

International CEO Forum Briefing | 12 September 2018

The Westin | Melbourne

Agenda

Wednesday, 12 September, 2018

10.00am-2.00pm

*The Westin, The Wine Room
205 Collins Street, Melbourne, Victoria 3000*

Registration - tea & coffee

10.00am

Welcome and introduction

10.25am

Andrew Meagher, Director, International CEO Forum

Influence beyond your authority

10.30am



Dr Peter Fuda, Founder and Principal, The Alignment Partnership

Transformation... one of the most overused, misused and abused terms in today's business vernacular. Many leaders and consultants talk about it, most companies know they must do it, yet very few have a genuinely consistent record of achieving it. The ever growing list of globally iconic brands that failed to transform and no longer exist is testament to this being many times longer than the list of companies that have achieved breakthrough transformation. This is despite the fact that 90% of the root causes that stifle growth and transformation are internal, not external, according to Bain & Co research involving companies in 40 countries over a decade.

Dr. Peter Fuda knows this all too well, having been obsessed with transformation for two decades as a consultant, coach, speaker, researcher and author. He has coached more than 200 CEOs to measurably higher levels of performance. His consulting company has delivered some 50 cases of business transformation and more than 1,000 cases of leadership transformation, at a success rate of greater than 90%. Today, Peter works with a range of the highest profile and largest corporations in Australia and around the world, but he cut his teeth working with multinational subsidiaries and has been a close friend of the International Executive Forums since 2001. As a result, he understands the unique dynamics multinational leaders face as they try to grow and transform their organisations.

During this workshop Peter will lead a conversation on change and transformation. Many of us are grappling with the pressures of a marketplace in transformation, a global parent company in transformation, or pressures locally to transform our organisation, our team and even our own role, whether as a CEO or emerging leader. Given this context, the big questions we will focus on in these sessions are: how does each of us become an agent of change and transformation; how do we punch above our weight; and how do we have an influence on our stakeholders that is bigger and better than we thought possible?

Pre-luncheon drinks

12.00pm



Changing the world from down under

12.30pm

Tracey Fellows, Chief Executive Officer, REA Group

REA Group's purpose is 'to change the way the world experiences property'. Many companies have statements such as this that never amount to more than an aspiration, but REA Group are well on their way to making this purpose a reality. The international digital advertising company, are best known locally for their residential, commercial and share property websites, realestate.com.au, realcommercial.com.au and flatmates.com.au. Further afield REA Group has digital real estate sites and investments in China, India, South East Asia and North America. Not bad given the companies humble beginnings in a Doncaster garage back in 1995. In recent history REA Group is one of Australia's greatest business success stories. Like Atlassian, a fellow Aussie 'decacorn' (company valued at over \$10b), the incredible success of REA Group has been around two decades in the making.

Joining us to discuss how a little Aussie battler has grown to become a global powerhouse is the Group Chief Executive Officer Tracey Fellows. Tracey, a CEO Forum alum, has led REA Group since 2014 following key leadership roles at Australia Post and Microsoft. Since taking on the top job at REA Group the share price has more than doubled and the realestate.com.au platform alone now gets over 60 million visits per month with an average time spent per visit of 53 minutes. During this conversation with Tracey she will unpack the strategy behind REA Group's purpose to literally change the world (or part thereof), the challenges and benefits of

running an ASX listed business with global operations from Australia, the benefits and shortcomings of her time as a subsidiary CEO in preparing her for this role, and her advice to multinational CEOs about managing their career.

[Close](#)

[2.00pm](#)
