



THE UNIVERSITY  
of ADELAIDE

Thursday 11th-Friday 12th August

# Strategic Policy and Diplomacy Master Class Series

Executive Education is delighted to present this unique Keynote and Masterclass Series, merging international and local expertise.

## Program highlights

- > Obtain unique insights and guidance from a blend of international and local experts – learn from global best practice and apply to local context
- > Explore new ideas and methods for communicating with impact
- > Understand and overcome complexities in strategic policy design and craft goals that will attract buy-in from leaders
- > Identify strategies for using hard and soft power to achieve real results
- > Share experiences and network with like-minded professionals facing similar challenges

## Who should attend

Managers and executives from finance, health, trade, international relations, all levels of government and any business or sector with a regulatory interface.

## Event Details

### Location

Executive Education, Level 7, Nexus 10,  
10 Pulteney Street, Adelaide SA 5001

### Cost

Sign up for the Keynote only, the keynote and Masterclasses or Masterclasses only - the choice is yours

Full Event Pass \$1875

Key Note Only \$75

Day 1 Master Class Only \$675

Day 1 Master Class and Keynote \$700

Day 2 Master Class Only \$1200

### Online registration & payment

[adelaide.edu.au/professions/execed/](http://adelaide.edu.au/professions/execed/)

## Presenters



### Professor Jack C Chow

Former U.S. ambassador Jack C. Chow served in pioneering roles in public service and global health diplomacy. He was the first Assistant Director-

General of the World Health Organization on HIV/AIDS, Tuberculosis, and Malaria. Dr. Chow held the rank of ambassador as the Special Representative on Global HIV/AIDS for Secretary of State Colin Powell and as the Deputy Assistant Secretary of State for Health and Science, the first U.S. diplomat of ambassador rank appointed to a public health mission. He led American diplomatic efforts in the establishment of the Global Fund to Fight AIDS, Tuberculosis, and Malaria, and in countering global infectious diseases and bioterrorism threats.

In previous positions, Dr. Chow served as a senior official at the US State Department's global affairs office and the White House Office of Science and Technology Policy. In the private sector, he has been a consultant at the RAND Corporation, McKinsey & Company, and PRTM/PwC. (He is a Fellow of the Harvard Advanced Leadership Initiative (2013), where he conducted research on the structure and design of national strategic policies.)



### David Waterford PSM



David is General Manager, Evaluation and Review at OzTrain, an Adelaide based management consultancy firm, which delivers tailor made programs to build the capabilities of people and the capacity of organisations. The focus of David's work at OzTrain is on evaluation and organisational reviews, strategic thinking and planning, and executive and middle management development.

Prior to joining OzTrain, David had 16 years experience in the South Australian public sector, holding executive positions in the Department for the Premier and Cabinet, the Department for Families and Communities and the Department of Education and Child Development. At the time of his resignation he was a deputy chief executive in the Department for Education and Child Development. He headed Families SA, the State's child protection service, for over five years and also had experience in line agencies in the areas of public health and human services, as well as extensive central agency experience.

In Australia Day honours for 2008, David was awarded the Public Service Medal "For outstanding public service, particularly towards social issues affecting the community of South Australia."

# Program

## DAY 1

Thursday 11th August	
9.30	<b>Registration, Networking and Coffee</b>
10:00	<p><b>Keynote: Power and its forms: hard, soft, what's smart and what's not?   Jack Chow</b></p> <p>The world is changing and throwing up a host of new challenges for leaders and policy makers. Traditional 'hard power' policy tools such as "carrot and stick" are being replaced by building coalitions, communicating compelling narratives and drawing on key elements that endear groups to one another. In simple terms 'hard power is push, soft power is pull'.</p>
11:30	<p><b>Panel Q and A</b></p> <p>Dr Jack Chow will be joined by a distinguished panel of speakers, and the session will be facilitated by Leigh McClusky</p>
12:00	<b>Networking Lunch (for masterclass participants)</b>
13:00	<p><b>Masterclass   Jack Chow, David Waterford</b></p> <p>During this exclusive Masterclass with Dr Jack Chow, participants will have the opportunity to explore in detail, in a conversational and interactive setting, how hard power and soft power actually work. Participants will examine how "nudging" can create significant changes in social behaviors.</p> <p><b>Hard and Soft Power Diplomacy</b></p> <p>Those attending will benefit from a broad understanding of:</p> <ul style="list-style-type: none"> <li>&gt; What constitutes soft power, how is it cultivated and how to connect with hard power issues</li> <li>&gt; Politics within the bureaucracy – how can soft power help get the job done</li> <li>&gt; When hard power doesn't work</li> <li>&gt; Techniques and strategies to manage this with real life workplace based challenges</li> <li>&gt; Soft power and its applicability to domestic policy</li> <li>&gt; The future of foreign policy – potential and limits</li> </ul>
15:00	<b>Afternoon Tea</b>
15:15	<p><b>Nudging'</b></p> <p>Built on almost half a century of work at the intersection of psychology, behavioral economics and policy, a nudge is an attempt to make judgements and choices easier – however not in a coercive way.</p> <p>You will explore how nudges can be powerful tools for affecting behavioral change, without constraining liberty.</p> <p>At the end of the Masterclass participants will:</p> <ul style="list-style-type: none"> <li>&gt; Expand their awareness of nudging to influence options and behaviors using this approach.</li> <li>&gt; Understand the concept of "nudges" as elements of the designed environment.</li> <li>&gt; Be able to influence stakeholders using "nudges" as a tool and methodology</li> <li>&gt; Expand their awareness of nudging to influence options and behaviors using this approach.</li> </ul>
17:00	<b>Close</b>

## DAY 2

Friday 12th August	
9:00	<p><b>Masterclass - Strategic Policy Design</b></p> <p><b>Jack Chow, David Waterford</b></p> <p>During this program, participants will be guided through the importance of strategic design in policy development, particularly with regard to making a powerful impact.</p> <p>Participants will learn how to:</p> <ul style="list-style-type: none"> <li>&gt; Organize systems of ideas through frameworks</li> <li>&gt; Unravel complexities, forces and factors leaders have to confront</li> <li>&gt; Consider a model for strategic policy design</li> </ul>
10:30	<b>Morning Tea</b>
10:45	<ul style="list-style-type: none"> <li>&gt; Learn about strategic domain using analytical radar, with consideration to major forces and factors in political landscape</li> <li>&gt; Implement a strategic goal model to set parameters around the goal</li> <li>&gt; Consider strategic plans</li> </ul>
12:30	<b>Networking Lunch</b>
13:30	<p><b>Strategic Goal Crafting</b></p> <p>Participants will learn about the strategic elements for goal crafting - in particular how to make an impact. They will focus on the following areas:</p> <ul style="list-style-type: none"> <li>&gt; <b>Capacity vs. ability</b> - the tools required to focus on the right level of goal setting to support value creation.</li> <li>&gt; <b>Tools vs. talent</b> - skills in particular linked to resource deployment- a key area of challenge for most organisations.</li> </ul> <p>Jack Chow will introduce a <i>Four Line Method</i> in constructing goals used to successfully advise and inform senior leaders in the US.</p> <p>By the end of this module, participants will confidently be able to apply the approach back in their workplace.</p>
15:00	<b>Afternoon Tea</b>
15:15	<p><b>Communicating Organizational Strategy with Impact</b></p> <p>Every day, the President of the United States is briefed for 20 minutes by senior intelligence officials. In that time, they must convey exactly the right information, in the right way, about global issues involving both urgent and long-term stakes. Based on the mosaic of information conveyed by such briefings, the President makes critical, consequential decisions. Yet decision makers in other realms must also make judgments under pressured conditions. Do your briefings achieve the results and decision you are looking for? How do you achieve real impact?</p> <p>During this module, participants will look at the following areas:</p> <ul style="list-style-type: none"> <li>&gt; How to write briefings and communications that capture attention and make an impact.</li> <li>&gt; Consider practical ways to organize strategic thinking and communicate effectively.</li> <li>&gt; Elaborate on useful formulas to crisply convey strategic thought for speechmaking.</li> </ul>
17:00	<b>Conclusion</b>