

MFA 5+ MARCH 2022: Insights on the leadership traits and mindsets every modern leader of change needs.

For the past seven years, MFA 5+ has been building the commercial acumen and leadership skills of our industry's future leaders. In 2022, our focus will be on inspiring and challenging those with five or more years' experience to become modern leaders of change.

Being a leader of change means being able to inspire others and adapting to the changes around you to create the change you want to see in the world.

At our first MFA 5+ event for 2022, we will hear from two inspiring change agents: AFL Coach, Disability & Mental Health Advocate **Beau Vernon** and **Sonia Harvey**, BP's Head of Diversity, Equity & Inclusion, Asia Pacific. They will share their insights on the leadership traits and mindsets every modern leader of change needs.



Change agents Sonia Harvey, Beau Vernon and MFA 5+ mentor, Stella Carnegie.

Registrations for the event are NOW OPEN.

Select your city below and register today:

SYDNEY | MELBOURNE

If you haven't attended an *MFA 5+ Inspiration Series* event as a participant or mentor, long-time MFA 5+ mentor **Stella Carnegie**, Executive Business Director at OMD Australia, sums up the value of the MFA 5+ program in the following contribution:

The power of growing the individual and the collective

Looking back, the MFA 5+ was created as a core community for the next generation of industry leaders – those sandwiched between NGEN and the MFA Board. To reach them, we looked to create a movement in learning through inspiration.

From the beginning of the now iconic MFA 5+ Inspiration Series breakfasts, our aim has been to grow the individual and the collective. It was never about being linear, and always about creating a 1+1 = 3 effect.

The breakfasts attract the rising stars of the industry, those who are “curious and curiouser” and it is this enthusiasm that creates the energy felt by everyone in the room. (Or more recently, through the Zoom screen.)

The speakers, the inspiring leaders, the shapers and makers all share incredible stories, yet the real magic happens when they leave the stage and attendees thoughtfully dissect what they heard with each other at their table of 10.

I have mentored at every MFA 5+ event since the inaugural session. I always open the discussion with an invitation for the table to become a team that will only exist for that morning, with the aim for all of us to leave with actions or thoughts that we can all take back to our daily lives.

During this time when we share opinions and give permission to each other to be vulnerable about the unspoken, different interpretations, different opinions and different voices flow without hesitation.

Each and every time I witness a genuine want to contribute thinking, challenge points and debate beliefs. And every single person I have encountered at MFA 5+ events over the years is open to all viewpoints and interpretations.

They recognise that diversity of thought is without question the best starting position. And that the sharing of experiences can have a lasting imprint, both personally and professionally.

They lean in, they show up, they listen, they share.

All of which is critical in an industry that spends its time developing insights on human behaviour.