

Media Release

For immediate release
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Global leadership expert Rob Goffee in Brisbane for one event only



London Business School organisational behaviourist Professor Rob Goffee is speaking in Brisbane exclusively for the Institute of Public Administration Australia (IPAA) Queensland on March 6 about *Why should anyone be led by you?*

Based on learnings outlined in his global best selling book of the same name, Professor Goffee's presentation will expose global research findings on leadership and provide practical advice on *authentic leadership*.

After researching hundreds of leaders and their followers in various companies and organisations across the globe, Mr Goffee will unveil the secrets to being a great leader.

Mr Goffee is Professor of Organisational Behaviour at London Business School and has led significant executive development and corporate change initiatives in Europe, North America and Asia for clients like Anglo-American, Heineken, Nestle, Unilever and KPMG.

He is a recipient of the prestigious McKinsey Award for best article in Harvard Business Review and contributes regularly to TV and radio business programs within the United Kingdom.

IPAA Queensland Chief Executive Peter Rumph said they were delighted to kick off their International Speaker Series for 2008 with Rob Goffee.

"Speakers of Rob's caliber are rare and we are extremely lucky to have him in Brisbane to impart his leadership, corporate performance and organisational change knowledge," said Mr Rumph.

Mr Rumph said Goffee's message was of pertinence and interest to the Chairman of the Board right through to students studying business and new graduates entering the workforce.

Rob Goffee is the first international speaker for 2008 in IPAA Queensland's International Speaker Series. Previous speakers have included John Kotter and Malcolm Gladwell.

Professor Goffee's speaking presentation is being held on Thursday 6 March 2008 at the Brisbane Hilton Hotel from 9am to 12.30pm.

Tickets start from \$250 for students and \$380 for IPAA Queensland individual members, and can be booked online at www.qld.ipaa.org.au or by phoning (07) 3228 2800. Booking online will save you \$25. Tables of eight can also be purchased.

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