

# “When information from the coal face falls on deaf ears”

*If you're powerful, you are much more likely to be blind and deaf to signals from outside”.*

*(Adam Michnik, political activist)*

**Tracey Hanson & Lyndal McCulloch**



# Our presentation....

- Background information on the topic
- A practical example: putting the hints and tips into practice.



# Approaches to avoid

- Rambo
- Sally Field
- The Hijacker
- The Martyr
- The Blamer
- The Complainer



# Avoid the swinging door approach

The more you push in one direction, the more likely you'll receive nothing but resistance for it.



FNC42-24299841 - (c) - W2 Photography

# Communication in a hierarchy



© Ron Leishman \* [www.ClipartOf.com/443318](http://www.ClipartOf.com/443318)



## Things to consider

Will your ideas result in

- Efficiencies and/or improvements?

Is my information

- Focussed – not at risk of misinterpretation?



# Ideas sold on confidence and facts

- The idea and the benefit
- Relevant data or information
- Supporting documentation
- Appropriate person/committee to approach

# Terminology

- I recently observed...
- My experience suggests...
- I recommend...
- I feel strongly that...
- The benefits of adopting this include...



# Believe in your voice

- Be passionate
- Understand any risks/flaws
- Look at your ideas from your boss's perspective – what questions could be asked of you?
- Will your new ideas imply criticism of the status quo?

# 4 stages of being heard

1. Deaf
2. Frozen
3. Interested
4. Embedded

# Tracey:

- A participation exercise!

# Participation exercise



[dreamstime.com](http://dreamstime.com)

# Participation exercise

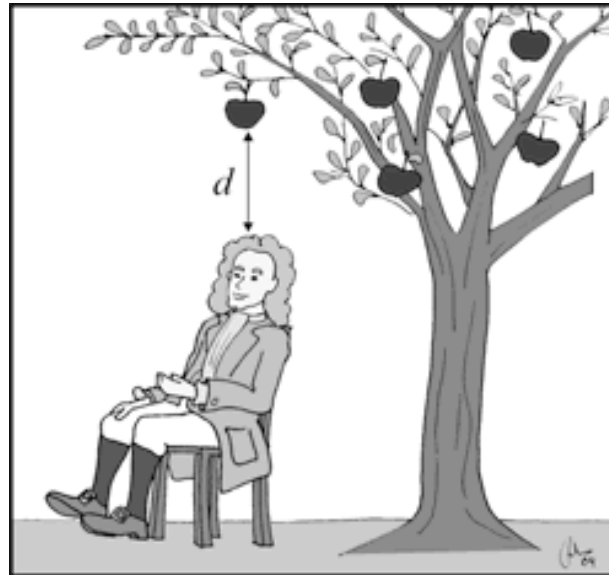


# Participation exercise

Everything other than  
the apple is your  
“white noise” –  
unnecessary  
distractions!



# My “AHA!” moment



# The Journey Begins...



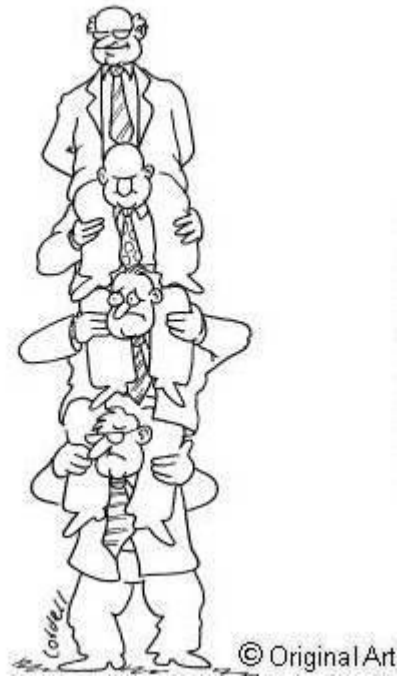
**Achievements are at first, and for a while, just a dream** (Napoleon Hill)



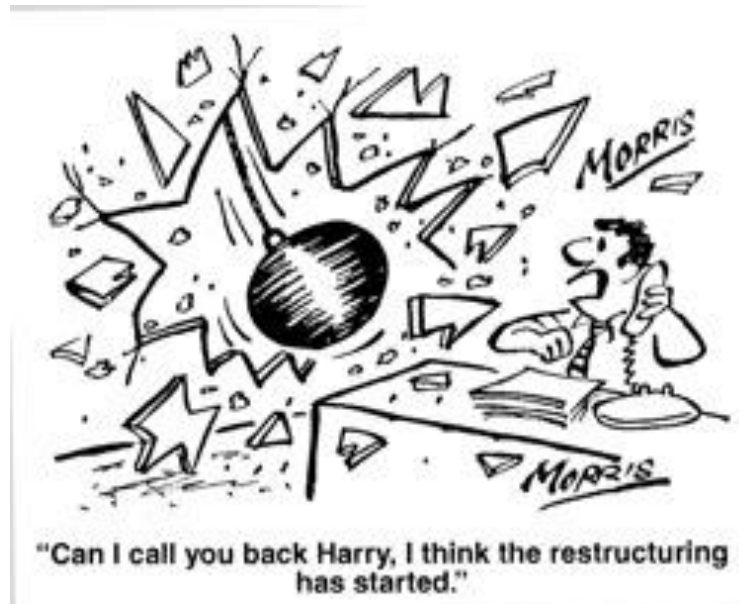
# 2006 – Restructure



# 2009 – Another restructure....



# 2011 – and another restructure



smart  
challenging  
aspirational  
welcoming

- CeBIT is the number 1 business technology event of the Australian business calendar
- CeBit is an acronym from the German “**C**entrum für **B**üro und **I**nformation**s**technik“



# Gathering the bits together

1. Substantiate anecdotal evidence
2. Gather historical data
3. Formally document
4. Quantify and validate



# Expression of Interest



## Expression of interest – Postgraduate studies

- Name:
- Contact details email or phone:

### Postgraduate courses available (tick course of interest):-

- Postgraduate Certificate in Information Communications Technology – 6 months FIT 1 year PIT
- Postgraduate Diploma in Information Communications Technology – 1 year FIT 2 years PIT
- Master of Information Communications Technology – 1 year FIT 2 years PIT
- Master of Information Communications Technology (Advanced) – 2 years FIT 4 years PIT
- For entry into the above courses students are required to have an undergraduate degree in Computing or an undergraduate degree in any discipline and Graduate Diploma in ICT or higher or an undergraduate degree in any discipline and three years full-time equivalent work experience in Information and Communications Technologies which includes experience in applying skills in: programming; network administration; database design; data structure analysis.
- Graduate Certificate in Health Informatics – 6 months FIT 1 year PIT
- For entry into the above course students are required to have an undergraduate or postgraduate coursework degree in any discipline or three years full-time equivalent employment in the health sector, such as health administration, health care or welfare, in a role involving use of IT for direct support of clinical operations (e.g. Nursing, radiography, pathology)
- Graduate Certificate in Information Communications Technology – 6 months FIT 1 year PIT
- Graduate Diploma in Information Communications Technology – 1 year FIT 2 years PIT
- For entry into the above courses students are required to have an undergraduate degree in any discipline.

- Current Qualification:
- Current industry experience:
- Are you interested for yourself or another:
- General comments:

- Please complete this field.

# Getting prepared

- Feeling empowered
- Having all relevant information and documents
- Turning initiative into action



# Value-adding







University of  
Western Sydney  
Bringing knowledge to life

Thank you very much for your  
attention



“It is the essence of genius to make use of the simplest ideas”. – **Charles Peguy**



smart  
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