



Designing for Impactful, Purpose- Driven Academic Careers in Business

Prof. Nick McGuigan

Monash University, Australia |
Rostock University, Germany

Outlook

- Background & Key Learnings
- Engaging with others
- Academia & Impact Models
- Three examples in (Re)designing for Purpose











Bridal Wear
Tel: 0117 929 2614
16 Christmas Steps



Karen Kelly

20TH CENTURY FLICKS VIDEO SHOP

BRISTOL CIDER SHOP

The RICE BOX
Chinese Take-Away & Cafe
0117 927 3380

ANGRY HEAD DAVES

CHINESE Take-Away

OPEN
PEDDLARS OF FINE SPIRITS LIQUEURS WINES CIGARS

WEST 9 CHRISTMAS





- Flexible & Adaptable
- Be open to opportunities
- Take risks with your career. Experiment, play, discover & explore
- Work @ the edges
- **‘No’ is ‘on’ spelt backwards.** Switch yourself on and don’t look backwards



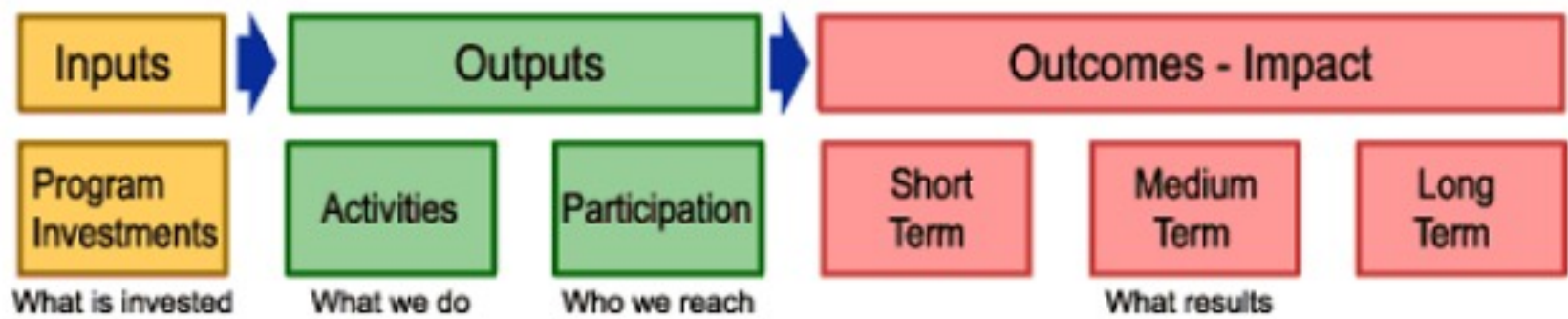


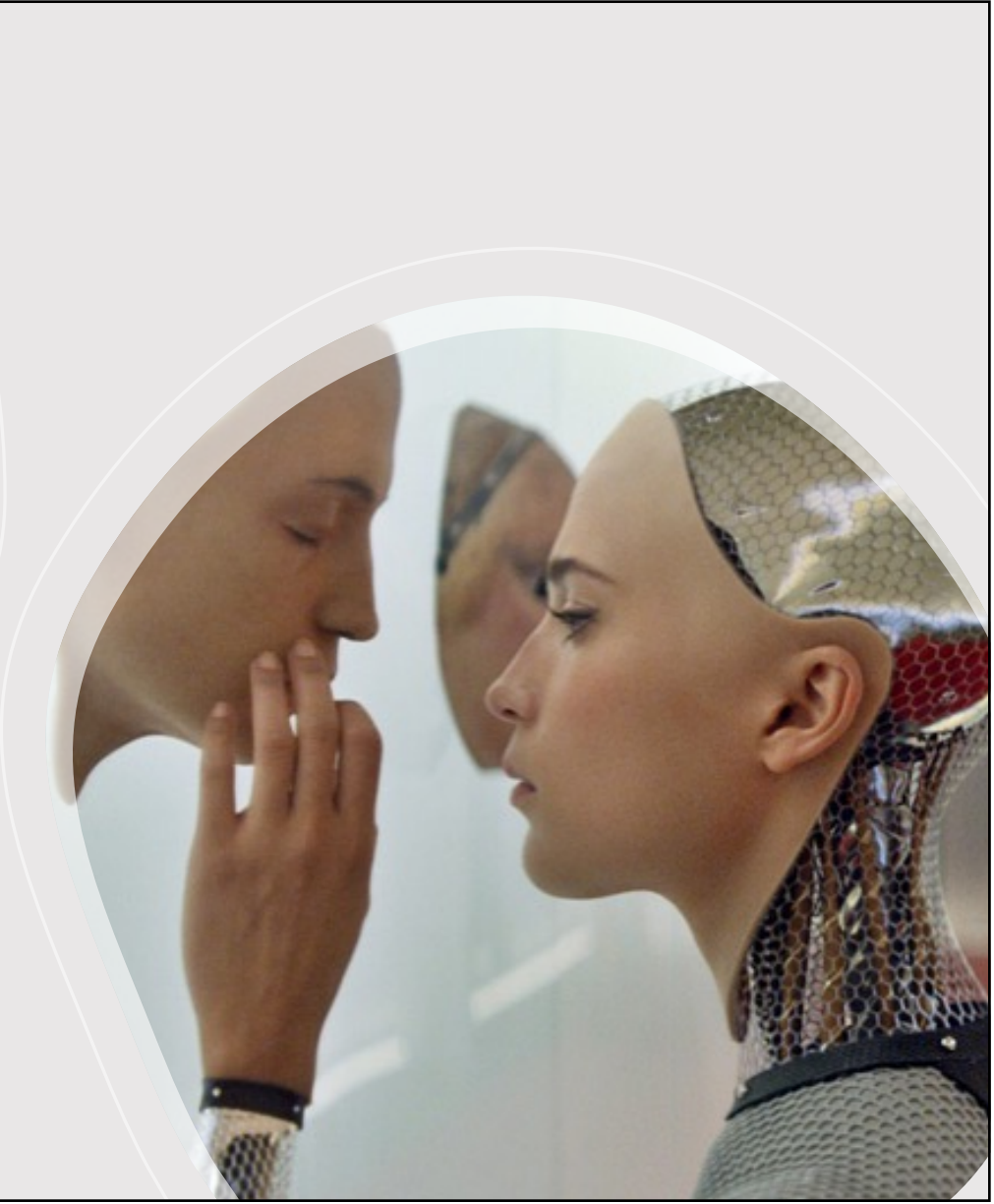
Engaging Stakeholders

How do you usually engage stakeholders in your projects / research?



Academia & Impact









Queering Accounting









WHERE AM I ?

YOU ARE STANDING IN A PHYSICAL TRANSITION OF A SERIES OF REALS
FUTURE WORKSHOPS WHICH OCCURRED BETWEEN JUNE 2012 - 2013 WEEK

FRONTIERS FINDING TO DATE IS BASED ON THE DOUBLE VARIABLE METHOD INTRODUCED BY CAULING (1988) WE HAVE THE METHOD TO IDENTIFY UNCERTAINTIES AND OPPORTUNITIES TO PRODUCE DISCUSSION ABOUT THE FUTURE OF THE ARTS.

IN GROUP PARTICIPANTS HAVE IDENTIFIED AND GROUPED SOME REPRESENTED (using 2 axes) SOME OF THE FACTORS THAT ARE INFLUENCING OUR FUTURE. THESE FACTORS ARE PRESENTED IN A GRAPHIC REPRESENTATION. SUSPENDED ALL AROUND YOU

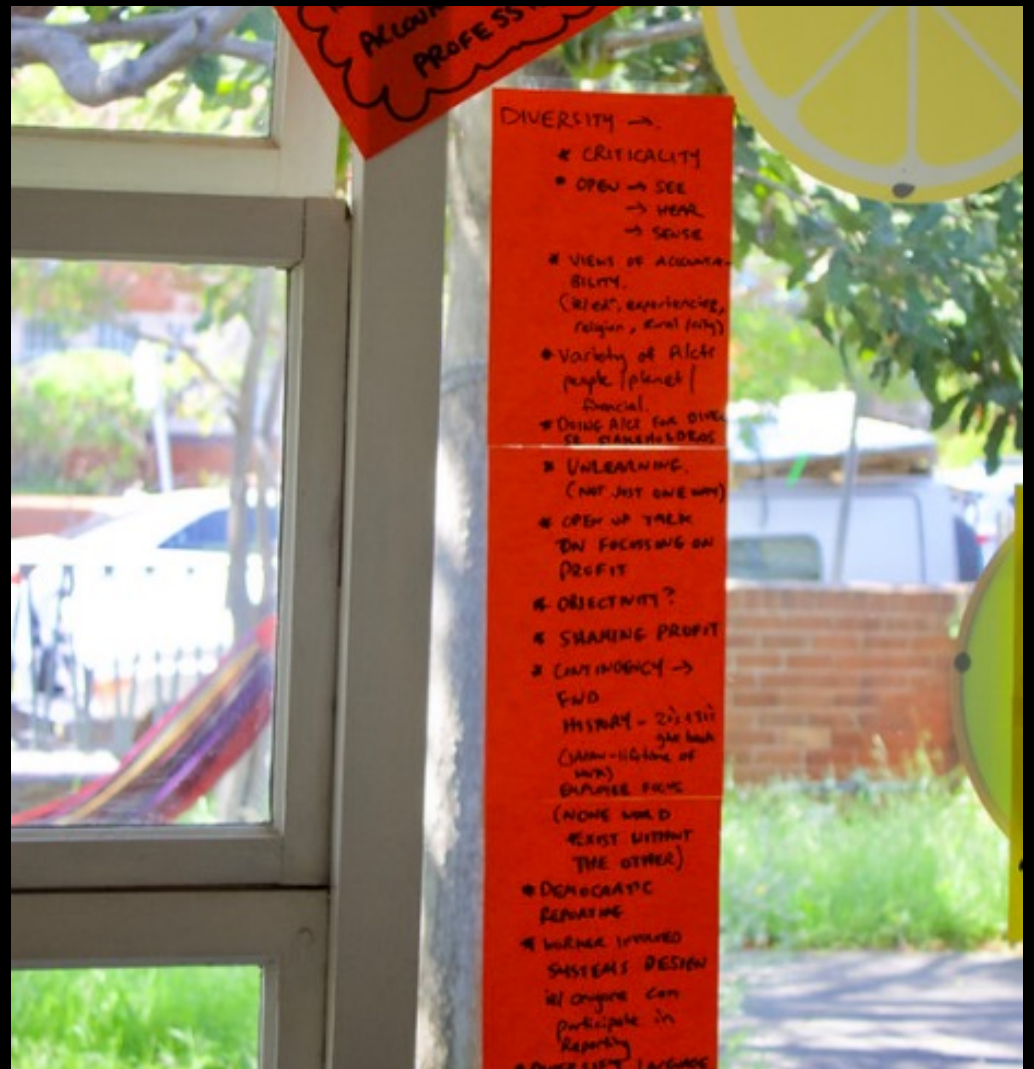
NON-COMMUNITARI
EUROPEAN UNION

COMPAGNE "SUPPORT"
IN THE "CONCRETE"
"RESEARCH"
"INNOVATION"
"TRADE DEAL"
"MODEL"

RESEARCH | INNOVATION | TRADE DEAL | MODEL
GOVERNANCE CENTRALISED
STEAM DENNIS GRAPHIC







PATTERN FOR A FACE MASK

ABOUT THIS TEMPLATE
Herein find a set of directions and a sewing template for a cloth mask that covers the nose and mouth.

Handwritten notes and sketches, including a drawing of a face mask and some text in Spanish: "maria mekoba - pata pata", "Bobby Thurston - you got what", "1918c SIMAS - come into my life", "the shirelles - d'corate my life", "write adriana".

URGENCY

Urgency Reader 2
Mutual Aid Publishing During Crisis

TRADE PAPER

AKOIK (Kale Jarboe + M Wright)—All together
new neighborhood dispatches from
Montreal, March 2020
Adam Chungo—New Horizons
Alessandro Ocho, Nicholas McLaughan,
Lisa Powell—A Queer Accounting
Mendacity
Alvina Beckman—Bleakish Faces
Andrew W. Sperry—Collected
Alina Gardner—no time
akobee11—Story goes to Hell
Anonymous—To the RSD Community
Anonymous—A Call for Complaint, for Plague
Speech, for Sick Speech
Anonymous Nurses—Pattern for a face mask
Art M Lobo—Untitled, Digital Collage
Anthony Warnick—We Will Not Be The Final
Generation
Arca Rodriguez—Selected
arthur karrin—NOTES FROM WEEK ONE
THE RELUCTANT HERMIT: THE
INTIMATE APOLYPTIC: VERUS DAZE
INFILTRATE MIXTAPES, VOLS. 1-5
Athena Zerou—day break bird
Azulera North—Looking in
Baby Steele—Meet Me Inside
Be Oakley—Collective Self Isolations: Thoughts
on Radical Softness as a Boundless Form
of Resistance during a Pandemic
bean drake—Far winds and following Bean
brook wann—starcas blue
Cade Dethm & Edward Anthony
The New Design Congress Draws
Welcome to the Artificial Wilderness
Ceb Boraso—On being led off
Carlos Kong—Faden/Thread
Carmen Ribaudou—Pinneral Drawings
Caroline Sorin—canepanicon/gif
charon wash—GOD BLESS YOU IN EVERY
WAY POSSIBLE, GODFAG, EVIL BITCH
PARADISE
Chy Withar—04.44.44
Christie Ortiz—Human Movement Slowdown
Christopher Que
Claire H—pdphees now!
Connor Frew—WHAT WAS MIES THINKING
(HEALTHCARE FOR ALL)
cotone ang—walking distance
D Rosen—Swallow your puppy
Denny Added—Nullus in Verba
Dylan Teacher—Princess Disease
Edgee Chelof—kay lit mouse / home of others
Elaine Lopez—How empathy / isolation, and
community in my classroom have prepared me
to deal with the disruptions of Covid-19

DRINKERS

Elie Andriessen—What We All
Elizabeth Nicola—March 27, 2020
ellen zahner—THE SPLINTERED
STRUCTURES OF HISTORY TOWER
ABOVE AS WALK ALONG
Erma Kemp with May Hoover, Angel
Barris, Brittany Carter, Adrienne Le
Barris, Brittany Carter, Adrienne Le
Erik Frey—The Inheritance
Everett Solman—are you guys up for some
mugge tonight?
GERTORIANIC (Rebecca Ullast and Quinn
Kantem)—Sunsetting the Species
Gregory Chiant Fawkes—Fire shower
Greta Huang Stagerfeld—Poem re- striding
Gu—Elevenses
Hannah Azar Strauss—Sacred Heart Sinks
Hugo Gallo—Hugo's Quarantine Dispatch
Javi Duggan—SICROS
Jennifer Tobias—Untitled
Joe Pigg—Unfolding Inquiries, notes from the
Solihull Institute on some considerations
as to how education moves into the
foreground
John-Francois Quizon—Know, in Some
Ways, I Must be Answering for All the
Times I Begged for More Time in my
Kitchen (Poem)
Joshua Duttweiler—Aren't We All Just Keep
Swimming We Are, WHITE HAND SANITIZER
Katherine Ye—24 hours in Pittsburgh
kitty cho & rachel hrbee—its ok
Kelsey Soames & Jessa Grayson—The Lunch
Manifesto
Kinsyn Schell-Smith—Per My Last E-Mail
Kit—Mutiny
kitt peace—First Night Fever Dream for
Pauvi Tem
L.S.—Claustrophobic haze of blossoms
Lith A. Avogo—Ballet, hole
laura lemb brown-lovato—Thing I used to do
with my tongue—"Well I guess we are in
this now" (that one is three parts)
Laurie Birch—DAY FOUR
Liemworm—Quarantine Thoughts (What
happens next?)
Lisa J. Malone—One After Another, Future
Dream
Logan K. Young—Six Uneasy Places
Louise Druille—Quarantine - Day 10
Louna Boo Chiam—i'm re-experiencing
feelings
Luis Carlos Lopez—Quarantine sucks and I
take delight
Mae Eskerazi—Becoming Expansive

DRINKERS

Maggie Sabert—Things I Believe About Ed
Sheeran
Marisa Fulper Estrada—Static Freefall
Miriam Navarro Prieto—When This All Ends
Milly Soda
Nafis M. White—Social Distance Mutings in the
Rona Era
nicola william—lots cant
Nina Muccia—at home at last forever
Noa Mori—in the Wake of the Crisis We Must #
A Thin Layer of Sanitizer & Fear
Norm Gunn—Untitled
Oliver B. Godlee—Weeks After the Last Party
Oliver/Oliver—Being in Flux
Pablo Lema—The Impossibility of Locking
Outside and/or How To Think About Care
Paul Mahake—The Year I Stopped Making Art
Pickle Partisans—Phase Shift
Rachael Hillier—The Tiger
Rebecca Gates—Untitled 2020/27
Rebecca Wilkinson
Rena Rippe—Blossoms from Elmwood
robbynyhyz—Oliver
Ruben Castillo—Stills from a video
performance, Fluff
Ryan Sarabatah—American Water Round 1
Rylie LAWVER—a post frontier proposal
Sabrena & Rose Ghostly—Absurdities Amidst
the Virus
Sal Rangogh—Unsett Sprints
Sam m—A Note for Digital Dwellers/Dwelling
Sara Harco—The armored one
Shou Jie Song—Her shoes contained the
world
Signid Paalen—Very Late Capitalism
Sophia Le Fraga—When You Talk
Sophie Sella and Naam Woo—Manifesto
of The Hildegard von Bingen Society for
Gardening Companions
T. Davitch—We Will Keep Going
Tehee Wilson—Daily Log 3.25.2020
tere brown-avose—resist, austerity and do not
touch base
The Making Public Collective (corresponding
author Miriam Rasch)—Introduction to Here
& Now? Explorations in Urgent Publishing
Tiara Rouanne—Digital Attunement (an
introduction)
Tiffany Patterson—Works from the quarantine—
March 2020
wernu—disarrangements
Wil van Iersel—Headlines
Zoe Pinsky—ME, MYSELF & I, A WALK

Is this the new frontier?

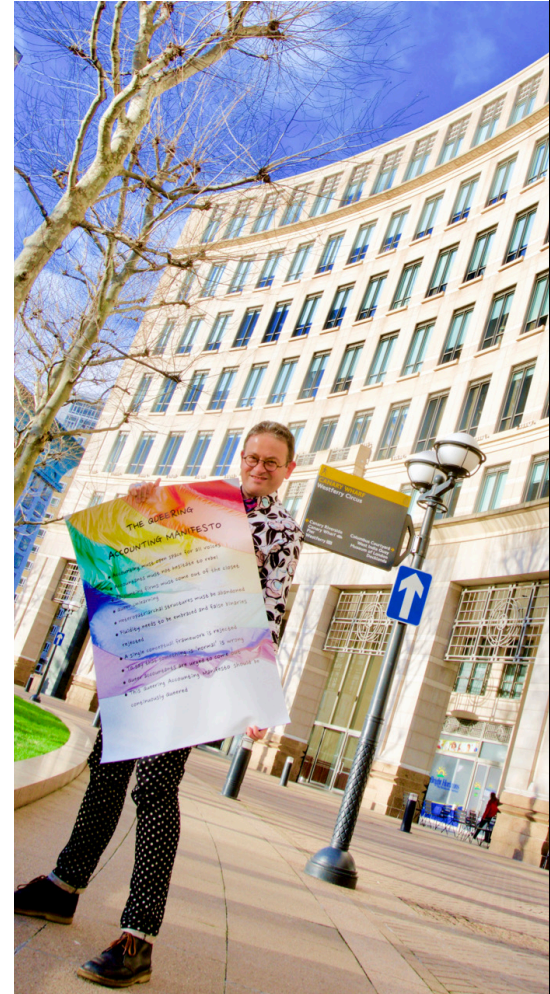


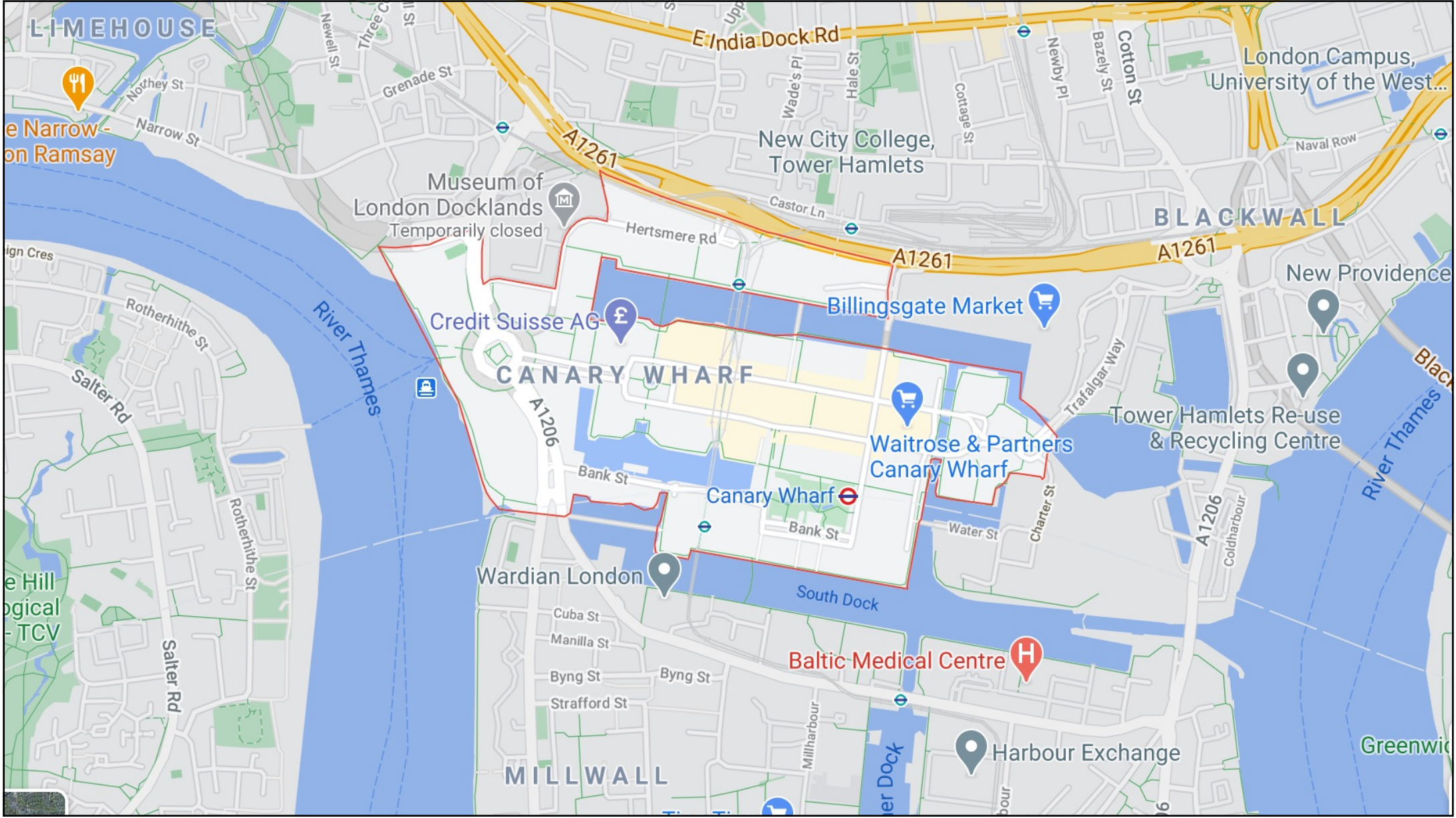
presence felt



what you can't make sense of







LIMEHOUSE

the Narrow - on Ramsay

Museum of London Docklands
Temporarily closed

New City College,
Tower Hamlets

London Campus,
University of the West...

BLACKWALL

CANARY WHARF

Credit Suisse AG

Billingsgate Market

Waitrose & Partners
Canary Wharf

Tower Hamlets Re-use
& Recycling Centre

Wardian London

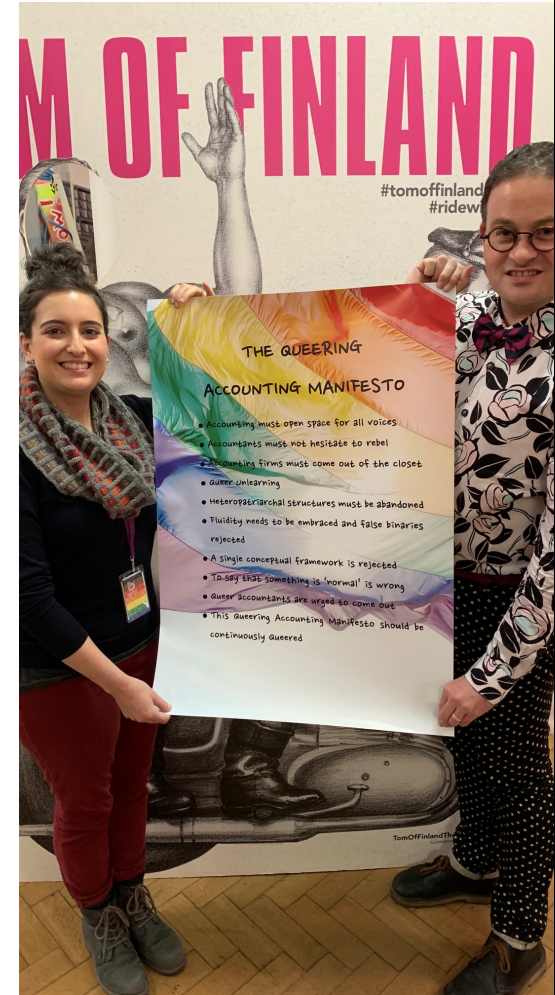
South Dock

Baltic Medical Centre

Harbour Exchange

MILLWALL

Greenwich





**San
Francisco
State
University**







queering_accounting

www.queeringaccounting.com

KAREN FROM
FINANCE'S
LIST OF THINGS TO DO:

- ARCHIVE INVOICES
- CURRENT BAS FORMS
- DEFLECT FRANK THE
CEO'S MISOGYNISTIC
PASSES, OVERTHROW
THE PATRIARCHY AND
CONQUER THE WORLD.















Artist-in-Residence





Artist-in-Residence Program

10 - 19 April 2018

Department of Accounting, Monash Business School

"Fostering cross-disciplinary innovation and connections for future business design"

The artist-in-residence within the Monash Business School intends to facilitate collaborative co-operations between art + business.

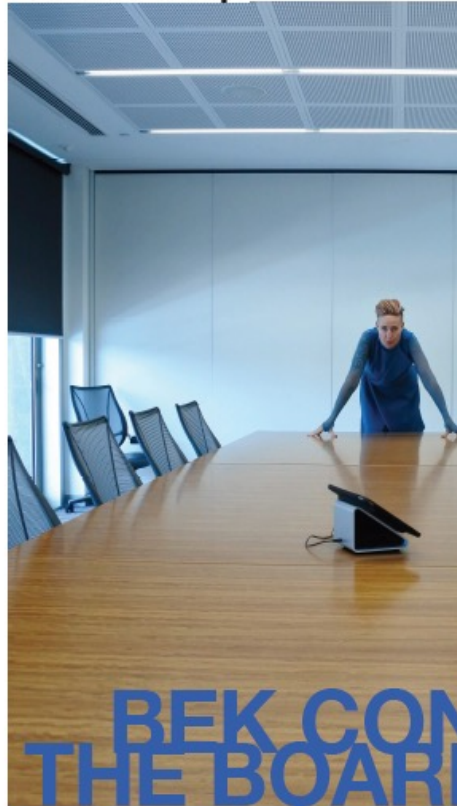
Performance interventions and provocations air messiness of business deeper more into conversations that ways of seeing our work.

Opportunities for individuals that deeper reflection and its resulting



BEK CONROY

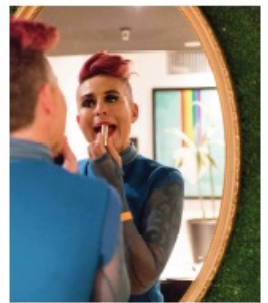
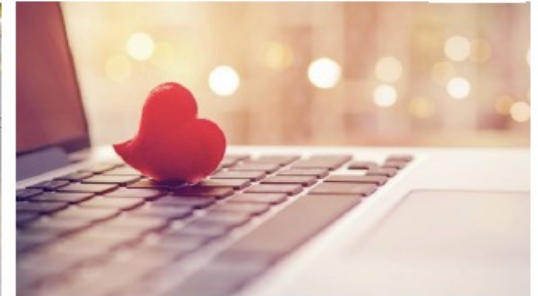
Rebecca Conroy (bekconroy.com) is an interdisciplinary engagement, and performative interventions through strategies and the playful occupation of non-art making, particularly where it concerns the behaviour of finance capitalism. She has previously worked as a Performance Director ([Performance Space](#)); Provocateur; been the co-founder and co-director of two art projects: Bill+George. From 2011 - 2014 she was conducting an encounter in the inner city of Sydney. In 2015 she was a featured economist in Europe and North America, for an intervention in the inner city of Sydney. In November 2016 she was a featured economist in Europe and North America, for an intervention in the inner city of Sydney. In November 2016 she was a featured economist in Europe and North America, for an intervention in the inner city of Sydney. In November 2016 she was a featured economist in Europe and North America, for an intervention in the inner city of Sydney.



BEK CONROY
THE BOARDROOM

MEET THE ARTIST

| date | location | time | What is / workshop projects + business; time and; can be as practices |
|----------|---------------------|------------------------|---|
| 11/04/18 | H801, The Boardroom | 12.00 - 2.00 CAULFIELD | |



Dating an Accountant
How do you measure love?



Dating an Accountant is a performance investigation that explores the uncertainties of accounting procedures and the necessity for love and courtship. The artist will invite 6 accountants to go on a 'date' with her for 30 minutes, the results of which will be filmed and made into a short video that explores value, the complexity of accounting language and the contradictions and complications of measuring the emotional lives of humans.

Meet our Artist-In-Residence: H3.116 10-19th April

Follow this intervention: www.instagram.com/datinganaccountant

#DatingAnAccountant #CostEffectiveLove #ProfitableInterests #SocialAccounting #AccountableLoving #HoldingToAccount #FaithfulRepresentation Images © Heath Britton + Sia Duff

A man and a woman are shaking hands across a round table on a rooftop terrace. The woman is on the left, wearing a blue dress, and the man is on the right, wearing a light blue shirt. The table has a plate of fruit on it. The background shows a cityscape with buildings and a crane. The entire image has a purple tint.

DATING AN ACCOUNTANT



- Δ PROFIT
- Δ GROWTH
- Δ WEALTH ACCUM.
- Δ \$

ASSETS = LIABILITIES

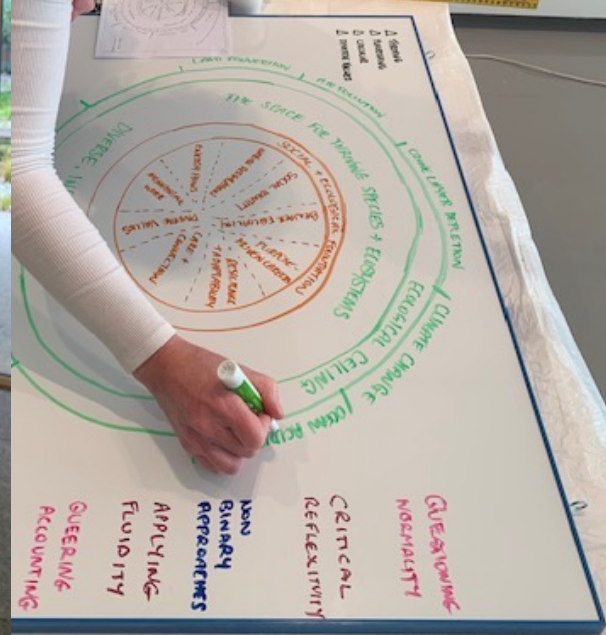
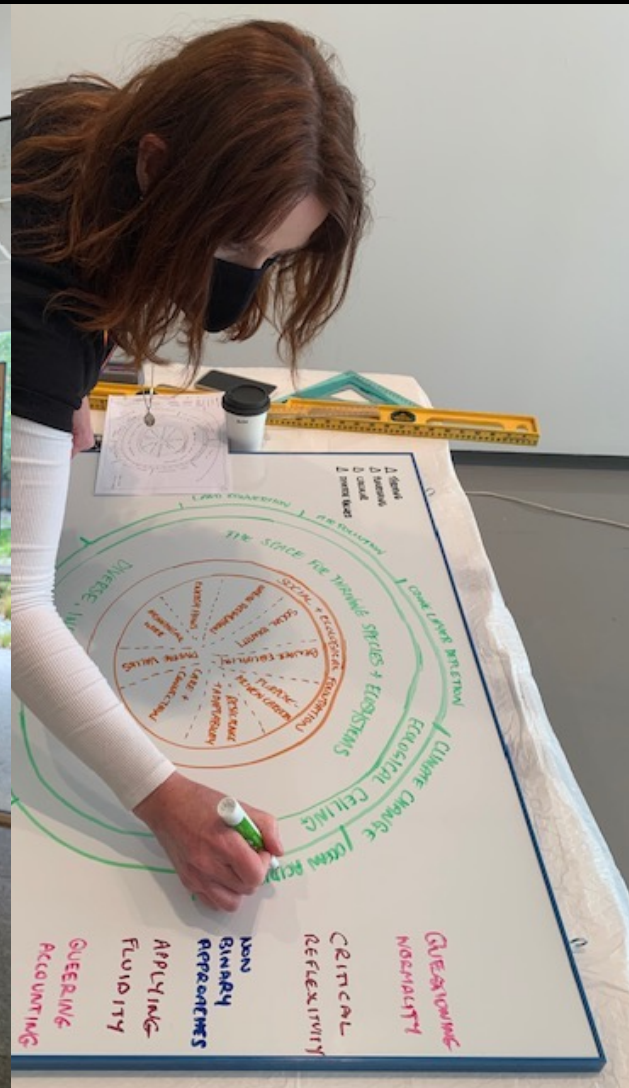
RETAINED PROFITS

| | | | |
|----------|---------|------------|----------|
| DIVIDEND | \$6,000 | OB | \$84,000 |
| | | PL SUMMARY | 11,000 |
| | | CB | \$89,000 |

PROFIT & LOSS SUMMARY

| | | | |
|--------------|----------|---------|----------|
| COGS | \$33,000 | REVENUE | \$76,000 |
| ADMIN EXP | 7,000 | | |
| PREPAID EXP | 7,000 | | |
| WAGES EXP | 13,000 | | |
| DEPN EXP | 4,000 | | |
| RET. PROFITS | 11,000 | | |

INCOME STATEMENT
 SALES
 COGS
 GROSS PROFIT
 OPERATING EXPENSES
 WAGES
 PREPAID
 ADMIN
 DEPRECIATION
 NET PROFIT



ENVISIONING THE PURPOSE-DRIVEN BUSINESS SCHOOL

LOBBY, BUILDING H, CAULFIELD CAMPUS

19-20 SEPTEMBER, 10AM - 1PM & 3 - 6PM
21 SEPTEMBER, 10AM - 3PM



State Your Business



ENVISIONING THE PURPOSE-DRIVEN BUSINESS SCHOOL

LOBBY, BUILDING H, CAULFIELD CAMPUS

19-20 SEPTEMBER, 10AM - 1PM & 3 - 6PM
21 SEPTEMBER, 10AM - 3PM



What's Your Vision?



ENVISIONING THE PURPOSE-DRIVEN BUSINESS SCHOOL

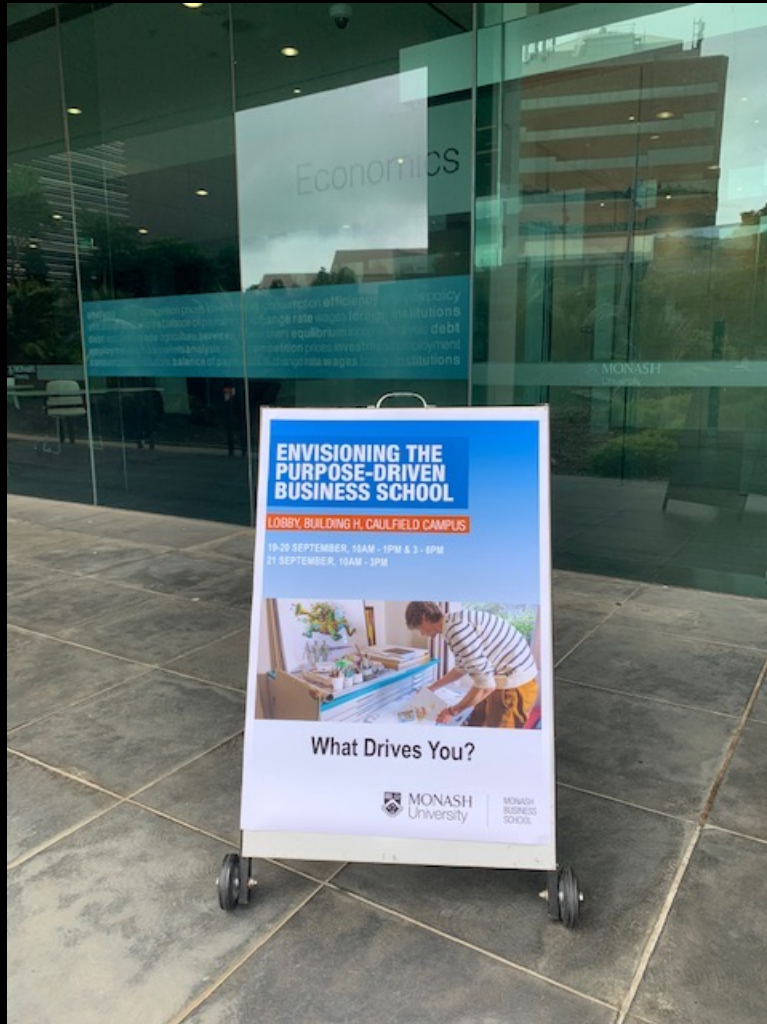
LOBBY, BUILDING H, CAULFIELD CAMPUS

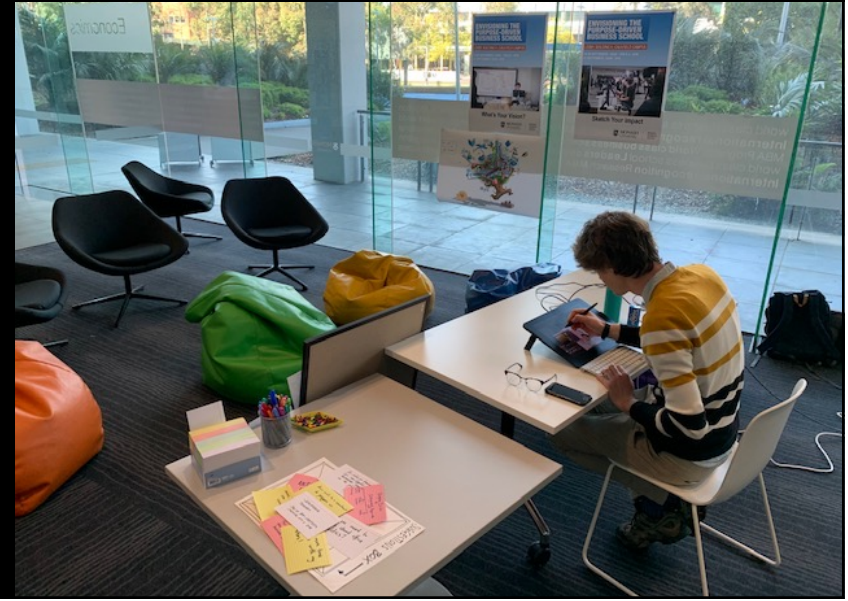
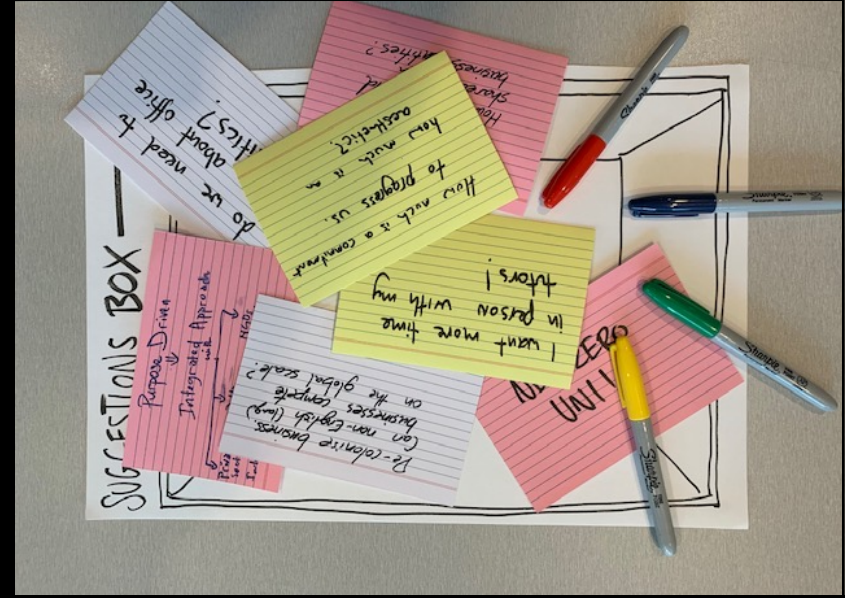
19-20 SEPTEMBER, 10AM - 1PM & 3 - 6PM
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Sketch Your Impact













Integrated Thinking



Rosemary Morrow
Food and Agriculture (Agriculture)
Co-founder
The Blue Mountains Regional Institute



MOMSH





VALUES ARE
BETTER THAN
YOUR VALUE.

IT VALUES ARE
NOT THE SAME





















KEY TAKEAWAYS

- Becoming Fixed
- Formal vs Informal Spaces
- Control vs Opportunities
- Learn to become comfortable with the uncomfortable
- Give everything
- Think Visually
- Speak through Story
- Create a Unique Human Connection





