

BUSINESS REVOLUTION - HOW TO CHANGE, CHALLENGE AND CONQUER YOUR MARKET PLACE

What this presentation will cover with your people...

1. It's Not a Revolution, It's a Business Evolution...

- Explanation of why people are reluctant to change in their business and life;
- How to make small changes to evolve your business.

2. Coping and Conquering Change in Your Current Business Environment...

- The 3 elements to making the transition through a changing business environment successfully.
- Review the key strategies to become proactive when dealing with change.
- We will develop personal strategies for personal and professional evolution of you and your business.

4. Master Your Market Place by Identifying Key Goals You Need to Pursue...

- Develop a list of goals and potential business growth opportunities.
- The participants will review the opportunities that exist within their current market place.
- Selection criteria for prospects in each market segment.

3. Analyse the Key Elements You Need to Change in Your Business, In Order to Change Before You Need to Change...

- Review the strengths and weaknesses of each individual's current business.
- Develop action plans from the business analysis.
- Identify the high payoff activities to work on.

5. Time Proven Ways to Equip Yourself and Your Business for the Future Challenges...

- How to enhance your business through your skills, knowledge, attitude and motivation.
- How to identify the benefits of your and your business by changing and evolving now.
- Review the real strategies that work in the real world for real people.

6. Finalise a Personal Strategy for Business Improvement...

- The participants have the opportunity to put together a specific 30 – 60 – 90 day strategy that they are committed to implementing, in order to change their business.

How We Create Lasting Results for You...

Here at People Pursuing A Passion we use unique adult learning principles and 'action oriented' strategies to ensure that your team *will* implement what they have learned when they return to work. Instead of lecturing your team, we involve them in the learning process by doing activities, so the information 'sinks in' much better. Each team member then takes ownership of what they've learned, and they also learn from each other in a creative, thought-provoking and fun environment.

7. Wrap Up, Closing Comments, Feedback and Presentation Review...

- Overview of the 12 Month Follow Up Program after today's presentation;
Weekly Email Messages
Website Resource Centre – Password Protected
Able to Download the E-book "Progress – How to be Proactive Not Reactive".

MY SERVICE COMMITMENT TO YOU...

PRIOR TO THE PRESENTATION I WILL:

- Be available to discuss the presentation outline with you prior to the conference.
- Send to you in advance my travel itinerary, audio-visual requirements, personal introduction, photos and any additional marketing material.
- Have a specific plan to accomplish your key conference objectives from my presentation.
- Interview key people within your organisation as part of my research process.
- Coordinate with the set-up crew in advance to ensure my logistics fit your overall agenda.

DURING THE PRESENTATION I WILL:

- Interact with the audience and involve them through questions, a show of hands, eye contact and exercises.
- Stimulate, involve, inform, provoke and entertain your conference audience.
- Relate my key points to your people and your organisation and use creative learning techniques so the audience will remember the key points.
- Use PowerPoint slides, audio and video clips to enhance the look, feel and impact of my presentation.
- Allow for questions and comments from the audience during the presentation.
- Stick to my timeframe and adjust if necessary to ensure your agenda stays on track.

AFTER THE PRESENTATION I WILL:

- Stay around after the presentation to answer questions or hear comments.
- Check out and depart with minimal effort to you.
- Itemise my expenses, provide receipts and bill you promptly after the speech.
- Discuss with you strategies to continue the impact of my message after the presentation.
- Reinforce the key messages for 12 months through articles and e-mails.

TAKE THE TIME TO HEAR WHAT SOME OF OUR CLIENTS HAVE TO SAY...

“Thank you for the contributions you made to our recent Management Development meeting. Your session was very well received. The group was particularly impressed with your interactive delivery technique and have commented that you were attempting to work with them through the issues and not lecture them on how to address the issues. I think this is something all too rarely done.”

**Tony Hartley, National Business Development
Manager, Mercantile Mutual (02 9234 7305)**

• • •

“Keith has made presentations at our National Franchisees Conference and to Queensland Franchisees and their key staff, and on both occasions his presentations were sharp, witty and importantly relative to critical aspects of our business. His power-point presentations connected strongly with his personal approach to our team members.”

**Robert W Morgan, Director, SPORTSCO
(07 3290 4599)**

• • •

“The conference Workshop was extremely successful and the feedback received has exceeded all expectations. Keith is an exceptional speaker who is able to motivate and capture his audiences using a variety of innovative styles and methods. Keith is both an inspirational individual and a skilled professional who has certainly developed the respect of many employees in our Company. We all look forward to working with him in the future.”

**Judy Fenton, Human Resources Manager, Collins Foods
International (07 3252 0955)**