



## Leadership Program

Google  
News Initiative

UNSW  
Business  
School



### Overview

The Walkley Foundation and [Australian Graduate School of Management \(AGSM\)](#) at the [UNSW Business School](#) are helping cultivate the next generation of newsroom leaders with a unique learning experience for those aspiring to step into a senior role.

The Walkley Foundation Leadership Program is a first of its kind microcredential program – a fast and focussed way to sharpen your skills – catering specifically for the news industry. The course will equip journalists with practical leadership capabilities, pathways to further study, and is conveniently delivered online through a blend of live, interactive sessions and self-paced learning.

Applications are open now, closing on **Friday, November 18, at 11.59 PM AEDT**.

Candidates must have a minimum of 5 years of career experience and have obtained written senior management endorsement.

## Supporting your application

You will be expected to answer several questions to help the judges assess your application. These will be behavioural questions, which will look at how you've handled a specific situation in the past.

Behavioural questions usually start with phrases such as "tell me about a time when" or "give me an example of" or "describe a decision you made". Judges are looking for examples of what you've done and how you have done it. They also might be looking for the values that underpin your decision making and actions.

Situation	Task	Activity	Result
Describe the situation you were in or the task you needed to accomplish.	Explain the goal you were working towards.	Detail the specific steps you took and the role(s) you played.	Describe your accomplishments and the overall outcome.

## Managerial support and letter of recommendation

You must have discussed your interest in the program with your organisation's senior leadership team and have obtained their support before applying.

Your application will need to be supported by two endorsements. Ideally, the nominator should be someone you directly report to, and the seconder should have senior managerial responsibility in the business.

The most senior member of the two should also support the candidate with a written letter of recommendation. This should be 1-2 pages in length and signed and dated.

The document should contain details about the applicant, why they should be considered, and the specific skills they possess. Where possible, it would be helpful for the document to provide specific examples of leadership that support the candidate's application.

The Walkley Foundation may wish to contact these references if candidates advance to the final stages of the judging process.

**For more information, please contact:**

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## Frequently asked questions (FAQ)

### What is the Walkley Foundation Leadership Program?

The Leadership Program is a microcredential designed for journalists recently promoted to management or those preparing to assume greater responsibilities.

Taught online over three weeks, its interactive workshops and self-paced learning modules provide journalists with a convenient way to build critical leadership skills that they can quickly apply in a work context.

### Who can apply for the Leadership Program?

Journalists with a minimum of 5 years experience and working towards, or recently assumed, a higher position of organisational responsibility are encouraged to apply.

Candidates must discuss their application with management (e.g. Editor, News Director, Executive Producer, etc.) and obtain their written permission and support.

Your application will need to be supported by two endorsements. Ideally, the nominator should be someone you directly report to, and the seconder should have senior managerial responsibility in the business.

The most senior member of the two should also support the candidate with a written letter of recommendation. This can be uploaded via our online application form.

### What is a microcredential?

A microcredential enables professionals to expand their knowledge, develop specific skills and advance their career with a targeted and flexible study option.

It's a building block of graduate-level learning that improves your professional expertise without the need to commit to a full degree. Upon completion, your microcredential is recorded and can provide you with credit toward a future degree if desired.

## What will I learn?

The Walkley Foundation Leadership Program will develop your capability to:

- Exercise leadership with self-awareness and confidence
- Better understand the different roles of leadership and management
- Lead with more authenticity and build trusted relationships
- Create a platform for effective leadership within your team and the broader business environment

[Australian Graduate School of Management \(AGSM\)](#) at the [UNSW Business School](#) has been upskilling Australia's leaders since 1981 when the first cohort of the AGSM General Manager Program commenced. The Financial Times of London has recognised it as the number one executive education provider in Australia for the quality and outcomes of its learning experiences.\*

\* FT Global Business School Executive Education Rankings 2017, 2018, 2019, 2020

## What commitment is required?

At this stage, it is planned that the Program will commence on Tuesday 31 January 2023, and consist of the following workshops, complemented with approximately 14 hours of eLearning. Dates will be finalised before the end of November this year.

- 1 hour introduction webinar: Tuesday, 31 January 2023 (11am -12pm AEDT)
- Virtual workshop 1: Tuesday, 7 February 2023 (11am -12:30pm AEDT)
- Virtual workshop 2: Friday, 10 February 2023 (11am -12:30pm AEDT)
- Virtual workshop 3: Tuesday, 14 February 2023 (1pm - 2:30pm AEDT)

There will also be readings and modules to complete via AGSM Navigator – a unique online platform designed to emphasise interactive, experienced-based learning.

Your course facilitator will assess all submitted work. Program participants who complete their learning will be issued a digital badge and earn points towards a Certificate in Executive Management & Development (CEMD), with credit and pathways into award qualifications.

### Places for regional victorian journalists

Thanks to the support of the William Buckland Foundation, we have two dedicated places for journalists from regional Victoria to join this program.