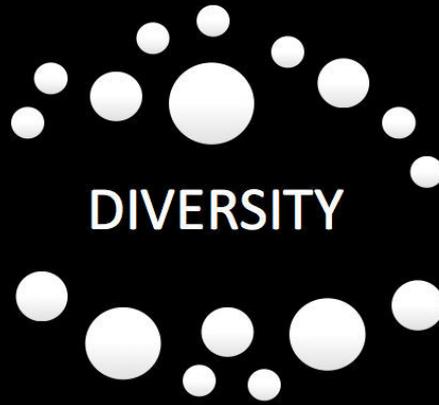
Lean into difference...

Never apologise for ideas

Don't start with a question, start with a statement

Embrace metaphors and abstract representations

Say yes and...



INNOVATION



Collaborating in comedy
Sam McCool (left) and Nicholas Brown

THE CREATIVE PROCESS

with...

actor, playwright, screenwriter, singer, songwriter and Symes Group performance expert NICHOLAS BROWN. A NIDA graduate, Nicholas recently co-wrote and starred in the comedy play *Lighten Up*. He shares with us what happens in his creative process.

LIGHTEN UP

...is a hilarious beautifully crafted play which played to sell- out audiences at the Griffin Theatre in December 2016. The written play is now for sale.

Where did the idea for Lighten Up come from?

There are big- picture ideas and there are smaller ideas. The big picture was to draw ties between Australia and India as both former colonies. On the smaller side, being Anglo Indian myself, I have always felt in between. I wanted to write a story about being in the grey and to celebrate that. I wanted to tell a melting pot story, about an Indian and indigenous family coming together and I wanted it to be funny.

What has been your creative process on this project?

When I first started writing 10 years ago it was just me. I would sit down and write every day until I finished the script. Years later I decided the subject matter was so heavy, I needed to approach a comedian to make it lighter, so I approached Sam McCool who does race- related stand -up. We got along really well and I decided to share my script. Sam as a performer needs to literally stand up when he is creating. So I would sit down and be on the computer talking him through the objectives of the characters, while he paced around coming up with hilarious s***. He would just pace back and forth and come back with gags and jokes and that's been our process collaborating.

What can the corporate world learn from the theatre?

If you want to do something and create something, don't over-think it. If there's a gap fill it. If you need to start a company, tell a story. Regardless of the hurdles, just do it, that's the link, don't sit around waiting, if you have something to say, say it!

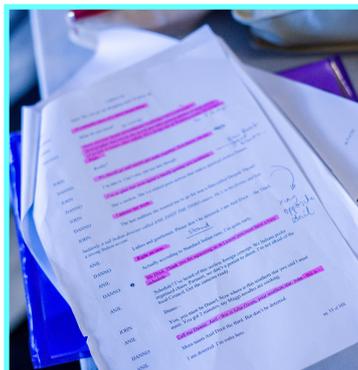


LIGHTEN UP COMIC PLAY WRITTEN BY NICHOLAS BROWN & SAM MCOOL

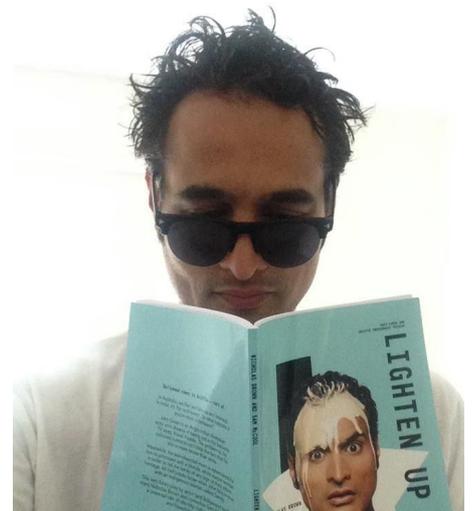
Nicholas sums up the project in three sentences:

It's a romantic comedy about owning your identity. It's about the relationship between a mixed race Anglo Indian man and an indigenous woman. He has major identity issues because of his skin bleaching Indian mum, and an Indigenous woman teaches him to be proud of his colour and identity.

Photography:
Johnny Diaz Nicolaidis
Make up & hair:
Kelly Bowman at Reload



[Click here to purchase a copy of the script for Lighten' Up](#)





Nicholas at Symes Group

In 2016, Nicholas worked with Symes Group as a creative consultant and performance and storytelling expert. During the first workshop he discovered that virtually everyone in the class spoke more than one language. Using the diversity of the group as the framework and catalyst for what the end performance was going to be, the group created *Around The World*. The production was self-devised and performed in multiple languages with very little English. It was a triumph of creativity. And the audience were bowled over by the result.

"It was extraordinary," said Jessica Symes, "It proved once again that communication is not bound by language and cemented the Symes Group fundamental formula that diversity leads to creativity which results in innovation."

Thank you Nick for your amazing work with us!



CEO and Founder of Symes Group, Jessica Symes will be the chair person for day one of the Women In Technology Conference, Australia on August 3rd and 4th.

We are delighted to offer Symes Group clients and Symes Report readers a special discount on tickets.

Head to:

<https://www.australianwomenintech.com>
to book yours.



Featuring Speakers From:

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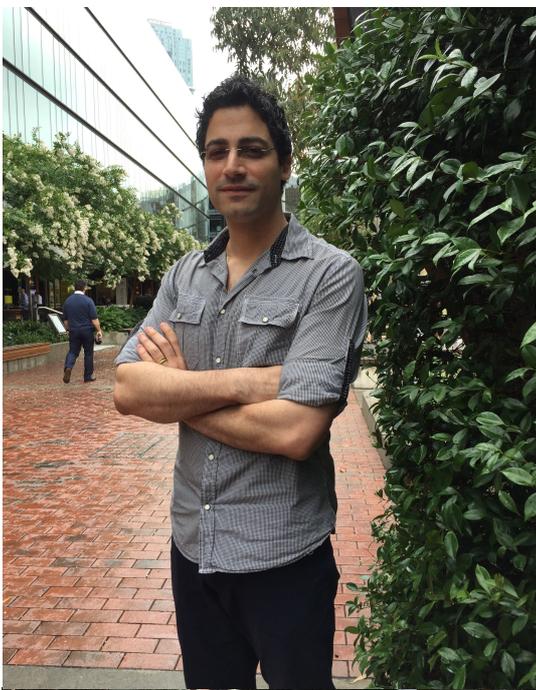


Deloitte.



VIRTUAL INNOVATION:

In Symes Group's signature Creativity and Innovation Series, to stimulate and put into practice the creative thinking process, the question is posed to participants: "How can you use artificial intelligence/augmented reality/virtual reality in your organisation?" The outcome of this exercise is always: diversity = creativity and creativity = innovation. To illustrate the point, participants catch a glimpse of The Flying Elephant produced by Ana Tiwary and Symes Group principal consultant Barbara Harvey. The Flying Elephant is an augmented reality adaption of the children's book Elephants Have Wings by Susanne Gervay, whereby a gorgeous 3D elephant with the help of technology leaps off the page of the book. Behind the technology is Sydney-based app developer Bachir Khoury.



IN FOCUS: BACHIR KHOURY

...leads a team of hand-picked designers, engineers and gamers that specialise in various areas of product development, from user experience, branding and design, all the way through to software development and product launch as the CEO/founder of Limpid Logic. He is one of the leading spokespeople in VR/AR technology. He is passionate about work, life and technology and works non-stop! Born in Lebanon, moving to Australia 12 years ago, Bachir brings a wealth of experience of gaming to his work and his incredible thoughts on the intersection of humanity and technology are in a word... inspiring.

Tell us about what you do and why you do it.

At Limpid Logic we believe that technology makes us more human and that we are responsible for what we create and bring into this world. We develop technologies and inventions that bring value and contribute to our daily life rather than take away from it.

What is happening in AR/VR in Australia?

Both the AR and VR spaces are hot in Australia at the moment, and of course all around the world. As for us, the most exciting part was getting hold of two HoloLens headsets, eight months before anyone else in Australia. And it is great to see that Microsoft HoloLens is finally available for pre-orders in Australia.

What is HoloLens and what does it mean for Australia?

HoloLens is an augmented reality headset developed by Microsoft. It's a self-contained, holographic computer, that allows you to engage with your digital content and interact with holograms in the real world around you.



"...TECHNOLOGY MAKES US MORE HUMAN"

What can we expect to see in the future?

While there seems to be great interest in both AR and VR, I honestly think AR is the next mass medium. That's because devices like the HoloLens are truly the future of computing:

We won't need mobile phones, we will be wearing them.

We won't need monitors at work, we will have multiple monitors all over the walls.

We won't need TV screens at home.

You could have a home theatre on any wall in any room. I watch Netflix on a huge wall at home and it feels incredible.

Why is AR/VR important and how is it shaping who we are?

I believe that humankind is an ever curious and fascinating species. We are constantly hungry, searching for meaning and new experiences. And I strongly believe that what we create, creates us back. We put out all these expressions, of art, poetry, technology and tools, which we reflect upon. Then

What does innovation mean to you? And what advice do you have

for companies who haven't embraced AR/VR/AI yet. Innovation is evolutionary, not revolutionary. It is an incremental change and improvement to an existing idea, process or product. It's the accumulated increments of those improvements, and the gap of knowledge that it creates (no one has seen it before), that creates novelty and eventually disrupts. It's like seeing your son every day growing up. When he's 18, you won't be shocked seeing how much he grew. But when you see your nephew at 2 months old, and never see him again until he's 20, you'll be shocked to see him and how much he'd grown.

“We are in the imagination age. Organisations need to prioritise innovation, and embrace creativity. It may seem unreachable, but it's not. There's a science behind it.”

Jessica **SYMES**

SYMES  **GROUP**
CREATIVE INNOVATION

**CREATIVITY,
DIVERSITY,
INNOVATION AND
THE CREATION OF
BRILLIANT IDEAS
MONDAY
3RD JULY**

9AM - 5PM
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113B WILLOUGHBY RD
CROWS NEST 2065

\$170 (GST INCLUSIVE) PER EVENT OR \$450 (GST INCLUSIVE) FOR 3 EVENTS
INCLUDES WORKBOOK, MORNING TEA, LUNCH AND AFTERNOON TEA

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WOMEN IN LEADERSHIP

Unlock Your confident creative self

Despite incredible capabilities, on the whole, many women in the workplace present a lack of confidence in their perceived ability to be leaders in their organisation. For many women, confidence is drawn from their life outside of work which is a life that is often not discussed. I believe that confidence can be learned and built upon. To help unlock your confident self try practicing my....

Jessica SYMES



7 steps to building confidence

When you are lacking confidence, sometimes it feels like you are standing outside a room of confident people, looking in, and you can't get in. You are locked out. Sometimes it feels like you have become a passenger of life and not a driver. Sometimes it feels like you are turning up for life but not living it.

I would like to share with you an overview of the 7 Steps to Building Confidence which, if followed all the way through, will start your journey towards becoming a more confident version of yourself. If you would like the full version of these steps with exercises click below:

Step 1: Know yourself The first step in the journey of developing your own confidence, is to know yourself. Techniques of understanding yourself include self-reflection exercises, strengths spotting, personal brand work and identifying your core values. It's a good idea to write these down and keep them at hand.

Step 2: What do you want? This is one of the hardest steps in the piece. Many people searching for confidence are living a life not aligned with who they are and the values that they hold. So it's important to identify and articulate: What life do you want to lead?

Step 3: What's holding you back? Now that you have a sense of who you are and what you want, you need to recognise what is holding you back from getting what you want. What perceived obstacles are in your way? What story are you telling yourself that holds you back? Is it true? Is it relevant today? Is it useful? Can you put aside that story and get a new one? The story that holds us back is also known as a self-limiting belief.



Click here for
the full version
and workbook
for Jessica
Symes'

**7 steps to
building
confidence**

Step 4: Goal setting Now you are at the point where you have to start turning thoughts into action. Goal setting is the pivotal point in building confidence. Articulating what you want and making a commitment to achieving it, is the bravest step and more often than not people get stuck on step 3 and return to step 1 for more self reflection.

Step 5: Build a strategy So how will you achieve those goals? Now it's time to be realistic about your strategy. Make a list of personal and external resources at your disposal that are going to be useful in working towards your goal. Personal resources could be: Courage, bravery, exceptional people skills, languages spoken, technical skills. External resources could be: Time, support, connections and access to industries.

Step 6: How will you achieve it? There's no avoiding this step, there's no quick fix. The only way to stick to your plan and achieve your goals is to work very, very hard. There are no free lunches in life, and there is no easy road. So once again, the only way to get there is to work, work and work. Now you are going to revisit your goals armed with what you do have and what you are going to have.

Step 7: Celebrate when you get there It's not enough in life to achieve and move on without stopping for a moment to acknowledge and celebrate what you have achieved. When you celebrate achievement you are actually telling your brain to recognise that self-efficacy has increased and that then sets in motion the increase in self-confidence. It is only with this final step, that the self-confidence boost will kick in.

Jessica **SYMES**

The 7 Steps:

- 1: Know yourself:
- 2: What do you want?
- 3: What's holding You back?
- 4: Goal setting
- 5: Build a strategy
- 6: How will you achieve it?
- 7: Celebrate when you get there

SYMES  **GROUP**
CREATIVE INNOVATION

**BUILDING
CONFIDENCE
THURSDAY
6TH APRIL**

9AM – 5PM
THE WHITE LOFT
113B WILLOUGHBY RD
CROWS NEST 2065

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JESSICA SYMES'

She Leads

She Leads Conference Event 2017

In Celebration of International Women's Day

Presented by
Jessica Symes
and her Team
Barbara Harvey
and Pearl Tan



The game changing inspiration that is revolutionising the way women take on life and career to get back in the drivers seat of their best self.

Tuesday 14th March 2017

9am - 5pm

The White Loft

113B Willoughby Road Crows Nest

\$170 GST Inclusive

Includes workbook, lunch, morning and afternoon tea and celebration drink upon conclusion.

“A cliché. Yes. But when I profess 'jess was born to speak, to entertain, to act, to encourage, to inspire and motivate'. There are no truer words to describe the larger than life persona that is Jessica Symes. I had the pleasure of attending a seminar given by Jess at the Career Expo on 17 October at the Sydney Showgrounds. I walked out of the seminar feeling somewhat high on 'positivity', ready to conquer the world - put my dreams into action and achieve them. Easier said than done. Absolutely! But her bubbly inspiring approach coupled with quality content and incredibly tips, I feel are now my proverbial flask to indulge in this new life that I feel empowered and confident to seek - wherever that may take me. Thank you Jess, sincerely. For the encouraging words, for giving me the booster I needed to disregard some of my fears and go forth and forge my new path in life. You are amazing and just the right kind of medication I needed at this stage in my life. Thank You again, I'm so grateful I stumbled into your seminar. You are truly inspiring.”
Ruth Spitzer



Aspire, ignite and thrive in a life and business that you choose and lead.

Join Jessica Symes, acclaimed leadership coach in her signature program that will inspire, energise, motivate and empower. If you are searching for confidence, direction or purpose this program will be the step up that you have been looking for. If you're wanting to refocus and clarify who you are and the life that you are leading then this is the opportunity to learn and engage in moving towards positive, purposeful change. This three part program will provide you the tools in which to achieve your goals and the confidence to be the best version of your self. If this sounds like what you have been looking for then enroll today and join the ever growing 'She leadership Movement'.

Morning Session:

Aspire

- Your Story
- Mental Models
- Limiting Beliefs
- Strengths
- Values
- Vision
- Purpose
- Your Sentence
- Personal Brand
- Goals

Mid Morning Session:

Ignite

- Personality
- Communication Styles
- Emotional Intelligence
- Compassion and Empathy
- Confidence
- Mindset
- Fear
- Choice & Self responsibility
- Powerful Relationships
- Resilience
- Mental Toughness

Afternoon Session:

Thrive

- Happiness
- Energy
- Intention
- Wellness
- Passion
- Gratitude
- Learning
- Business and Career
- Action Planning
- Networking and Celebration Session



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“It is my belief that every woman has the answers, instincts, skills and capabilities already within them to thrive in the workplace.”

Jessica **SYMES**



KAREN DUNN: TECH TRAIL BLAZER



Symes Group first met Karen in 2015 when they facilitated a series of workshops on presenting for the Westpac Group Future Female Leaders. We sensed she was a trail blazer, a she leader and she certainly has proved to be. An ex-marathon coach, Karen has stamina and grit that has seen an incredible career span decades and continents and through incredible changes in technology. Here's what Karen has to say about technology, leadership and running your own race.

How did you start your career?

After leaving school at 16, I did a data processing apprenticeship with Vauxhall Motors in Bedfordshire UK. My first assignment was in the pensions department, so I've always been in the finance area. It was replacing a lot of manual effort with programs and old style automation, It was hard, as many people were worried about losing their jobs. I stayed there until I my daughter was born and I decided I was going to give up work and be a full time mum. I don't know why I thought that. I did it for 10 months and it did my head in! I tried to

look for a part time role because I didn't want to totally leave my daughter but I wanted to have a career too. I ended up having to travel a really long way because you couldn't get a part time role at that time.

What are you most proud of in your career?

I think I'm most proud of my pragmatism, my work ethic, and my outcomes. One of my career highlights was being part of Marks and Spencer money. I was the program test manager on the card. That was a big thing. All my family could actually realise what I doing for a living, whereas when I said it before, they had no idea.

What do you think are the keys to leadership?

It's all about making people feel empowered that they are on the journey. That they're part of it.

Tell us about your experience in the She Leads program?

I work like a Trojan, then I go on training courses, I love to go on training courses, because you don't get an opportunity to stop and think when you're just working. I love the opportunity to step back, figure out if I can do a few things differently, come back and try them out. But you can't come back and then suddenly do it, because everyone will look at you as if you're daft!

For the first few hours of the first session of the She Leads signature program I thought "I don't really know why I am here", because I thought, "I've been there, done that." I was a director of a small organisation in the UK, and I had told myself that that's as far as I wanted to go in my career. I didn't want to go any further. I went into the workshop with a closed mindset. As Jessica worked through the morning, I started thinking about my branding: Who am I? Where am I going? I thought, "I can't stand up and say nothing." I had that horrible panic attack type of thing where I thought: "I haven't got anything to say." And then I started to think and look at things a bit differently. Because I love what I do, and sometimes when you love what you do, you have to leave behind some of the doing that you do to take that next step up.

It was good to listen to other people's views as well. And you've got different age groups, different cultures, all sorts of things, at play in the group that we were in. So that opened me up. I realised I had been given this wonderful opportunity to grow. I had been thinking: "close it off", and then I thought..."No I can't do that. I'm not done yet."

And where has that shift taken you?

So this journey has made me open my mindset and think: "You know what? Actually I'm in my mid 50s I can do more, it's not dial down... I'm still doing the same role within the enterprise testing services, but I'm the captain of that faculty now. I put my name forward to be a captain. And I ummed and ahed about whether I should just be a finder. But I thought, actually I want to be a captain. It took me a few weeks to apply. it was a bit like a Miss World, reading what other people had written about how they were going to change

this and change that. I thought I just need to be myself. I want to be able to participate, I want to be able to bring my knowledge, skills and experience to the fore, and learn and work with others. I got it and I was really really pleased. So that in itself has helped.

What do you want, moving forward?

One of the key things for me is that I want to be able to be adaptable in the organisation. I want to go to another area and help there or actively participate in things and learn and be a part of this game changing technology work that we have got going.



YOUR CHANCE TO WIN!

A spot for yourself and a colleague

@ YOUR BRILLIANT CAREER

Facilitated by Barbara Harvey and Jessica Symes

on Friday 12th May

at The White Loft, Crows Nest

Email

barbara@symesconsulting.com.au and tell us in 200 words or less why you want to enrol in this session!



Karen in action in the Symes Group "She Leads Signature Program" 2016

COMMUNICATION



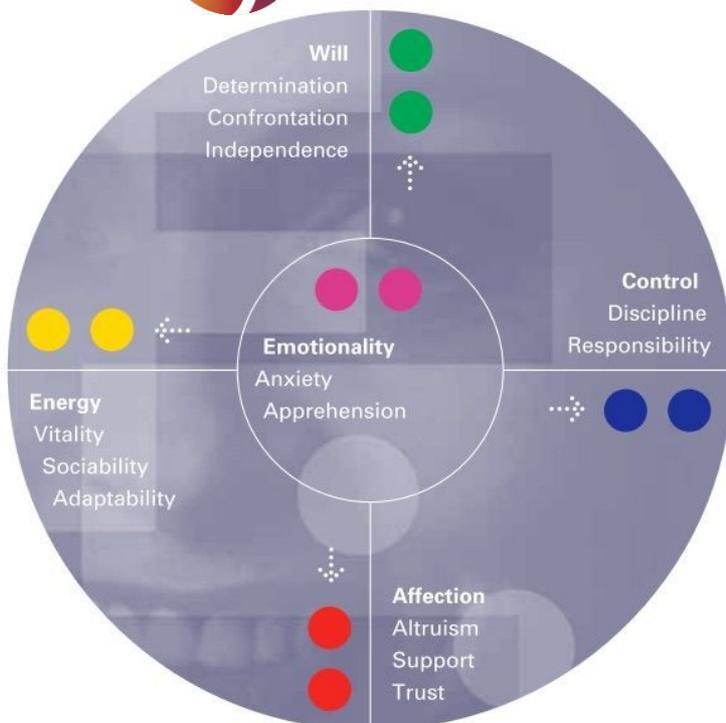
Principal consultant for Symes Group, Barbara Harvey, accredited in Facet 5 explains the tool and how it can help solve an ancient human question.... The starting point for any professional or career development is around this deceptively simple key question: **Who are you?**

There are many ways to explore this question in relation to our values and our strengths but the best beginning occurs with some work around personality theory. Facet 5 is a non-judgemental strengths- based personality tool which helps individuals realize their potential. While at Symes Group consultants are accredited in a variety of personality tools, Facet 5 is our tool of choice for reliability, validity and accessibility.

The five factor model of personality (or Big 5) is now widely accepted as the best way of describing the fundamental building blocks of personality. You can see the facets and their definitions in our diagram below.

Each factor sees a score of 1-10 whereby if you fall in the scale between 3.5-7.5/10 you are most like other Australians. Below 3.5 and over 7.5 you are more unique as compared to others. In each edition of The Symes Group we will feature a Facet 5 factor and explore how individuals manage life on various ends of the scale!

Recently Barbara caught up with two women, Trish and Hanan who work together using their low and high "Will" to achieve great outcomes!



Will

The driving force behind the promotion and defence of your own ideas

Strengths	Risks
High score Determined Assertive Decisive Independent	Domineering Stubborn Argumentative Opinionated
Low score Flexible Adaptable Accommodating Agreeable	Unassertive Submissive Indecisive Timid

High score

Dominant, determined, committed, and independent. Strongly motivated with firmly held beliefs. Characteristics are resolve, single-mindedness and goal focus. Less favourable qualities are stubbornness and rigidity of view.

Strengths: Good at setting objectives and pushing ideas through. Keeps ultimate objectives in mind, goal oriented, strong willed.

Risks: Can be stubborn, opinionated, arrogant, argumentative. Believes own ideas to be right.

Low score

People are flexible and willing to listen. They have few preconceptions, don't have strong views and can be talked out of things if strongly challenged. Some may see them as too easily convinced and dependent on others for support and direction.

Strengths: Good at seeing both sides. Doesn't jump to conclusions. Analyses very thoroughly before committing.

Risks: May seem to hesitate. Too easily convinced. Doesn't defend position. Over-analyses.

Battle of The Will



Symes Group met Trish Keown and Hanan Gayed at our Presenting With Impact workshop at Westpac Group in 2016. Included in the workshop was the use and support of the Facet 5 tool.

The session revealed that Trish and Hanan, who work together closely, have opposing Will scores and leverage their difference in the Will facet to work together effectively and to get great results.

Trish and Hanan are a perfect example of how opposite personality types can work together brilliantly, proving that diversity leads to collaboration. When talking about each other they are full of admiration and respect:

"I learn from Trish" - Hanan

"I respect Hanan" - Trish

These are just two of the many Symes Group clients who have benefited from Facet 5 in the past 12 months.



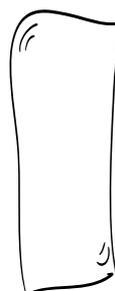
LOW.....WILL.....HIGH

Click here to inquire how
Facet 5 can work for you and
your organisation:



"Most people would
perceive that very
different personality types
would clash, but science
is proving that diversity in
teams leads to high
performance."

Jessica SYMES





TEAM SCAPE

Teamscape is a process that uses Facet5 behavioural profiles combined together for team development purposes.

TeamScope and its workcycle methodology bring to life the dynamics within a team. Using an individual's Facet5 profile it allows a meaningful comparison of team members on how they go about:

- **Generating Ideas** - how will they generate options and alternatives to a problem or opportunity?
- **Evaluation** - how will they evaluate those ideas? will they encourage a radical new approach or play it safe and risk free?
- **Decision Making** - how will they make decisions? will they decide quickly and take charge or approach it carefully and take their time?
- **Implementation** - and finally how will they go about implementing the decisions? Will they jump in and learn through trial and error or create a plan and take a considered approach?

TeamScope also provide information on:

- Tactics - how the delivery of the work is likely to be managed - will they rule free or rule conscious?
- Proportionality- likelihood of under-reacting or over-reacting to stress and pressure, and
- How the team is likely to respond to discord and conflict.
- The natural style of each team member - what they naturally will contribute and those areas that may make them less effective

"Teamscape can revolutionize the ways in which teams relate to each other, collaborate and deliver results."

Jessica Symes

THE HUMAN FACTOR



Andrew Payne, business analyst at the Royal Australian and New Zealand College of Radiologists (RANZCR) understands the need for honing our human based skills to stay relevant in the modern workforce. Skills which he he has worked on in the Symes Group Leadership Program at RANZCR. Andrew: "I think it is a fair assumption to say that we are moving towards an era where many professional tasks are being automated, and many skills will be made redundant."

Andrew: "I strongly believe that it will be the ability for people to not only interpret the output, but to convey this information to others that will be a key requirement for a successful career. The Symes Group workshops we attended focused heavily on providing the tools that we need to develop these skills to ensure that we can adapt to the changing business environment.

At RANZCR, our policy team will always have a human element to it. However, even some aspects of our core skills such as negotiations, may be automated in the future. Looking at my role, some of the AI technology being created will allow for deeper research and analysis, at a quicker rate, than can be performed by a human employee.

It is important that RANZCR continues to develop its skills in these areas to ensure that we are not disconnected from the human aspects of the processes and are able to engage effectively with others within the sector (both decisions makers and patients/consumers) to help shape government policy."

"Self awareness and understanding of others, usually known as soft skills, are in fact hard skills and in a way the hardest skills to learn and embed."

Jessica SYMES

in 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others



“Navigating a successful and fulfilling career is all about self-responsibility and goal-setting. You can do and be anything you set your mind to, but you must be accountable to yourself.”

Jessica **SYMES**

EXECUTIVE COACHING

Symes Group offers executive coaching which is goal focused and has been extremely advantageous to individuals in:

- **Career strategy**
- **Professional development**
- **Work/life balance**
- **Developing a Personal Brand**
- **Aiming for a Promotion**



Executive Coaching can be self-funded or sponsored by an individuals' manager/organisation.

"Executive coaching is often about identifying an element in the clients work life that is holding them back and needs to be cleared or understood. These can range from confidence issues to life/work balance and presentation skills. In every case the coaching journey involves the client learning key skills in emotional intelligence, effective communication and self responsibility which contribute to them achieving their goal and more..."

Jessica Symes

"Jessica combines an intuitive inter-personal understanding with significant skills in acting techniques and has received excellent feedback from the clients I have shared with her. I am very pleased to recommend her as a coach."

Craigie Macfie, **Senior Faculty at Australian Graduate School of Leadership**

"Thank you Jess, sincerely. For the encouraging words, for giving me the booster I needed to disregard some of my fears and go forth and forge my new path in life. You are amazing and just the right kind of medication I needed at this stage in my life."

Ruth Spitzer



› Presenting and Communicating with Authenticity, Confidence and Impact

Presented by Jessica Symes

Thursday 15th June 2017
9am – 5pm

› **Join CEO and Founder of The Symes Group in this highly successful program that unlocks individual authenticity, leverages unique strengths and supports the confidence to give you the edge in making every communication opportunity powerful and impactful.**



Symes Group's unique formula and methodology in talent development has been supporting individuals, teams and organisations to elevate their interpersonal, communication and presentation skills to exceptional levels, which the corporate sector demands in an age of consultation and collaboration. Impactful Communication Skills are and will continue to be the number one differentiating factor determining career and business

success. Being a subject matter or process expert is no longer enough and whether you have tried nothing or tried everything to find your more influential, inspirational self this is the program that will deliver.

Symes Group has over a decade of experience working with financial services, the health sector, information technology and telecommunications across Asiapac in supporting the way organisations, teams and leaders approach communication skills development to provide significant and strategic business results.

Don't miss this opportunity to work on your own personal brand, presentation and communication skills by leveraging your authenticity and unique strengths that will get you the results that you are looking for.

Lunch and workbook included.

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THE SYMES REPORT

We hope you enjoyed our first edition of
The Symes Report!

Please feel free to contact us with any feedback.
And we would love your stories!

barbara@symesconsulting.com.au

Join us on Facebook

See you soon!



2017 EVENTS CALENDAR



BARBARA
HARVEY



PEARL
TAN



SIRINE
DEMACHKIE



FOUNDER/CEO
JESSICA
SYMES

**FACILITATED AND
LEAD BY THE
INSPIRATIONAL
BARBARA HARVEY,
PEARL TAN,
SIRINE DEMACHKIE
AND FOUNDER/ CEO
JESSICA SYMES**

**SHE LEADERSHIP
– ASPIRE, IGNITE,
THRIVE
TUESDAY
14TH MARCH**

**BUILDING
CONFIDENCE
THURSDAY
6TH APRIL**

**YOUR
BRILLIANT
CAREER
FRIDAY
12TH MAY**

**PRESENTING
AUTHENTICALLY
FOR SUCCESS
THURSDAY
15TH JUNE**

**CREATIVITY,
DIVERSITY,
INNOVATION AND
THE CREATION OF
BRILLIANT IDEAS
MONDAY
3RD JULY**

**“I COMMUNICATE,
COLLABORATE,
INFLUENCE AND
LEAD WITH SKILL
AND CONFIDENCE”
TUESDAY
15TH AUGUST**

**THE THRILL
OF CREATIVE
LEADERSHIP IN
THE IMAGINATION
ERA
THURSDAY
14TH SEPTEMBER**

**“I AM
EMOTIONALLY,
SOCIALY AND
MENTALLY TOUGH
AND FLEXIBLE”
TUESDAY
24TH OCTOBER**

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