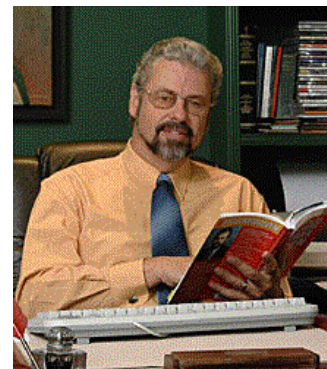


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Dr. Ian Brooks

New Zealand Leading Business Adviser & Author

“Even an hour with this man will make a difference”

Dr. Ian Brooks is passionate about business. His vision is a world where business adds value to the lives of everyone it touches – be they customers, staff, suppliers, shareholders or simply the residents of communities in which the business operates. Ian’s personal mission is to help business leaders create exceptional levels of value.

Ian has written twelve best-selling books, which have sold a total of over 60,000 copies in New Zealand, Australia, Canada, Great Britain, The United States and South Africa. His latest book, *Putting the Customer First*, is an entertaining story, which will show you how to build a company that will keep your customers coming back for more. Ian is the editor of the Brooks Royston Business Report, a 12 page monthly digest full of interesting facts, stimulating ideas and practical tips, which are read by business leaders in New Zealand and Australia. His also made a number of audiotapes and videos on customer value, handling complaints, business success, quality management, organisational change and personal motivation.

A much sort after and internationally recognised business speaker, Ian inspires and entertains over 200 audiences each year in New Zealand, Australia, Canada the USA and Great Britain. He recently spoke in America at the Million-Dollar Round Table, the world’s largest convention of insurance agents. Believing that business is tough but not complicated, Ian helps people to understand the elements of business success and has practical suggestions on how to improve business performance. “Essentially”, says Ian “it’s all about the customer. They are not important to your business, they are your business. Without them you have nothing.” Ian’s audiences are inspired by his powerful message, entertained by his presentation and motivated by his enthusiasm. Most importantly, they treasure what they have learned.

Ian is one of New Zealand’s foremost advisers. For nearly 25 years, Ian consulted to organisations in New Zealand, Australia, Canada and the South Pacific helping them to survive and grow in this crowded and competitive market place. His clients have included large corporations, such as CSR, Air New Zealand, Telecom, Westpac Trust, Carter Holt Harvey and Fletcher Challenge, and small and medium sized businesses. Ian has expertise in the public sector as well, having consulted to Canada customs, and I large number of local bodies including the Auckland, Dunedin, Christchurch and Hamilton City Councils. Ian is recognised for his expertise in customer care, organisational change, human resource management, quality management and business strategy.

Ian in actively involved in business. He is the managing director of Nahanni Publishing Limited, one of New Zealand’s foremost publisher of business books. He has also held a number of directorships in small and medium sized businesses.

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A well known business educator, Ian is a founding member of the New Zealand Quality College, and a program of the New Zealand institute of management and of the University of Auckland Business School's Executive Development Program. Ian trained as a clinical Psychologist and has many years of experience working with people in family and business settings. His insights into the way we think and behave cause people to think laugh and learn.

"My Passion" says Ian, "is to provoke people. Provoke them to explore and develop their potential. When I speak to an audience. My goals are to stimulate and challenge. I want people to walk out with a new view of business and of themselves."

TOPICS:

- ◆ 10 steps to becoming customer driven
- ◆ Second to none, six strategies for creating superior customer value
- ◆ Profit from your relationships
- ◆ How to persuade your customers to pay more
- ◆ Turning bad news into good
- ◆ The four keys to business success

CLIENTS INCLUDE:

Private Sector:

Air New Zealand
Westpac Trust
Telecom
Carter Holt Harvey
AXA New Zealand
Fletcher Building Products
Bank of New Zealand
AMP
Works Infrastructure
Lion Nathan
CSR (Australia)
Sovereign Assurance
Canterbury Meat Packers
Merial
New Zealand Game Industry Board
AIA Insurance
Wislon & Horton
BNT
AIG Insurance
Forsyth Barr

Autolign
Independent Newspapers Ltd (INL)
Nefram
Kewi Daries
AMP
Tait Electronics
PPG Industries
City Design
Colonial
Ravensdown Fertiliser Cooperative
Zuellig Pharma Local Government:
Auckland City Council
Dunedin City Council
Hamilton City Council
Kawerau District Council
Whangarei Regional Council
Northern Regional Council
Horizons NW
Waikato District Council
Waikato District Council
Manawatu District Council

SAMPLE TOPICS:

Getting and Keeping Customers

Is an inspirational presentation based on Ian's book of the same name, Ian explains how future profitability comes not from finding new customers but from getting existing customers to return to buy more. "Customer Satisfaction is no longer enough to succeed in business," says Ian. "Our customers are now more demanding and more sophisticated. They know they have choices. They are always saying 'what have you done for me lately?'" In this talk, Ian explains how you can turn prospects into customers, customers into partners and partners into advocates.

Take the Lead

In TAKE THE LEAD, Ian shows you how to lead your organisation and your people into the future. It is well recognised that most companies are well managed but not well led." Says Ian. "Yet leadership is important because it is the only thing that will take you into the future, and the future is where you want to be because that's where you'll spend the rest of your life. "From experience, Ian knows that leadership is a skill that you can learn. In this inspirational and informative presentation he presents the five key characteristics you must develop to be an effective leader.

Become a Change-maker

There isn't a business today that is not facing constant and relentless change. In BECOME A CHANGEMAKER, Ian describes seven steps you must follow to manage change in your company. "Most managers don't understand the change process", says Ian. "This makes it difficult for them to manage change within their own companies. They also don't realise the importance of doing very simple things which will influence people to try something new such as telling anecdotes and presenting facts." These practical suggestions will help you to succeed where so many organisations fail: in making change happen. Don't just talk about change – do it. Ian will show you how.

Quality - A Powerful Business Strategy

Quality management is not dead. World-class companies like General Electric are discovering that the principles and tools of quality management are increasing their profits and their share price. In QUALITY – A POWERFUL BUSINESS STRATEGY Ian presents a straightforward and practical explanation of quality management. "Most business leaders don't have a clear and concise idea of what quality management is," says Ian. "This makes it very difficult for them to implement a successful quality management program. Over the years, I have developed a very simple but powerful models that small businesses, large corporations and government agencies have used to improve the effectiveness of their organisations." Based on his best-selling book, The Yellow Brick Road, Ian will show you how you can use this strategy to improve your business performance. All of Ian speeches are customised for the audience. He will discuss the brief with you so that you achieve your objectives. Whatever the topic, you will find your people are moved by his powerful message, entertained by his presentation and inspired by his enthusiasm (sample audio). Most importantly, they will treasure what they are learned.

BOOKS BY IAN BROOKS:

'Persuade Your Customers To Pay More' – Tired of discounting? This powerful book will show you how to get healthier margins.

'The Yellow Brick Road' – A common sense guide on how to use the principles of TQM to build a successful business.

'Getting And Keeping Customers' – A pocket-sized book full of practical tips about maintaining and growing your customer base.

'10 Steps To Becoming Customer Driven' - A blueprint for building an organisation that will keep your customers coming back for more.

'Reality is Crazy' – This is a fascinating story about one of NZ's most successful companies for everyone.

'Toolbox or Really Useful Business Ideas' – Stimulating articles, bitesized through provokers, practical tips and other interesting titbits.

'6 Strategies For Creating Superior Customer Value' – This practical and entertaining book will show you how to become No1 in your market.

'The Apostles' Creed' – An easy to read, entertaining story that will teach you 12 principles for business success.

'How To Turn Complaints Into Cash' – This practical little book explains how to turn complaining customers into raving fans.