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

email: Arthur@OrganizationalZoo.com
Mobile: +61 413 047 408   Office: +61 3 9779 0008
Location: Melbourne, Victoria, AUSTRALIA
Blog: http://organizationalzoo.com/blog
Twitter: Metaphorage
On-line: au.linkedin.com/pub/arthur-shelley/1/4bb/528/
              www.organizationalzoo.com

Career Highlights

➢ Australian Office and Learning and Teaching national citation for "Outstanding contributions to student learning" 2014
➢ RMIT University Teaching Awards 2009, 2010, 2011, 2012, 2013
➢ Top 50 Global KM Influencers list 2012
➢ "Top Paper Award" PMI Research and Education Conference 2012
➢ "The Outstanding Sessional Teaching Award", RMIT University 2009
➢ Invited speaker/workshop facilitator Abu Dhabi, UK, USA, Ireland, Spain, Singapore, Korea, Thailand, Vietnam, Sweden, Bangladesh, Australia
➢ Leader of the RMIT University business mentoring program

Key achievements 2009-14
➢ Chairman KM Asia (2011) and KM Australia (08/10) Conference
➢ Convener of Melbourne Knowledge Leadership Forum
➢ Creation/Facilitation of Organizational Zoo Ambassadors Network
➢ Facilitated executive multicultural program in Vietnam
➢ Book 2: *Being a Successful Knowledge Leader* published (2009)
➢ Public master class *Leading Successful Knowledge Initiatives*
➢ Book 1: *The Organizational Zoo* published (2007)
➢ 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

Dr Arthur Shelley: Professional Profile

Formal Qualifications

- ➢ **PhD** Behavioural Metaphor, RMIT University 2012
- ➢ **Master of Science**, University Queensland 1985
- ➢ **Bachelor of Science,** University of Queensland 1982
- ➢ **Graduate Certificate Tertiary Learning and Teaching,** RMIT 2014
- ➢ **Professional Trainer**, Cadbury Train the Trainer 1995
- ➢ **External Auditor**, Quality Systems ISO9001 QAS 1994

Work History

Current (positions held concurrently)

Intelligent Answers Pty Ltd (1999 onwards)
Founder and Managing Director Independent consultancy focused on Capability Development, Leadership Behaviours and Knowledge Strategy.

RMIT University (2007 onwards)
Graduate School of Business and Law (MBA program)
Course Coordinator for MBA course Knowledge Driven Performance
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 onwards)
School of Property, Construction and Project Management (MPM & DPM)
Course Coordinator Knowledge Management and Project Management Leadership

Founder of The Organizational Zoo Ambassadors Network (2007 onwards)
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 scientific and technical roles in government and semi-government agencies.
Creation of an independent technical consultancy business in the food industry, which subsequently was purchased by another company.

Dr Arthur Shelley: Professional Profile

Publications

BOOKS, CHAPTERS, THESIS & GUIDELINES

SHELLEY, AW (2015) *The wisdom of evidence and experience informed decisions*. Foreword in *Strategic Data-Based Wisdom in the Big Data Era. Eds.* Girard, JP, *Berg, K & Klein, D.* IGI Global Advances in Knowledge Acquisition, Transfer and Management Book Series*. In press*

SHELLEY, AW (2015) *KNOWledge SUCCESSion*. Business Expert Press Project Management Series. *In progress*

SHELLEY, AW (2014) Topic introduction for Chapter 5, Communication and Stakeholders in Kloppenborg, T *Contemporary Project Management.* 3rd Ed. pp. 114-116. Cengage Learning Stamford, CT USA.

SHELLEY, AW (2013) *12 Principles of knowledge leadership*. Opening chapter in Roche, H *Successful knowledge leadership: Principles and practice,* ARK Publishing, London. pp. 1-6.

SHELLEY, AW (2012) *Stories stimulate knowledge management activity in your organisation*. Case Study 8 in Hawley, T Making knowledge management work in your organisation, ARK Publishing, London. pp. 135-141.

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 (2015) *Project Management and Leadership Education Facilitated as Projects.* International Journal of Managing Projects in Business, Volume 8, ?, ??. In progress

SHELLEY, AW (2014) *Active Learning Innovations in Knowledge Management Education Generate Higher Quality Learning Outcomes.* Journal of Entrepreneurship Management and Innovation (JEMI), Volume 10, 1, 129-145.

SHELLEY, AW (2014) *Action Research: Creative metaphor to build relationships in projects.* Sage Research Cases in Methodology. http://dx.doi.org/10.4135/97814462730513503436

SHELLEY, AW & MAQSOOD, T (2014) *Metaphor Interactions to Develop Team Relationships and robustness Enhance Project Outcomes.* International Journal of Managing Projects in Business, Volume 7, 4, 752-766.

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.

ON-LINE

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

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

Dr Arthur Shelley: Professional Profile

Video content

Enhancing learning outcomes using metaphor (2014)
https://www.youtube.com/watch?v=mOAWhKvLfog&feature=youtu.be

Interview on the relationship between Knowledge and Innovation (2014)
(IKI SEA & IKLUB video library) http://iklub.org/ikitalks/?page_id=143

Overview of KM for Project Management (2013)
https://www.youtube.com/watch?v=8OhJsYBOh2o

Creative metaphor to enhance team dynamics: Three minute thesis (2012)
https://www.youtube.com/watch?v=ONyVOkXNOFE

Behavioural profile of a successful meeting (2010)
Impacts of the behavioural profile of a meeting – forward and reverse
http://www.youtube.com/user/ArthursZoo

IKMS Enhancing business value through leveraging behaviours (2009)
Part A : Introducing the Zoo Metaphor: http://www.blip.tv/file/3089397/
Part B : Application of Zoo Metaphor concepts: http://www.blip.tv/file/3089638/

Knowledge sharing stories (2008)
Impacts of process knowledge losses
https://www.youtube.com/watch?v=XZl7K8V-vtg&p=6CA70C54A1B5C530

The Brain Interview 2007
The Organizational Zoo http://tinyurl.com/ydnc87w
Interactive Learning Spaces and Inclusive Teaching videos (2011)
https://www.dlsweb.rmit.edu.au/bus/public/SABDraftSite/homepage.html

Speaking events and workshops

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

2014

Creative Bangkok, **Bangkok**, 2014 Behaviours of creativity workshop

Innovation and Knowledge Management SE Asia (IKMAP), **Bangkok**, 2014 Keynote address and workshop

Information and Knowledge Society (IKMS), **Singapore**, 2014 Keynote address and workshop

ActKM annual knowledge conference, **Canberra,** 2014 Knowledge Education workshop

Umeå Business School, **Sweden,** 2014 Scholarship for project management leadership workshop series

RMIT University, **Melbourne,** 2014 Student mentoring workshop

RMIT University, **Melbourne,** 2014 Virtual Andragogy approaches to learning

Institute Public Professionals Australia, **Melbourne,** 2014 Stakeholder behaviour and collaboration workshop

Earlier International

RMIT University, **Ho Chi Minh City Vietnam,** 2013 Project management interactive

Oxford University, **Oxford UK,** 2013 Collaboration workshop/webinar

RMIT University, **Melbourne,** 2013 Interactive learning Pecha Kucha workshop

Knowledge and Innovation Management (KIM), **Bangkok**, 2013 Innovation behaviour workshop

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

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

European Academy of Management, Tallin Estonia 2011 Behaviour knowledge

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

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

Project Management World, Orlando 2010 Conference Chair and speaker

International Leadership Association, Boston 2010 Speaker behavioural leadership

Johns Hopkins University, Baltimore 2010 Workshop Leadership and Community of Practice

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

RMIT Forum, Ho Chi Minh City, Vietnam, 2010

Info & KM Society, Singapore 2010/09 Seminar presenter

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

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

Project Risk Symposium, San Diego 2008 Keynote address

Knowledge Management Power, Seoul 2008 Presenter and workshop

World Congress for Business Analysts, Barcelona 2007 Presenter

KM World and Intranets, San Jose 2007 Presenter

Earlier Australia

Allegra Network, Melbourne, 2013 Stakeholder behaviour and collaboration workshop

The Newspaper Works national conference, Sydney, 2013 Knowledge Succession workshop

The NSW KM Forum, Sydney, 2013 Knowledge Leadership workshop

RMIT Asia Forum, Melbourne 2012

Australian Computer Information Society, Geelong, 2012 Expert panel. Past, Present and Future of KM

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

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

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

Project Management Institute, Melbourne 2011, 2006 Presenter

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

Asia Pacific Conference on Project Management Melbourne 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 & Workshop

Knowledge frameworks for enhanced performance, Melbourne 2008

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

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

SIRFT Industry Knowledge Management Roundtable, Melbourne 2013, 2008

Australian Institute of Management: Managing the Future Series, Melbourne & Hobart 08

SIRFT Industry Knowledge Management Roundtable, Sydney 2007

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

Australian Conference for Knowledge Management & Intelligent Decision Support, Melbourne 2005

Australian Society for Microbiology Sydney 1992 Speaker