



Innovation & IT Community

Translating Your IT Knowledge for Non-IT Leaders

TRAINING

Communicating your Technology Expertise to Influence Decisions and Drive Better Outcomes in Government



Facilitated by
ROCHELLE FITTLER & LYNN MOORE
Co-founders and Directors
The Expert Leader

Online → 7 & 8 December 2022



PUBLIC
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NETWORK



Why are some people so easy to believe and trust? Why do we buy into their message?

Technology specialist and experts hold enormous power to influence, affect change and power transformation — even when you don't know it. However, tapping into your technical expertise to drive and influence important business decisions doesn't come natural to all technologists.

Having the knowledge, and expertise is only part of the equation. Many of us feel that knowledge, expertise, data, facts, and research should be what sits behind the most influential communications — but we know that is not always the case.

Building trust and credibility by shaping powerful messages that resonate with your non-technical stakeholders

When people say they trust the data, what they're often saying is "I trust the messenger and I find them credible". COVID-19 for all its challenges has revealed insight into how a subject matter expert can not only solve problems but also drive critical public messaging.

The Translating Your IT Knowledge for Non-IT Leaders course will empower you to make sure that your expertise has an impact. It will enable you to tap into your specialist knowledge and influence strategic outcomes. You will sharpen your communication skills and build your confidence.

Through an innovative mix of presentations, interactive group discussions and structured expert feedback, you will leave this course with a practical, hands-on tool kit to communicate your technical expertise, understand your non-technical audience and navigate high-pressure and difficult situations.

Why Attend

- Uncover the motivations and challenges of your business partners to **tailor powerful messages that resonate**
- Learn how to **become an effective IT and innovation business partner** and build strong relationships that foster innovation
- **Translate your technical expertise** to non-technical stakeholders to unlock organisational strategy
- **Bridge the gap** between technology and business outcomes
- Position yourself as an **empathetic and resilient leader**

Who Attends

From Local Councils, State Government and Federal Government.

This course has been developed for IT and Technology specialists -from local government, State and Federal- who are moving into leadership, project management and change-maker roles.

This course is also beneficial to subject matter experts who have to work closely with business leaders including:

- **ICT Directors, Managers, Leads, Project Managers, Specialists**
- **IT Directors, Managers, Leads, Project Managers, Specialists**
- **Technology Director, Managers, Leads, Project Managers, Specialists**

Meet Your Facilitator



ROCHELLE FITTLER
Co-founder and Director
The Expert Leader

Rochelle is a former Chief Information Officer, Operations Manager and Senior International Liaison Officer at the Australian Public Service. After more than 20 years in the Defence and Intelligence Sector, Rochelle is pursuing her passion for building leadership potential in others. Rochelle's background in science and analysis means she loves exploring the latest rigorous research on leadership and considering how this applies to practical technical and operational challenges. Rochelle has previously led foundational technology review programs, established new technical intelligence and operational capabilities, and negotiated international cooperation agreements.



LYNN MOORE
Co-founder and Director
The Expert Leader

Lynn's impressive record over 35 years in Defence, Intelligence and Cyber Security is matched only by her passion for developing and empowering individuals to live up to their full potential. Her previous experience managing technical and operational teams underpins her success as an early leader in establishing the Australian Government's cyber security capability. Lynn was instrumental in establishing the Cyber Security Operations Centre at the Australian Signals Directorate. She has led major technical change programs and implemented new intelligence and security capabilities in multiple Government departments.

Come Prepared With

This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you are facing in your organisation.

To participate you'll need:

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space
- Your specific communications challenges you have that you'd like to solve

Register Early & Save

Extra Early Bird	Early Bird	Standard Price
8 Passes Available	8 Passes Available	6 Passes Available
\$795 + GST	\$995 + GST	\$1195 + GST
Save \$400	Save \$200	-

CLICK HERE TO REGISTER



*Group Discounts Available - Contact Registration at registrations@publicsectornetwork.co or Call on **(02) 9057 9070**

Module One – The Fundamentals of Communicating Expertise

10:30am PSN Welcome & Round Table Introductions

10:40am Training Overview, Objectives and Outcomes

10:45am Ice-breaker and Meet and Greet

11:00am Introduction to the Elements of Communicating Expertise

- Translating your technical expertise for a non-technical audience
- Aligning IT and technology insight into the larger strategic business framework
- Focusing on the Why; why does your insight matter; and how does it effect your audience?

11:30am Effective Listening in Practice

- The foundation of becoming an effective listener
- Understanding the importance of listening and its role in promoting organisational relationships, encouraging product delivery and innovation and navigating periods of change
- Practical guidelines to improve your listening skills

12:00pm Communicating to Connect

- Understanding your audience: Uncovering the aspects of your expertise that resonate with them
- Learning to ask the right questions
- Communicating to engage and connect: Finding a balance between clarity and detail

12:30pm Lunch Break

Module Two – The Art of Negotiation and Persuasion

1:00pm Communicating Authoritatively

- Creating an aura of expertise through demonstration
- Communicating with credibility and trust in practice
- Imbibing consistency in your messaging: Constant, repeatable and regular

1:30pm Negotiating and Persuasion to Drive your IT and Innovation Agenda

- The difference between negotiation and persuasion and identifying the best situations for each approach
- Creating your message for negotiation vs. persuasion
- Forming a link between your message and how it affects your audience and the organisation at large

2:00pm Group Activity: Communicating for Influence in Action

In this session you will evaluate press conferences which involve specialists or experts. Additionally you might want to take a look at some historical state COVID updates from the past couple of years, or state Premiers briefing on the response to the recent flooding events in NSW and Qld. We'll be talking about the different approaches that these experts and specialists use to get their message across

2:30pm Closing Remarks from the Trainer and End of Day 1

Module Three – Mastering Difficult Situations

10:30am Welcome and Recap

10:45am Thinking on Your Feet: How to Find Your Voice and Communicating Effectively Under Pressure

- Thinking calmly and gathering information
- How to practice decisiveness in stressful scenarios: Tip and tactics
- Silver linings: Building trust and forging relationship in conflict

11:15am Giving and Receiving Feedback in a Constructive and Empathetic Way

- The importance of empathy in giving feedback
- Constructive feedback in action
- On the receiving end: How to take onboard feedback in a meaningfully way

11:45am Communicating a Big Idea to Change the World:

In this session you will work on the “Big Idea to change the world” that you have been asked to come to the event with. By “world” we simply mean something that matters to you. It could be an idea to change something for your team, your organisation, your family or community, but it needs to be something that will require you to convince other people that your idea is a good one, and then to take some kind of action on it. You don’t need to have it fully-formed, or perfectly polished. Now apply the tools and techniques learned today to build a communication strategy to convince your key stakeholders, including non-technical stakeholders that this is a good idea.

12:30pm Break

Module Four – Delivering your Pitch

1:00pm Break-out Group Activity: Deliver the Pitch

- Pitch your big idea to the group, as you would the key stakeholder both inside and outside the organisation.
- Draw on course frameworks, tools, and techniques to justify your pitch
- Benchmark against your peers

2:00pm Wrap-up and Evaluation

- Receive professional feedback from facilitator
- Draw on peer observations
- Be referred to further resources for building best practices and top tips

2:30pm Closing Remarks from Trainer and End of Day 2



Get in Contact

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