



Australian
Institute of
Management
WESTERN AUSTRALIA



PHOENIX
Academy

PARTNERING WITH YOU IN GLOBAL LEADERSHIP & COMMUNICATION

A COLLABORATION BETWEEN THE AUSTRALIAN INSTITUTE OF
MANAGEMENT WESTERN AUSTRALIA (AIM WA) AND PHOENIX ACADEMY

WE UNDERSTAND Internationalisation

AIM WA

- + Leadership
- + Strategy
- + Productivity

WE TRAIN

- + Competency based
- + Relevant
- + Practical
- + Immediately applicable skills

PHOENIX ACADEMY

- + English proficiency
- + Business Communication

WHICH LEAD TO High Performance and Improved Results

Partnering With You in Global Leadership and Business Communication.

The Australian Institute of Management Western Australia (AIM WA) and Phoenix Academy combines a proven track record of the region's premium English and Business Communication Academy with the state's largest leadership and management thought leader and training institute. These two iconic organisations have over 90 years combined experience of delivering competency-based training and consulting solutions to national and international clients.

AIM WA and Phoenix Academy are Registered Training Organisations (RTO) accredited under the Australian Skills Quality Authority (ASQA).

Together, they aim to assist individuals and organisations achieve their internationalisation strategic objective.



Programmes
in Perth, WA



Company/
Site Visits



Cultural
Activities



Executive
Homestay
(Accommodation)



CEO/Senior Leader
Presentations

OUR VALUE PROPOSITION TO YOU:

Internationalisation has become a key strategic objective of organisations especially in locations where English is a second language. Concurrently successful and sustainable organisations have recognised the need for leadership capability-building to underpin functional and technical excellence to ensure high performance and productivity.

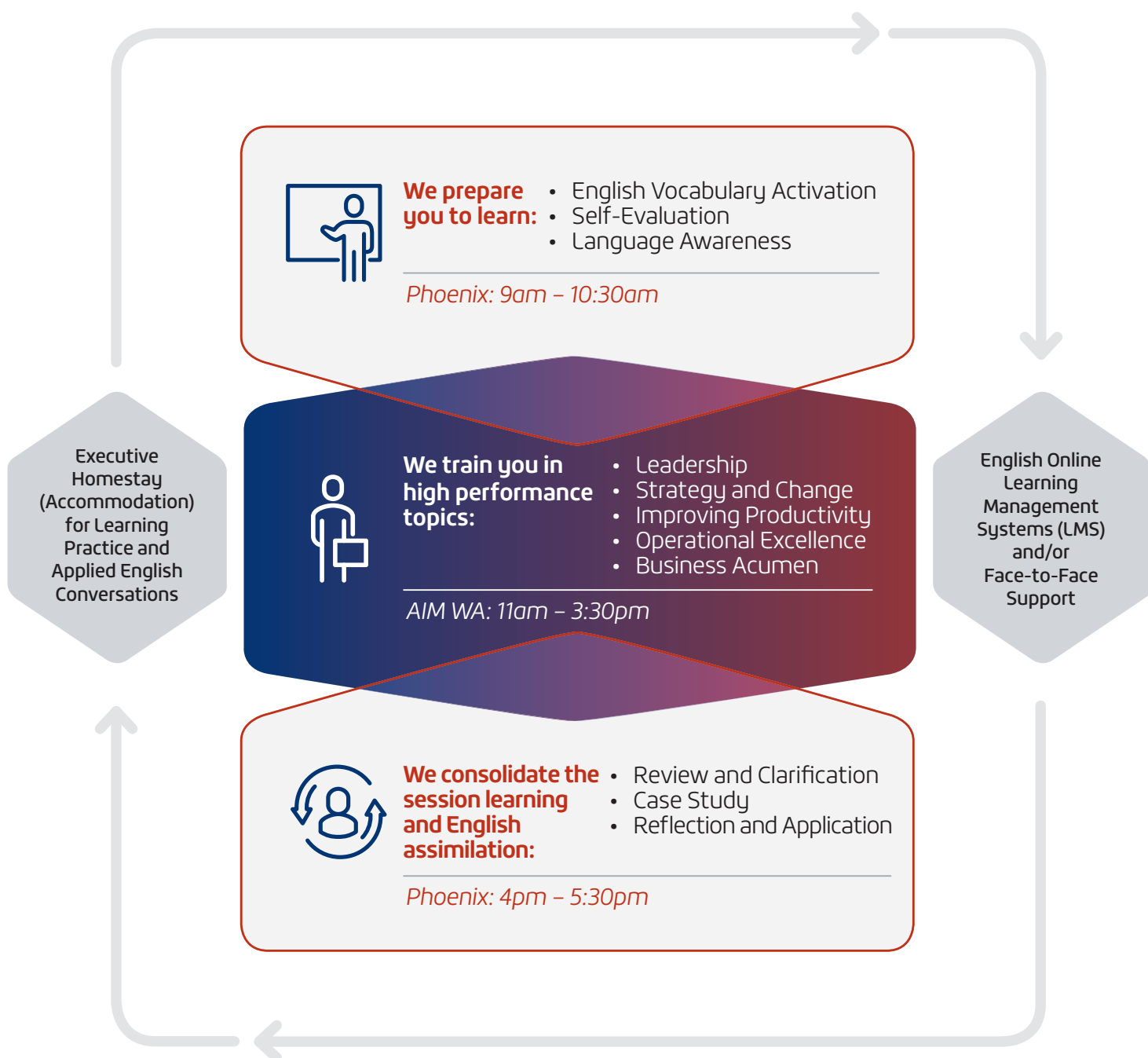
AIM WA and Phoenix Academy have joined their proven capabilities and created the **'High Performance Programmes in Leadership and Business Communication'** - a unique programme held in Perth, Western Australia to proactively assist organisations with achieving these strategic objectives.

AIM WA and Phoenix Academy have joined their proven capabilities with designing programmes that will be underpinned by the 'WRAP Model'.

THE 'WRAP MODEL':

The value-differentiator of the **'WRAP Model'** is the core design of each training day where the participants are taken through English-vocabulary proficiency and preparation at the start of each day followed by the competency training. The training day closes with a session on English-vocabulary review, clarification and reflection.

English-proficiency is further enhanced through the 'Executive Home-Stays'.



AIM WA

Founded in 1957, the Australian Institute of Management Western Australia (AIM WA) is at the forefront of competency-based capability-building and learning and development.

The Institute is an international leader in shaping management, leadership and organisational excellence in Australia and our region – committed to delivering highly practical and relevant tools and skills that are immediately applicable to help improve the performance of individuals, teams and organisations.

AIM WA through its international division, AIM WA International, has established an international footprint customising and delivering uniquely impactful leadership and professional development programmes at all management levels in Malaysia, Indonesia, China, Bhutan, and other countries. AIM WA go beyond theory to provide practical and relevant tools leading to real results in people's lives and careers, teams and organisations.

Why AIM WA

- Over 62 years track record in competency-based learning in a comprehensive range of leadership, professional development, functional and technical areas
- Very successful programmes delivered in Asia and Africa, e.g. Association of Development Finance Institutions of Malaysia (ADFIM), Sime Darby Malaysia, AKEPT (Higher Education Academy of Malaysia), Bank Negara Malaysia, Indian Institute of Banking and Finance, Royal Institute of Management Bhutan, BHP Australia, Rio Tinto (Australia and U.S.), Westrac China, Bank Danamon Indonesia, Bank Central Asia Indonesia, Bunuq Oil Abu Dhabi, Alcoa Australasia
- Ability to design and deliver programmes that focus on leadership, performance and productivity improvements and tangible organisational returns
- Alliance with the University of Western Australia (UWA) Business School
- "Access to the best in the world", e.g. Harvard Business School, London Business School, INSEAD (France)
- World-class Infrastructure in Perth, Western Australia
- Partnership ethos evidenced by long term engagement with reputable organisations and associations.

TESTIMONIALS



Prof Dr Azni Zain Ahmed

2016 – 2018 CEO of Universiti Teknologi MARA-Institute of Leadership Development (UiTM-ILD) Malaysia

"Our collaboration with AIM WA has been a very successful venture in the preparation for top management personnel in the university. The courses provided by AIM WA were unique, hands-on and innovative, facilitated by excellent speakers.

The programmes provided a different perspective to the participants which went beyond the boundaries of conventional academic administration techniques and methods in decision-making. The programmes allowed participants to hone their leadership skills, boosted their confidence and sharpened their sensory perceptions.

In less than two years after learning from AIM WA, many of the participants have moved on in their careers for more challenging tasks and assuming prominent administrative positions. They are now Deans, Rectors, Deputy Vice Chancellors, and a Chief Librarian to the top university in the country (Malaysia). Personally, collaborating with AIM WA has been one of my best and most fulfilling leadership development projects."

Participant Testimonials

"This is an excellent learning programme for high potential leaders. Practice ideas that can be implemented into my daily work straight on tomorrow. An interesting and insightful programme from strategic to leadership implementation; practical theories/ models learned, which can be applied in the office and life!"

Zachary Tan, ACE Insurance Singapore

"I came to the course with a lot of trepidation after attempting to read the handout as I could not understand some of the content. I was proven wrong from the first day as I found myself enjoying the course and looking forward to delivering the project with our team. My leadership style and philosophy improved. I was introduced to new strategy and leadership skills and decision-making approaches and I believe I can be a better leader now, not just to myself but to my subordinates. Thank you to AIM WA's outstanding facilitators!"

Abdul Majeed Ahmad, Sime Darby Malaysia

PHOENIX ACADEMY

Established in 1989 Phoenix Academy is today one of Australia's largest specialist corporate communication training institutions.

Located in the beautiful city of Perth, Western Australia Phoenix Academy offers innovative and flexible learning through three schools of training that complement each other – The School of Professional Training (includes the Institute for Teaching Excellence [ITE]), The School of Business, and The School of English Language & Communication.

Why Phoenix Academy

- Over 30 years of successful delivery of programs globally including:
 - Kingdom of Saudi Arabia Ministry of Education
 - Baosteel (China): Training program for Mining Industry Professionals
 - Rio Tinto (Australia)/Sinosteel (China) International Communication and Management Skills for Mining Industry Professionals
 - Asian Development Bank (Vietnam): Vocational & Technical Education Train the Trainer Program
 - Bangkok Bank (Thailand): English for Banking for Senior Executives
 - Australia-China Natural Gas Technology Partnership Fund: Communications Skills for LNG Industry Professionals
 - Air Mauritius (Mauritius): English for Aviators
 - Shanghai Jian Qiao University (China): Tertiary Teacher Training
- Programs are tailored to specific business needs across a range of industries: Business & Finance, Teacher Training, Mining & Energy, Aviation, Maritime, Telecommunications, Health Sciences, Law Enforcement & Security, Business Communication
- Specialists in Business Communication including Online English Courses, English for Special Purposes (Face-to-Face or Online), Global Business Skills, cross cultural training and global business etiquette.

TESTIMONIALS

Lin, China

2018 Professional Training Program for Mining Industry Professionals Engineer, Ironmaking Plant, Baoshan Iron & Steel Co.

"The teachers of Phoenix Academy are extremely devoted to their students, and have much experience teaching non-native speakers. The program has helped me become more skilled at English, especially my ability of speaking (pronunciation) and to be more professional about my work and the understanding of iron ore market."



Participant Testimonials

"I have been living in Perth for 5 years and I have been studying for 1 year. As an engineer working for Wesfarmers Chemicals, Energy & Fertilisers, my company enrolled me into an executive English program to improve my skills. This has been really helpful as the course is very customized and focuses on my particular needs"

Vanessa, Spain CSBP

"The team at Phoenix Academy have consistently provided Kogas Prelude with quality professional English training. They have been our provider of choice for the last two years based on overwhelmingly positive reviews from our expatriates, who praise Phoenix instructors for understanding and catering to their individual needs."

Hannah McAlindon, Kogas Prelude

WHY PERTH, WESTERN AUSTRALIA?

Perth is a safe, vibrant, modern city situated on the southwestern coast of Australia. As the capital of the prosperous state of Western Australia, the city plays host to many of the world's foremost companies and industries including resources, medical, engineering and science.

It is also a hub of practical learning, with several leading universities and training institutions headquartered within the city.

As Australia's true gateway to Asia, Perth offers the perfect combination of academic rigour, practical competency and business know-how, and a global perspective to provide truly impactful experiences for any visitor.



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