



# NEW ROLES FOR NEW TIMES

Andrew Williams  
La Trobe University

# ALL THIS IN FIFTEEN MINUTES

1. Why was new role needed by the organisation?
2. Did it exist 7 years ago? If so how has it changed?
3. New skills/capabilities/knowledge you have developed and which were the most difficult to acquire
4. What I enjoy about my emerging role in the new digital environment
5. Anything lost or missed from your previous working life?