

Five Minutes with... Shane Fairlie



My name is Shane Fairlie and I am a Communications & Change Manager at National Australia Bank.

Previous roles I have had include media adviser to a federal minister and change management and communications consultant with the Pacific Islands Applied Geoscience Commission in Fiji and Defence in Canberra.

2. How did you come to perform in a change management related role? What attracted you?

My previous communications roles were all about influencing people so broadening my skills to include change management seemed a natural progression.

I enjoy talking, being innovative and helping people rediscover the lost art of simple communications. I also really enjoy the challenge of helping an organisation evolve and achieve their goals.

I am very fortunate at the NAB as they are committed to transforming the organisation and open to fresh change and communications ideas.

3. Why is good change management so critical to the way businesses perform today?

Internal affects external and if businesses do not effectively communicate change to their people, the business will suffer.

4. What makes a great change management practitioner?

Ability to use basic communications skills; understanding your key stakeholders; keeping things simple (no jargon!); and perhaps treating change a bit like an



important personal relationship in order to get the best possible result for the business at all levels.

5. What would you say to anyone thinking of starting/developing a career in change management

You have a great opportunity to make a real difference! Remember to be yourself and trust your instincts – change management is a people role so be personable and not too formulaic.

6. What is your idea of a great change management challenge?

Convincing North Melbourne to move to the Gold Coast!
All change can be a great challenge – the key is to ensure what you do is meaningful and sustainable for the organisation. You also need to enjoy what you do.