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*Incorporating Olympic Communicators  
Under licence from the Australian Olympic Committee*



## IAN BERRY

*"We are a high energy business "doing a lot of doing". We are now doing it better."*

### **Ed Harry Menswear**

*"Ian's workshops are dynamic! They draw out positive and passionate emotions. The workshops not only renewed the team's enthusiasm, but also introduced new and innovative ideas."*

### **AXA Health Insurance**

Ian Berry APS is the author of "Increasing Profits Without Hurting People" and a co-founder of The Foundation for Personal Magnificence.

As a Professional Speaker Ian has given more than 1500 presentations across a broad spectrum of industries including services, manufacturing, information technology, professional and retail. Ian understands that proper and professional personal development leads to business growth.

He is a leading expert in finding the balancing relationship between the often-opposing forces of:

- ◆ Leadership and Management
- ◆ Relationships and Tasks
- ◆ Suppliers and Customers
- ◆ Service and Sales
- ◆ Individuals and Teams
- ◆ Communication and Information
- ◆ Profit and People
- ◆ Personal and Business
- ◆ Life and Work

Ian draws from a deep well of experience. Prior to 1990 he spent 15 years as a Senior Manager and Executive, ending his corporate career responsible for over 200 staff and 100 million dollars in sales. The emphasis in all Ian's presentations, programs, personal mentoring and products is on take-away value.

Ian Berry is perhaps Australia's most interactive presenter. A great storyteller, Ian is highly entertaining yet focused on providing proven strategies of substance for success. All of Ian Berry's presentations, programs and personal mentoring are fully customised for each client through extensive research into your needs, expectations and desires.

Ian Berry APS is the Senior Vice President of the National Speakers Association of Australia Ltd., and also sits on the board of The Youth Opportunities Association.

### **SPEAKING TOPICS**

#### **Who Customers Really Are – What They Really Want – How To Provide It.**

The fundamentals of creating loyal internal and external customers and how they are essential to maximising service and sales opportunities

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### **Compete With Yourself – Co-operate With Others**

The ultimate test, yet the best way for all of us to get what we want and help others get what they want

### **Leadership is Everyone's Business**

The seven laws of modern leadership: How to live them and the incredible impact they make on your business.

### **There's Profit in Powerful Communication**

The essential components of powerful communication and presentation skills and the dramatic impact these skills can have on profitability

### **The Little Things That Make the Big Difference**

The critical questions all business owners and leaders must frequently ask and how the right answers make the difference between a good and a great business.