

# PASSIONATE BUSINESS



THE 10  
ROADBLOCKS  
THAT STOP YOU  
FROM HAVING  
THE BUSINESS  
OF YOUR  
DREAMS...

**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. COPYING & CONQUERING YOUR CURRENT BUSINESS ENVIRONMENT...

- The 3 elements to successfully making the transition through a changing business environment.
- 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.

## 3. REVIEWING THE 10 ROADBLOCKS THAT STOP BUSINESS ACHIEVING...

- Review the 10 roadblocks and identify the 3 key areas they need to address moving forward.
- Develop action plans from the business review.
- Identify the high payoff activities to work on.
- Discuss the simple time proven ideas that remove the business roadblocks.

## 4. DEFINING THE BUSINESS OF YOUR DREAMS...

- Develop a list of goals and potential business growth opportunities.
- Participants will review the opportunities that exist within their current market place.
- Answering the 12 critical questions every business person needs to know for them to achieve their true business potential.
- Review the 48 strategies that achieve their true business potential.

## 5. TIME PROVEN WAYS TO EQUIP YOURSELF & YOUR BUSINESS FOR FUTURE CHALLENGES...

- How to enhance your business through your skills, knowledge, attitude and motivation.
- How to identify the benefits of you and your business by changing and evolving now.
- Review the real strategies that work in the real world for real people.
- Using the 1% idea concept in your business.

## 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.

## 7. WRAP UP, CLOSING COMMENTS, FEEDBACK & PRESENTATION REVIEW...

- Overview of the 12 month follow up program after the presentation:
  - Weekly email messages
  - Website resource centre - password protected
  - Able to download the e-book - "Progress - How to be Proactive Not Reactive".

## UNIQUE POST PRESENTATION REINFORCEMENT STRATEGIES...

- We will audio record the presentation so that your delegates can download it.
- Create a website with the slides, notes, resources and articles.
- Design a customised master handout for your people.

# MY SERVICE COMMITMENT TO YOU...

## 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)

"In today's business environment we want more than just a speaker to inspire and inform us. We want them to partner with us to provide us with innovative ideas and strategies to ensure that the presentation message lives on long after the conference has finished. Keith gives us unprecedented value and works with us to deliver a tailored solution for our organisation."

**John Roca** - *CEO*  
LEXUS AUSTRALIA (02 9710 3151)

"I get to share the stage with a great variety of presenters... informative, inspirational, humorous and technical. But when Keith is on the programme I know it's going to be a stimulating session for he embodies all of the above. I admire people pursuing their dreams with passion. Keith's life is an extension of his passion and his presentations make both an impact and a difference. His value add and take away elements are uncomplicated and can be used immediately by the business groups he shares time with."

**Max Walker** - *Sporting Legend, Author, Speaker*  
(03 9823 1427)

## 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 emails.