Dr. Arthur Shelley: Professional Profile

Professional Brief

Arthur is collaborative leader who engages stakeholders to achieve mutually beneficial outcomes with a proven professional success record through 25+ years of experience across the corporate, government and tertiary education sectors. Internationally recognised as a knowledge and capability development thought leader equipped with a diversity of skills and achievements including being the author of two books, a regular international conference speaker, award winning tertiary teacher and a volunteer student mentor and career advisor.

Creator and leader of the Organizational Zoo Ambassador Network, an international association of professionals interested in sharing and innovative application of metaphor based behavioural learning and development to improve personal and team outcomes and build relationships.

Contact Details

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Twitter:	Metaphorage
On-line:	www.IntelligentAnswers.com.au
	www.organizationalzoo.com

Career Highlights

➢ The Outstanding Sessional Teaching Award, RMIT Uni 2009
➢ RMIT Uni Good Teaching Awards 2009, 2010, 2011, 2012
➢ Invited speaker Abu Dhabi, UK, USA, Ireland, Australia
➢ Lead RMIT University business mentoring program

Key achievements 2006-12
➢ Chairman KM Asia (2011) and KM Australia (08/10) Conf.
➢ Convener of Melbourne Knowledge Leadership Forum
➢ Creation of Organizational Zoo Ambassadors Network
➢ Facilitated executive multicultural program in Vietnam
➢ Book 2: *Being a Successful Knowledge Leader* published
➢ Public Masterclass *Leading Successful Knowledge Initiatives*
➢ Book 1: *The Organizational Zoo* published
➢ Keynote speaker at conferences in Australia, Europe & USA
➢ Effective Succession Plan created for Cadbury KM handover
➢ Created & facilitated virtual international business networks
➢ Creation of on-line Behavioural Profiling Tool

Earlier key achievements
➢ Presidents Award, Project Delivery Cadbury Poland 1999
➢ Excellence Achievement Award, Cadbury China 1996
➢ Established first Environmental Committee Cadbury 1991
➢ Master of Science Degree, (Dairy Scholarship Award) 1985
➢ Transformational leadership roles throughout career

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Formal Qualifications	**PhD** Behavioural Metaphor (RMIT University 2012) **Master of Science** (University Queensland 1985) **Bachelor of Science** (University of Queensland 1982) **Professional Trainer**, Cadbury Train the Trainer (1995) **External Auditor**, Quality Systems ISO9001 (QAS 1994)

Work History

2007 - Current (positions held concurrently)

Intelligent Answers Pty Ltd
Founder and Managing Director Independent consultancy focused on Capability Development, Leadership Behaviours and Knowledge Strategy.

RMIT University
Graduate School of Business and Law (MBA, MPM & DPM programs)
Course Coordinator for Knowledge Management
Facilitator of the Business Mentoring Program Developed new materials, delivered course and inducted casual staff to co-deliver. Also taught courses on Entrepreneurship, International Issues, Career Management and Applied Research Practice.

RMIT University (2010- current)
School of Property, Construction and Project management (MPM & DPM)
Lecturer Knowledge Management and PM Leadership

Founder and leader of The Organizational Zoo Ambassadors Network.
A professional association focused on behavioural and capability development.

2003-7   Cadbury Schweppes PLC UK

Global Technical Knowledge Director Create and implement the global knowledge management strategy for Cadbury Schweppes (international) Science and Technology Group. Developed and implemented a global knowledge management strategy to enhance collaboration and productivity of virtual networks and communities and leverage global knowledge assets.

1989-2003 Cadbury Schweppes Asia Pacific

Variety of roles across Asia Pacific and Europe including Asia Pacific Consultancy Services Manager, Project Manager, Global Quality Management Process Leader, Senior Microbiologist

1981-1989 Research and technical roles

Variety of technical roles in government and semi-government agencies.
Creation of an independent technical consultancy business.

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Publications

ON-LINE

Metaphorage Blog: Ongoing commentary on understanding behaviour through metaphor. www.organizationalzoo.com/blog

YouTube videos: http://www.youtube.com/results?search_query=Arthur+Shelley&aq=f

SHELLEY, AW (2006) Is there a perfect environment for Projects? "The Last Word" in EI Magazine http://www.eimagazine.com/xq/asp/sid.0/articleid.2D02E099-39EF-465E-8004-DA4E37883598/eTitle.The_last_word/qx/display.htm

BOOKS, CHAPTERS, THESIS & GUIDELINES

SHELLEY, AW (2012) Metaphor as a means to constructively influence behavioural interactions in project teams. PhD Thesis PCPM, RMIT University

SHELLEY, AW (2011) Creative metaphor as a tool for stakeholder influence. Chapter in: Bourne, L, Advising Upwards, Helping management to help you. Gower Publishing.

SHELLEY, AW (2011) MBA Business Mentoring Program Guidelines. RMIT University

SHELLEY, AW (2011) MBA Business Mentoring Program Toolkit. RMIT University

SHELLEY, AW (2009) *Being a Successful Knowledge Leader. What knowledge practitioners need to know to make a difference.* ARK Publishing. UK.

SHELLEY, AW (2007) Knowledge Disrupters in Mergers and Acquisitions. Chapter 3, Next Generation Knowledge Management III, Ed. Jerry Ash ARK Group.

SHELLEY, AW (2007) *The Organizational Zoo, A Survival Guide to Workplace Behavior.* Aslan Publishing, Fairfield, Connecticut.

SHELLEY, AW (1985) Studies on lipolytic psychrotrophic bacteria from raw milk. Master of Science Thesis. University of Queensland, Brisbane Australia.

PEER REVIEWED PAPERS

SHELLEY, AW (2012) Metaphor Interactions to Develop Team Relationships and robustness Enhance Project Outcomes. Project management Journal 43, 6, 88-96

SHELLEY, AW (2011) Metaphor as an effective means to stimulate constructive conversations on project culture and performance. European Academy of Management Doctorial Colloquium, Tallinn, Estonia.

SHELLEY, AW (2008) *Knowledge Frameworks for enhanced performance. A practitioners workbook.* Intelligent Answers. Melbourne, Australia.

WALKER, DHT, BOURNE, LM, and SHELLEY AW (2008), Influence, Stakeholder Mapping and Visualisation, Construction Management and Economics, 26, 6, 645-658

SHELLEY, AW (2005) Cultural influences in developing knowledge behaviours. Proceedings of the 8th Australian Conference on Knowledge Management and Intelligent Decision Support. Hosted by the Knowledge Management Research Program, Monash University, Melbourne

SHELLEY, AW (1995) Key Quality Parameters for the production of Chocolate. Food Technology for China.

SHELLEY, AW and SMITH AD (1992) Why hasn't impedance technology gained widespread use in Australia? Australian Microbiologist V13 (5), 363-365. (Presented at 1991 Australian Society for Microbiology Convention, Sydney).

SHELLEY, AW (1990) The prevention of microbial contamination in air handling systems. AIRAH Journal 44(3), 30-36.

SHELLEY, AW, DEETH, HC and MACRAE, IC (1987) A numerical taxonomic study of psychrotrophic bacteria associated with lipolytic spoilage of raw milk. Journal of Applied Bacteriology 62, 197-207.

SHELLEY, AW, DEETH, HC and MACRAE, IC (1987) Review of methods of enumeration, detection and isolation of lipolytic microorganisms with special reference to dairy applications. Journal Microbiological Methods 6, 123-137.

SHELLEY, AW, DEETH, HC and MACRAE, IC (1987) Comparison of a simple butterfat agar medium with other media used for isolation and enumeration of lipolytic bacteria from dairy products. Journal Dairy Research 54, 413-420.

SHELLEY, AW, DEETH, HC and MACRAE, IC (1986) Growth of lipolytic psychrotrophic pseudomonads in raw and ultra-heat-treated milk. Journal Applied Bacteriology 61, 395-400.

Speaking events and workshops

Corporate workshops have been excluded from this list for confidentiality reasons.

American Chamber of Commerce seminar Melbourne, 2013 Invited speaker

Henley KM Forum Henley UK, 2013 Invited speaker

Civil Service Learning Forum, London, 2013 Invited workshop facilitator

PMI Research and Education conference Limerick Ireland. 2012 Proffered speaker

KM UK London, 2012 Invited speaker

KM Middle East, Abu Dhabi 2012 Invited speaker

RMIT Asia Forum, Melbourne 2012

KM Asia, Singapore 2011 (Chair), 2010/09/08/07/04 Present/workshop facilitator

KM Australia, Sydney 2010/2008 (Chair) 2012/09 Present/workshop facilitator

actKM Conference, Canberra/Melb 2012/11/10/09/08/07 Interactive facilitator

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Knowledge Management Leadership Forum, Melb 2012/11/10/09/06 Presenter

European Academy of Management, Tallin Estonia 2011 Behaviour knowledge

Edinburgh University, 2011/2012 Metaphor behaviours workshop. Invited facilitator

Knowledge Innovation Network UK, Reading UK 2011 Metaphor games 4innovation

Project Management Institute, Melbourne 2011, 2006 Presenter

Project Management World, Orlando FL 2010 Conference Chair and speaker

International Leadership Assoc, Boston 2010 Speaker behavioural leadership

Johns Hopkins University, Baltimore 2010 Workshop lead Comm of Practice

SIKM Leaders Forum, Webinar series 2010/09 Presenter Leader behaviour

RMIT Forum, Ho Chi Minh City, Vietnam, 2010

Aust. Institute of Management: Prof Devt Forum, Melbourne 2010

Info & KM Society, Singapore 2010/09 Seminar presenter

Asia Pacific Conference on Project Management Melb 2010. Colloquium Presenter

Leading Successful Knowledge Initiatives Master Class, Melbourne 2009

Real Estate Institute Tasmania, Hobart 2009 Invited speaker (Leadership)

RMIT Business Seminar Series, Melbourne 2009 Alternative Leadership Styles

PM Ed (Project Management Education), Perth 2009 Workshop facilitator

KM for the Advanced Practitioner, Melbourne 2009. Presenter & W'shop

Atlanta BDPA, Professional Development **Webinar** Feb 2009

Knowledge frameworks for enhanced performance, Melbourne 2008

RMIT University Business Seminar series, Melbourne, 2008 Presenter (Wikis in Edu)

Knowledge & Collaboration in Energy & Resources, Perth 2008 Chair.

World Congress for Project Management, **San Diego** 2008 Keynote address

Project Risk Symposium, San Diego 2008 Keynote address

SIRFT Industry Knowledge Management Roundtable, Melbourne 2008

Aust. Inst of Management: Managing the Future Series, Melb & Hobart 08

Knowledge Management Power, Seoul 2008 Presenter and workshop

World Congress for Business Analysts, Barcelona 2007 Presenter

SIRFT Industry Knowledge Management Roundtable, Sydney 2007

KM World and Intranets, San Jose 2007 Presenter

Aust. Institute of Management: Managing the Future Series, Melb 2007

Aust. Conf Knowledge Mgmt & Intelligent Decision Support, Melb 2005

Australian Society for Microbiology Sydney 1992 Speaker