



AUSTRALIA'S ONLY DEDICATED PEOPLE & CULTURE ACCELERATOR PROGRAM

Overview:

With the world of work morphing faster than businesses can keep up, this program fast-tracks people's ability to become masters in this field and make real transformational change. The course of five one-day face-to-face modules runs from March - Jun 2024. It consists of taking individuals from mixed businesses – no prior HR experience necessary – on an immersive, up-skilling journey of dynamic masterclass and brainstorming sessions, to solve current business challenges and become experts in People and Culture.

The sessions cover the entire process – from attracting and hiring the best people, even in tight labour markets, through to building a high-performance workplace they never want to leave. Modules are focused on both practical innovations and tools that can be implemented immediately into your business plus those that underpin future growth. Participants learn from expert knowledge and experience, swap ideas with their peers from other industries, and receive ongoing support, to help them drive real change in their people, productivity and profitability.

"After applying the techniques I learnt from PCAP we've just completed our most successful recruitment drive ever and have put on four new employees. Last time we advertised in August we couldn't find a single one."
Kristy Pepi, Extreme Excavators

"We have dramatically reduced our staff turnover. This program is a game changer. I have no hesitation recommending the People and Culture Accelerator Program to anyone wanting to make a positive impact on their business." David Honeywill,
Honeywill Consulting.

"The People and Culture Accelerator Program has completely transformed our approach to recruitment and retention. This course will put your business at the head of the hiring queue through simple and practical steps that are easy to implement and straightforward to measure." Allan Mitnovetsky,
Challenger Services

FOR MORE INFORMATION



PHONE: 0401 141 265
mandy@mandyjohnson.co
www.mandyjohnson.co

INSPIRE TRANSFORMATIONAL CHANGE:

MAKE WORK BETTER FOR OWNERS, ORGANISATIONS AND EMPLOYEES



According to the results of a CEO Institute Survey, the number one issue keeping leaders awake at night is 'sourcing and retaining skilled staff'. Yet when Pricewaterhouse Coopers asked 1300 global CEOs about their operational priorities, talent strategies didn't make the top five. So while CEOs may claim to be suffering from insomnia, it seems many are doing very little to alleviate the problem.

Why?

- Many just don't know where to start as they've never needed to focus on this area in the past.
- Conventional strategies revolve around compliance, OHS and payroll, with very little emphasis on the techniques needed to supercharge people and productivity. This has led to a critical shortage of experts in this field.
- Overworked organisations struggling to solve people issues simply don't have the time or capacity to learn by trial and error.

The *People and Culture Accelerator Program* (PCAP) bridges this gap between 21st century challenges and fast implementation of solutions. Organisations select an achiever (this may be a business or HR leader, the owner or CEO) to immersively train as a People and Culture expert from the ground up. Over the 4-month face-to-face program, participants work in a small cohort to tailor-make their own innovations such as hiring sales tools or an inspiring onboarding program. They also swap ideas with peers, solve problems, track success, and in the process, accelerate their organization's profitability and ability to achieve its business goals.

"Mandy offers a clear and concise solution to one of the greatest business and leadership challenges of our time. practical no-nonsense advice in an area of business that has always been so subjective."

Mike Parsell, CEO Michael Hill Jewellery

"PCAP was the medicine we needed to hire and retain amazing people whilst at the same time, creating a workplace of great culture and results."

Denise Phillips, Director, The Gardian Group

MAKE THE SWITCH: FROM HUMAN RESOURCES TO REMARKABLE HUMANS

How PCAP Works:

The next PCAP runs from March to June 2024 and includes the following:



- 1. The Kick-Off:** A two-day program in Brisbane where participants meet each other; assess their business's current people practices for strengths and challenges; learn why the HR revolution is now vital to business success; align people strategies to the company mission; participate in their first masterclass modules; create an action plan to transform their business; have fun and bond over a group dinner.
- 2. Masterclass Modules:** One-day modules run approximately every four weeks in Brisbane to allow time for implementation between courses. Participants learn new skills and acquire and create tools to fast-track implementation in their organisation. They will be part of a small group, working on their own 'people' challenges, discussing how to overcome the obstacles they face, and creating an action plan each month to be reviewed for success the following month. After the final session participants celebrate their achievements at a group dinner, where they will receive a Program Graduation Certificate.
- 3. Ongoing Support & Innovation:** For many SMEs, People and HR Leaders operate in silos or are 'lone wolf' business leaders, struggling to implement real change. PCAP creates a rare opportunity to participate in a cross-industry network of learning and support. As well as Mandy's ongoing mentoring, participants will connect through an online group for the effective daily exchange of ideas and information with each other, to offer moral support, and to keep abreast of innovations in this area.

"PCAP restored my self-confidence, both personally and professionally, and has been life-changing. Mandy has not only provided me with practical tools designed around her extensive expertise but the ability to create and implement positive, measurable and real change around People and Culture in our workplace. "

Rachael Daamen, HR, RSA Contractors

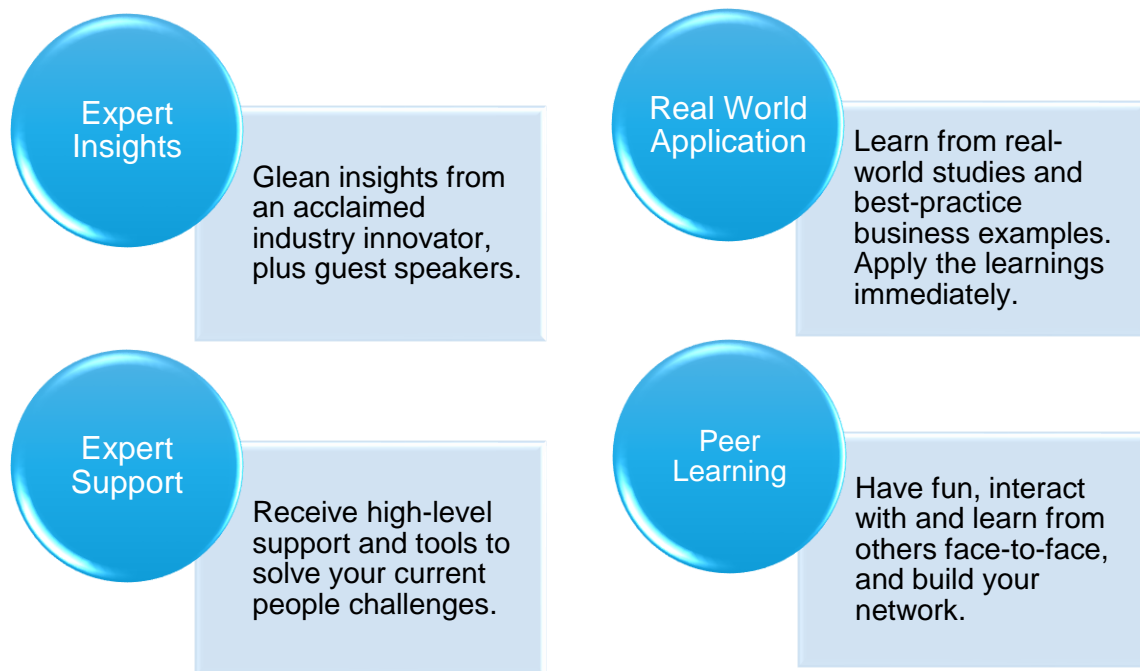
PCAP allowed me, a person with no prior HR experience, to step up into a new key personnel position, providing me with crucial skills and tools for my expanding role in the company. This directly led to a significant upturn in both staff onboarding and retention within our business."

Jaana Dixon, Footmaster Shoes

LEAD ORGANISATIONAL CHANGE AND ACCELERATE YOUR IMPACT

Who Is the Program Suitable For? If you're in business you're in the 'people' business. This program is open to any current or future People and Culture Leaders or individuals in any organization who are seeking to overcome existing challenges or simply want to improve profitability via better people practices. The best outcomes are if the participant is an existing achiever in the business who thoroughly understands the organizational culture which may even be the business owner, or a leader of an existing business unit with a genuine interest in people. The participant should also have a seat at the executive table and enough capacity to implement the changes required at every level of the organization to achieve success.

PROGRAM HIGHLIGHTS:



What The Program Is Not: The program focuses on the people practices that accelerate organizational performance such as effective hiring and inspiring teams. The program does not cover HR areas of compliance, administration or policy such as payroll management or employment law. There are many outsourced organisations that supply these services.

"After putting in place the PCAP changes, we reposted the difficult-to-fill ad on Monday, called everyone Tuesday and hired an absolute barramundi on Wednesday."

Victoria Lund, Manager, Inline Cosmetics Laboratory

"Mandy turns old ideals of HR on their head! PCAP has improved the way we think about the people in our team and their importance. The environment Mandy creates is interactive, fun and the content taught is backed up with tried and tested methods, which work. If you are looking to improve profit margins and work in a happier team environment, then this program will not disappoint."

Mandie Hopia, Manager CJ Homes

A COMPREHENSIVE CURRICULUM

From March to July 2024 you will engage in a robust face-to-face program of thought-provoking modules where you will explore case studies, research and applicable best practices to super-charge your organization. The People and Culture Acceleration Program curriculum includes:

Session 1

- *The HR Revolution - Why Change Is Now Vital To Business Success, Plus Infrastructure - the Bones of Great Hiring and Retention.*

Session 2

- *Attraction & Branding – How to Always Attract The Best People For Your Business.*

Session 3

- *Effective Hiring - The Secret Weapons For Great Recruitment.*

Session 4

- *Inspiring Interviews and Unbeatable Offers and Onboarding.*

Session 5

- *Developing High Performance Individuals and Building A Remarkable Workplace That Great People Never Want To Leave.*

"Mandy has a wealth of hard-won knowledge to help you grow your business by building a great team! I highly recommend this course for anyone who wants to ensure they are attracting and retaining the best talent they can in this highly competitive market."

Donaugh Austin, Operations, World's Biggest Garage Sale

"Mandy delivers great content in a thoroughly engaging manner and I return to the business with real tools, ready to roll out after each module. Each time the cohort re-groups we are able to celebrate real outcomes as a result of this course and learn from each other along the way. A truly valuable, practical and enjoyable program."

Jodie Briggs, People & Culture Leader, Agtrade

THE PROGRAM DIRECTOR



Mandy Johnson is a best-selling author and has ‘in-the-trenches’ experience as a start-up founder and director of global travel retailer Flight Centre’s UK operation, opening a store a month. She has worked with a wide range of companies including Virgin Australia, Teys Beef, the Australian Stockbroker's Association, Dairy Australia, Ray White Commercial, Qld State Library and Michael Hill Jewellery. One of only a handful of Australians to present at the Asia/Pacific Talent Conference in Taipei, Mandy has been interviewed for her innovative business ideas on a range of media including Sky Business News, Qantas Radio with Alan Kohler and ABC Radio's Conversation Hour.

An acclaimed facilitator and keynote speaker, her Bond University masterclass was voted most popular in its year and she is the only UQ Business School Executive Education presenter to achieve a perfect score of 10/10 in participant’s evaluation ratings. Mandy has been a Course Director on the Australian Owner/Manager Program for the last 7 years, teaches global Ed-X students in 193 countries and her *Future of Work* essay now features in the introduction to all Wiley’s Australasian high school textbooks. For more information on Mandy’s expertise and presentation skills see www.mandyjohnson.co or talk to previous alumni who are happy to share their PCAP experience – see next page.



"We have been working well with your systems and have seen our employee turnover almost half and are seeing positive growth in the profit in the business." Stewart Silk , HR Leader, Michael Hill



"Mandy, your presentation at the UQ Exec.Ed Virgin Leadership Program was inspirational and stimulating. They were talking about it long after you left." Peter Ferreira, Director, Virgin Leadership Program



"Mandy combines proven business experience with inspiring people skills. Her ideas and practices bring about real change and her seminars have invigorated our people and processes." Graham Turner, CEO Flight Centre

BUILD A REMARKABLE BUSINESS WHERE BOTH PEOPLE AND PROFITS FLOURISH



Application Process:

Contact Mandy to discuss program eligibility or to be connected to previous participants to get word-of-mouth feedback on the course's effectiveness:

- Mandy Johnson – Mobile 0401 141 265 Email: mandy@mandyjohnson.co
- Website: www.mandyjohnson.co

Program Fee: For you and your organization to become People and Culture leaders the total for the full four-month program is:

- **\$5999 plus GST, invoiced 50% upfront.**
- **Early bird discount of 7.5% = \$5549 plus GST - book by 30 Nov, 2023**
- **Generous volume discounts apply for more than 1 participant from a single organization.**

Inclusions:

The program fee includes:

- 5 face-to-face 1-day modules, including course folders, group activities, some guest speakers and so on.
- Morning tea, lunch, and afternoon tea for each module.
- Group dinners Sessions 1 and 5.
- Email support from Mandy plus group cross-exchange of ideas to solve ongoing challenges.
- Signed copies of Mandy's best-selling books – *Winning the War for Talent* and *Family, Village Tribe*.
- Membership of an online participant group for ongoing discussion, support and innovation.

Exclusions:

Participants pay their own travel costs to get to and from venues; any additional accommodation costs required such as the overnight for Sessions 1 and 5, if required; and all dinner beverages.