

The APSMA McLoughlinBall

Leadership Program

The **APSMA McLoughlinBall Leadership Program** aims to deliver significant improvement in leadership skills and capabilities.

One successful APSMA Member per year will be selected to receive six months of coaching from a professional business coach. The first session in the coaching program will be delivered face to face in the winner's home state.

Who can enter

The **APSMA McLoughlinBall Leadership Program** is open to all Australian-based members of APSMA (either through a firm membership or individual membership) who work in a marketing, business development or communications role in a recognised professional services firm. Applicants of all ages are invited to submit a response, regardless of their seniority.

Selection Criteria

Applicants for the program should be able to demonstrate their potential or capability in the three areas most widely recognised as essential for successful leaders (*Goleman D, 2004 "What makes a leader" Harvard Business Review, January 2004 p 82-91*):

- Technical skills such as business planning, data analysis, report writing, planning and managing a project or campaign.
- Cognitive skills such as analytical reasoning, contextualizing ideas, articulating a vision, defining strategy, establishing tactics.
- Leadership competencies such as those which demonstrate emotional intelligence, the ability to work with others, effectiveness in leading change and communicating a vision, a bias towards action and expert at persuasion.

How do I submit an application?

To be considered for the **AP SMA McLoughlinBall Leadership Program**, applicants must provide the following information.

- A completed application form signed by the applicant and the applicant's line manager (see over)
- A current resume (no more than 3 A4 pages in length)
- A written submission addressing the following three questions (as a guide, between 3-6 pages)

Application Questions

- 1. Describe a business project or campaign in which you were involved. Explain what and how you contributed to the success of the project or campaign and how it met your firm's business objectives. Summarise what you learnt about yourself and your abilities as a result of the project.**
- 2. Daniel Goleman nominates five components of emotional intelligence as key to effective leadership - self awareness, self regulation, motivation, empathy and social skills. Describe how these capabilities are used in your role and evaluate whether they are important to your effective performance.**
- 3. In a perfect world, we all have the role we love, in an organisation that inspires us to be the best person we can be. Describe the role you'd love to have and the organisation where you'd like to work. Recommend the next three steps you would take to be there in 12 months.**

Judging Process

The process for choosing the successful applicant will be two-fold. All written submissions will be reviewed by the judging panel, following which a short list of applicants will be selected for interview. This two-fold process will enable the judges to not only assess your technical and cognitive skills but also to experience first hand your ability to demonstrate leadership competencies.

The judging panel will comprise:

- 3 AP SMA Board Members representing different professional service industries
- 1 representative of McLoughlinBall
- The business coach

Submitting your entry

Please submit 6 hard copies of your application form and accompanying documents to:

Sue de Brett
APSMA
Suite 23
47-53 Neridah Street
CHATSWOOD NSW 2067

Applications close on 29 July 2011.

Winner

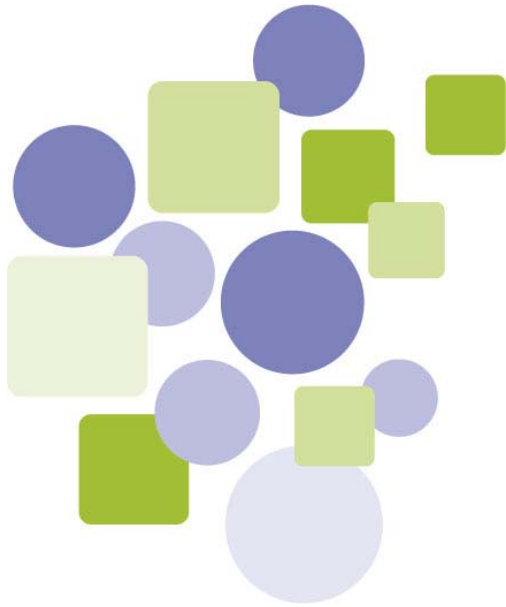
The winner of the Leadership Program will be awarded at the discretion of the Leadership Program Judging Panel. Except for acknowledgement of receipt of entries and award notification, no correspondence will be entered into. Decisions of the Leadership Judging Panel will be final and binding.

Announcement of Winner

The winner of the 2011/2012 APSMA McLoughlinBall Leadership Program will be published on the APSMA and McLoughlinBall Websites. Signing the application form accepts conditions and gives permission for publishing the name and/or photos of the winner. The winner will be announced at APSMA Annual Conference to be held in Sydney in September.

Conditions

- Entries must be received by the APSMA office by close of business – **29 July 2011**.
- All applicants must be Australian-based members of APSMA (either through a firm membership or individual membership) working in a marketing, business development or communications role in a recognized professional services firm.
- Applications should be submitted in hard copy format on the approved application form and include all the required materials.
- All applications must signed by the entrant's direct line manager (or equivalent).
- Decisions of the judging panel regarding any aspect of the program (including the winner) will be final and binding.
- All material should be referenced appropriately.



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2011 APPLICATION FORM

Please complete this form and return with:

- A current resume (no more than 3 A4 pages in length)
- A written submission addressing the following three questions (as a guide between 3-6 pages)
- Applications must be received in the APSMA office by close of business on 29 July 2011.

Full Name _____

Position: _____

Organisation: _____

Email address: _____

Postal address: _____

Contact number (work): _____ (mobile): _____

I confirm that I am/the organisation I work for is a current financial member of APSMA

Signed: _____

Name of Line Manager (or equivalent) _____

Signature of Line Manager (or equivalent) _____

6 copies of applications to be sent to Sue de Brett

APSMA

Suite 23 47-53 Neridah Street

Chatswood NSW 2067