

AMI STEP UP LEADERSHIP PROGRAM™

Delivered by First 100

A leadership program to ignite tomorrow's marketing leaders by giving them the skills to catalyse their individual and collective potential.

www.ami.org.au



Strategic Context

The 21st century has gifted us a complex environment, dominated by unprecedented threat and challenge.

Given that the challenges are here to stay, we set out to equip emerging and mid-career marketing leaders with the mindset, skills and confidence required to navigate personal, corporate and societal change.

The result is the creation of the AMI Step Up Leadership Program™.

The world of marketing is changing quickly....

The essence of marketing lies in driving sustained success by translating strategy into consumer intimacy. It is evolving into a sophisticated domain in response to unprecedented disruption. Today's consumers are increasingly discerning, demanding personalised experiences that are aligned to their values.

In this world, leveraging data, digital and AI are modern tools for the contemporary marketer. Increasing cost constraints and budgetary pressures require marketing teams to push boundaries to shape edgy and adaptive solutions that scale and cut through.

This requires new ways of thinking and broader capabilities to succeed in today's dynamic and demanding environment.

and we face a collective challenge....

A rarely considered leadership blind spot relates to how leaders think about and make sense of the world around them.

This is a significant issue given it influences the way individuals lead and is a core capability in navigating increasing complexity, disruption, and change.

to develop the right leaders to tackle it.

Research highlights that only around 5% of the leadership population have this sophisticated skillset*

To compound the issue, few of these leaders appreciate the potency of how they think and lead, making it hard to find and learn from them. The good news is that this capability can be cultivated much more widely than the 5%.

Recognising the importance of addressing this, AMI has partnered with First 100-Emerging Leaders™ to create the AMI Step Up Leadership Program™, an accelerated development program for emerging and mid-career marketers.

*David Rooke and William R. Torbert, HBR, 2005

The Program

The progressive curriculum fosters:

1. Insight into the trends shaping marketing and the skills and capabilities required to progress.
2. The mindset, ways of thinking and resilience to lead through disruption.
3. Enhanced critical thinking, problem solving and creativity to drive performance and create value.
4. Comfort with ambiguity, balancing short and long term objectives with global and local perspectives.
5. Strengthening strategic, commercial and moral judgement and compass.
6. Insight into the management and leadership attributes required in senior roles.
7. Deepening confidence and ability to communicate with stakeholders and influence those who think differently
8. Building and managing energy and stamina during times of increased uncertainty and change.
9. Strategies to build connectedness, networks and advocacy.

Program Structure

The AMI Step Up Leadership Program's success lies in supporting participants to apply what they learn. This takes participation from a theoretical experience to a transformational one.

This practical approach questions established patterns, unpacks assumptions and focuses on what truly matters in a supportive, highly collaborative environment. Participants are encouraged to connect with their purpose and performance, get comfortable with power and influence, communicate with intent and craft an impactful and fulfilling brand. Careful curation brings talented peers together in a dynamic environment to inspire learning, friendship, collaboration and change.





Program Format

The AMI Step Up Leadership Program™ spans 12-weeks. The format includes a weekly 1.5-hour online lecture and 1-hour online tutorial (via zoom), which will support marketing professionals in defining a new vocabulary to navigate the ever-evolving 'norm'.

Each module is facilitated and recorded to provide flexible access and learning. The program is supported by contemporary resources including research, models, frameworks and examples, targeted readings and online groups to strengthen learning, connections and the exploration of ideas.

Course Commencement: Monday 31st July 2023

Cost Per Person: \$3,000 plus GST

To enrol or get in touch: stepup@ami.org.au