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BRUCE HADDON

Speaking on “The Hidden Persuaders”

Bruce Haddon is one of those rare individuals who gets paid for the way he thinks. He created the Caltex brand Starmart seen in 13 countries along with three other multinational brands and composed advertising jingles including Coke, Norsca, Sunlight, Myer and hundreds more. He is author or a leadership thinking skills program presented in 3 countries and executive development programs for BT and Ericsson. Bruce is acclaimed in international business and academic circles for his insights into the thinking styles of naturally creative people. He has delighted senior level audiences in Australia, Asia and the US with his unique ability to unlock creativity and imagination to boost corporate innovation and professional development.

Recent Clients Include:

Financial Wisdom, BT, First Data Corporation (US), AMP, Taronga Zoo, Million Dollar Round Table (Japan), George Weston Foods, Coca Cola (Asia), RetireInvest,

TOPICS

DOUBLE INTELLIGENCE- SPEED THINKING FOR QUICKER BETTER IDEAS

Notice how great ideas come in a flash while ordinary ideas take far longer? The imagination is quicker than logical thought. Combine the two thinking styles and you have double the intelligence for problem solving, original thinking and new mental tools to out-innovate the opposition.

THE HIDDEN PERSUADERS: CREATING CLIENT DEMAND IN THE POST-SELLING ERA.

How can sales professionals remain influential now selling is out of fashion? Today's consumer wants to choose, not be sold. Yet products and services still have to be sold – even if buyers won't be! The answer lies in the Hidden Persuaders, techniques used to create brand loyalty now adapted to the rapidly changing science of creating buyer desire. Hidden Persuaders give back to today's sales professional and business development executive the power to remain a force for positive change.

CORPORATE CREATIVITY COMPETITIVE ADVANTAGE THROUGH QUICKER INNOVATION

Times of rapid change demand better new ideas sooner. Consumers punish brands that fail to provide them. Yet innovation usually happens in small steps. Opportunities abound for companies who train their teams to spot and develop new ideas in products, processes, people and perceptions.

LEARNING FROM THE FUTURE

Times of change turn the future into the present at an increasingly rapid rate. By the time it arrives it's usually too late to start preparing yourself. And since by then everyone else knows, you've lost your first mover advantage. By contrast, the ability to spot a trend early and project it to a logical outcome puts today's executives ahead of their time and ahead of their competition. Learning from the future also shows how to paint a clearer vision of an ideal outcome to win the support of colleagues, investors and

FINANCIAL SERVICES 'ADVISOR EFFECTIVENESS'

Financial Services Reform has imposed new compliance standards and purged the industry of natural salesmen who were not up to the new standards. The result is 15,000 technically competent financial planners struggling to find customers. Old selling skills won't solve the problem because sophisticated buyers see through them. Advisor Effectiveness is the targeted solution already having attracted very favourable reviews from Clearview Commonwealth and Australian Unity.

'RELATIONAL SKILLS FOR HIGHLY TECHNICAL PEOPLE' (TELECOMMUNICATIONS, IT INDUSTRIES)

Developed initially for Ericsson Australia, this unique program is for senior technical people whose quick mental processes sometimes alienate them from the wider community. It also reflects that executives at all levels have become 'client facing' and represent a liability if they lack interpersonal skills. Not a cosmetic treatment, a totally fresh look at the thinking styles and interpersonal skills that create favourable first impressions and build high trust business relationships.

CLIENT FEEDBACK

"Yours is a message that should be heard all over the world"

Phil Harriman, Past Global President, Million Dollar Round Table

"Bruce Haddon's presentation style and ability to connect is unique and compelling. His ability to open up the world of communication is invaluable to the audience".

Guy Baker, Author of "Why People Buy" published in 6 languages

"Those ideas expressed by Bruce Haddon were the highlight of the event"

Ed Morrow, Chairman, International Association of Registered Financial Consultants

"You have a unique and compelling program"

Mari Ellis, Senior Vice President, First Data Corporation, USA

"Obviously a highly creative individual, able to take a MENSA meeting to a higher – or perhaps deeper – mental level"

Yveline Pillar, MENSA The High IQ Society

"His presentation was unconventional in that it was both inspiring and practical which is a rarity amongst many presenters. His professionalism, and his chameleon like ability to understand the audience and thus relate the presentation to them were exceptional."

DBOS

"Excellent. Original and thoughtful presentation. Fantastic value. I was certainly impressed"

Business Aptitude

"...A unique grasp of the subject of human imagination ... rare insight into the process of inventiveness"

Macquarie University

"A perceptive thinker with a keen ability to spot a trend. An absorbing and entertaining presenter of fresh ideas"

Mercantile Mutual Life

“Probably the brightest, and certainly the most creative person I ever met.”

Business Thinking Systems