

Workshop

8-11:45am 29 March 2017
Rangimarie Room 2, Level 3
Te Papa Tongarewa
Wellington
3 CPD Hours



Programme

8:00-8:30 **Check In & Breakfast**

8:30-11:45 **Better Buy-In 101 – Dr Bob Murray**

This workshop will focus on strategies to help cultivate a compliance-positive culture, and skills to get your people to buy-in to that culture.

Bob will explain how we have only recently discovered what organisational culture really is, and how it is influenced and changed. His workshop is based on the latest research in Human Science (the confluence of such fields as neuroscience, genetics, behavioural and social psychology, microbiota and evolutionary studies).

The workshop also draws on successful culture change programs that Dr Bob has led in a number of Global 500 firms and multinational professional service providers.

Attendees will study practical examples of culture change and in particular will learn:

- what culture really is and why we need it
- how a good culture program can change the whole organisation for the better
- the how-to of culture change—how to avoid the mistakes
- how to get bottom up and top down commitment to the change
- how to make compliance-related issues meaningful and come to life

The workshop will provide bite-size chunks of theory, complimented by lashings of exercises, discussions and case studies. As with all of Dr Bob's workshops it will also be a lot of fun.

Work shop numbers will be limited – first in, first served.

ComplyWith customers \$250, non-customers \$550.

Workshop Leader



DR BOB MURRAY, PRINCIPAL, FORTINBERRY MURRAY

Bob Murray, MBA, PhD (Clinical Psychology) is the co-founder of Fortinberry Murray, and an internationally recognised expert in strategy, leadership development, and behavioural change. Bob's insights are based on his wide experience and deep knowledge of research into management, psychology, genetics, and neurobiology. His work with business partner Alicia on the development of personality earned them the American Science Achievement Award. Bob has worked with many global businesses, lectured at leading universities around the world, and been a guest speaker at business conferences around the world.

Have you registered? [Secure your spot online now](#)