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*Incorporating Olympic Communicators
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ROBERT GERRISH

Robert Gerrish's presentation style is upbeat and engaging. He speaks *with* rather than *at* audiences, inviting commentary and participation. His topics, while fresh and innovative, rely on proven strategies – so if you're after motivational hype, whiz-bang PowerPoint slides and streams of jargon, then Robert Gerrish is probably not the speaker for you!

A PRESENCE IN THE MARKETPLACE

- ◆ Author of *Flying Solo - How to go it alone in business*, co-authored with Sam Leader and published by Allen & Unwin. (Into reprint in under a year).
- ◆ Over 130 articles published across News Limited titles, *Dynamic Business*, *Marketing*, *My Business* and countless regional and national newspapers, magazines and newsletters.
- ◆ Author of a weekly email newsletter with more than 11,600 subscribers.
- ◆ Invited to speak at 80+ events since 2003, purely by word-of-mouth referral.

A SOUGHT-AFTER COMMENTATOR

Robert Gerrish has appeared on ABC '4 Corners', Channel 9's 'A Current A. air', ABC Radio & 2UE. He's been a guest on Qantas 'Radio Q' and is resident coach on 'Business Break' – a show transmitted throughout Australia by the Community Broadcasting Association.

TOPICS

Starting a referral virus to explode your business

Everyone loves word-of-mouth referrals and yet less than 5% of independent business owners do anything proactive about generating them. This presentation looks at the importance of referrals, who they come from (and why) and explores how to generate more.

Talking powerfully and confidently about your work and making the best use of networking as an effective marketing tool are shown to be the keys to success. Delegates learn to develop these skills and open doors to added opportunities.

Other specific areas covered include:

- ◆ The value of a statement that talks clearly about what you do
- ◆ The importance of recognising who you should really do business with
- ◆ How to create a referral virus that will lead to potentially endless new business leads

Work less. Achieve more.

There's a myth in the world of business that if you're not working extremely hard, you're not really working at all. Dispelling this line of thinking, this presentation explores a way of working that focuses not on how much you do, but what you do and how you do it.

Referencing the wisdom of the Dalai Lama, Stephen R. Covey and others, the audience is left in little doubt regarding those things that steal their time and mess with their concentration. Through interaction and involvement, delegates leave with a new plan of working that will see more achieved in less time.

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Notable outcomes of this talk include:

- ◆ A clear understanding of what you need to be doing more of away from work
- ◆ Clarity regarding how to work at your 'most effective best'
- ◆ An understanding of what steals focus and time and what to do about it.

Getting it right! – The 8 essentials of a successful business

Just how prepared to fully embrace success is the average person? In this presentation the habits & behaviours of a successful business are explored through analysis and discussion of eight winning characteristics. Using analogy and storytelling, audiences will learn how small things make a big difference, why some strategies work and some don't, and what it takes to attract and retain ideal clients. Through the course of this presentation, participants are invited to measure their current performance – an exercise that leaves little doubt regarding what's working and what isn't.

Key learning points:

- ◆ How bingeing applies to business and why it's not good
- ◆ Why procedures are both essential and liberating
- ◆ The importance of listening and the impact this has on customer relationships and marketing

CLIENT FEEDBACK

“Robert Gerrish has spoken at a number of our State member events, a couple of the Federation’s International gatherings and at our 2005 Regional Conference. The knowledge he imparts, and the manner in which he does so, has been well received by novice and accomplished coaches alike. He is engaging and informative.”

International Coach Federation, Australasian Region.

“Thank you for the wonderful series of presentations you did in the Northern Territory recently. I would encourage any small business operator to attend your presentation.”

BEC Darwin

“Robert struck a chord with everyone who attended. A week later, I am still getting participants coming back to me with positive feedback.”

Small Business Answers

“I wanted to pass onto you feedback regarding your presentation. It was unanimously well received, both in content and delivery. In fact your style meant you got more willing interaction than I usually see. Congratulations on a great presentation.”

National Speakers Association of Australia