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QLD Public Sector to Hear From Top 50 Thinker

What does New York's crime rate, an AIDS epidemic and Sesame Street have in common? They're all topics that will be discussed when Queensland's public sector hears from one of the World's Top 50 Thinkers, Malcolm Gladwell, in February.

An expected audience of more than 200 public administrators will hear from Gladwell, an international bestselling author on change and leadership being brought to Queensland by the Institute of Public Administration Australia Queensland (IPAA QLD).

Malcolm Gladwell: Exploring the Tipping Point Phenomenon will examine the link between epidemiology and change, ways of strengthening organisational culture and how to make faster, better decisions using less information.

IPAA QLD General Manager David Brennan said the event played a big part in their role of championing excellence in public administration.

"Our goal as a professional association for the public sector is to champion excellence, that's why we're running this event, to give people in the sector access to high-level thinkers and innovators, like Malcolm Gladwell", said Mr Brennan.

Gladwell took the world by storm with his two New York Times bestselling books, *The Tipping Point* and *Blink*, leading to him being named one of 100 Most Influential People by Time Magazine in 2005.

"There are definitely a lot of lessons to be learnt from Gladwell...", said Mr Brennan, "...One of the examples in his book is how New York managed to dramatically reduce their crime rate through the power of the tipping point phenomenon."

"There are some very inspirational case studies for public administrators in his books."

The half-day seminar will examine how change works and how to influence it, as well as looking at leadership and effective decision making.

"Academics and public administrators are the key market for this event, but I also believe that the wider business community will have a lot to gain from this insightful speaker, his concepts are truly thought-provoking for any organisation", said Mr Brennan.

Gladwell took the world by storm with his two New York Times best sellers, *The Tipping Point* and *Blink*, embedding concepts such as *thin slicing*, *the intuitive manager* and the now famous *tipping point* into the minds of academics, business people and leaders around the world.

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Concepts such as the levers of change, the new influencers, the stickiness factor and the intuitive manager will also be discussed at the seminar which will be held at the Brisbane Convention and Exhibition Centre on February 7.

More information and booking is available at www.qld.ipaa.org.au or by calling (07) 3228 2800.

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His res photo of Malcolm Gladwell available.

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