



Australian Transformation and Turnaround Association

About Us

The Australian Transformation Association is the peak body for transformation professionals and transformational senior executives across business, government and not-for-profit sectors in Australia. With Chapters in Sydney, Melbourne and Brisbane, the Australian Transformation Association has been supporting the career development of our members and advancing the transformation profession since 2018.

By becoming a member of the AusTTA, you are joining a diverse community of transformational *pathfinders*. The AusTTA advocates for improved transformation performance across Australia and supports Members in building transformation management knowledge and skills that can be rapidly transferred to improve transformation performance in their organisations. Through the recognition of our Certified Practising Transformation Professional accreditation program, a range of training opportunities and events, the AusTTA works together with our members to foster trust, innovation, responsibility and respect for our industry.

Our core purpose is - *more successful transformations for our Members*.

In order to achieve this, the AusTTA:

- Continues to stand behind our core values: *people centricity, courageous discovery, evidence informed decisions* and the pursuit of *bold re-invention*.
- Provides access to professional development opportunities, including knowledge sharing, content and thought leadership.
- Promotes and advocates the status and interests of our members and the profession
- Builds the status and professionalism of members through our Certified Practising Transformation Professional accreditation
- Fosters member collaboration, networking and mentoring across the Association.
- Works collaboratively with global transformation experts, educators and academia.

Australian organisations face challenges in keeping up

Business, Government and Not-for-profit organisations all face the challenge of responding to changing external environments as a normal part of business. What has become clear in recent times, however, is the pace of change and the increasing influence of mega-trends on markets, customer preferences, competitors and regulators. The complication many organisations in Australia face is the speed of internal change isn't keeping up to date with changes outside, with many organizations' strategies, business model and operating approaches coming under significant pressure.

What we have heard from our members and those we collaborate with is the need for transformation has rapidly increased in 2020. This is a concern for many Boards and Leadership Teams as the percentages of transformations that are viewed as successful are still lower than they should be in Australia.

Our Aspiration

Our enduring purpose is *more successful transformations for our members*. As a result we are focused on understanding the areas where Members experience transformations fail, why some succeed and how we can help our members build better transformation programs in the future. Our strategy for FY21-22 will see us building on our partnership with Queensland University of Technology and curating the latest transformation management knowledge and best practices from across the world for the benefit of our members.

As we build our membership base and connect them to our growing global network of educators, experts and service providers – we aspire to improve the success of transformation programs across all sectors across the country. Ultimately our longer-term aspiration is to help Australia become the best version of itself that it can be.



Competence

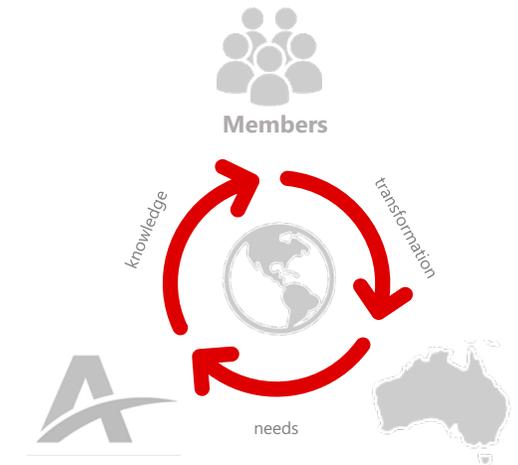


Community



Events

Our Strategy



Our FY21-22 strategy is to drive growth of the Association and deliver increasing Membership value by ensuring the knowledge we curate and share from across the world is targeted at the transformation challenges faced by our Members and their organisations.

We are focused on driving growth in our National footprint, reaching out to transformational professionals and transformational senior executives in business, government and not-for-profit organisations and helping them achieve more transformational success.

We'll invest time and effort into building the Association's brand position and voice in the market, raising awareness not only of the association but of the challenge that Australia as a country will face if we don't increase transformation success rates.

To help accelerate and sustain improvement across the country we continue to collaborate with our members and our transformation network to drive the development of the *Australian transformation ecosystem*, so that the transformation community becomes stronger and better equipped to help Australian business, government and not-for-profits adapt and thrive in the face of external changes, mega-trend impacts and future *black swan* events.

Frequently Asked Questions

Who typically joins the AusTTA?

- Transformation Leads and those aspiring to lead transformations
- Consultants working in transformation and allied areas
- Divisional Leaders and C-level Executives
- Project, Program and Change Managers
- Strategy Professionals
- Board Directors

What's in it for me?

If you're involved in delivering transformation programs or you're a transformational senior leader looking to increase the success rates of your transformations through enhancing your knowledge and network of transformation advisers, then AusTTA is for you.

We are the only national transformation peak body that provides mentoring, networking, learning opportunities, structured development pathways and the opportunity to be a part of a growing think tank on improving transformation performance in Australia.

How can I get involved?

The good news is you can get involved in ways that suits your situation:

- **Become a Member** and gain access to member discounts, access to our members section on our website and help us improve transformation performance across the country.
- Attend one of our free **Transformers Unite** zoom calls where we connect with members across the country and listen to a guest speaker covering relevant topics in a compact session that ends with great Q&A discussions.
- Attend one of our **State-based events** where we have excellent transformational leaders share their stories and key learnings about transformations they have been involved in and their views on the profession in the future (we charge a small fee for these events and Members do receive good discounts)
- We are always looking for great leaders to help us build our national membership base and help improve our impact. You could get involved in your local **State Chapter organising team**, help arrange events, mentoring sessions, guest speakers and other development opportunities for Members.
- We are a not-for-profit organisation and we are run by volunteers led by the **AusTTA Board**. You may be looking to play a leadership role at the National level helping to guide the strategic development of the Association and help lead our drive to improve transformation performance improvement across Australia.
- Join our National **LinkedIn Group** and stay up to date with contemporary transformation topics from across the world and AusTTA updates

How does the accreditation program work?

We have a three-tier transformational leadership structure:

Associate Membership – our entry level membership with access to discounted events and training courses.

Practicing Membership – become a member and within two months submit three brief case studies of transformations you have led or been significantly involved in. Your application will then be peer reviewed via an interview and then endorsed by the Board.

As a practicing member you will receive discounts on the cost of events and training courses, have opportunities to mentor Associate Members, gain access to our global partnering associations, able to add your position as a Practicing Members on your LinkedIn page and if you choose you could progress to work towards becoming an AusTTA Fellow.

Our Association **Fellowship** is a professionally recognised qualification as a Fellow of Transformational Leadership (FTL). This combines your unique experience across 5+ transformations with the AusTTA Transformational Leadership course.

How do I become a Member?

Becoming a member is simple, complete your membership application on our website: austta.org/membership

If you're not quite ready to sign up and have questions, please contact:

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**Australian Transformation and
Turnaround Association**

*More successful
transformations
for our Members*

- **Competence**
- **Community**
- **Events**

Be future fit and transformation ready

Become an AusTTA Member today!



www.austta.org