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



“BigDave” Staughton

"Big Dave" Staughton is a mountain of a man who inspires, motivates and moves audiences with his enthusiasm and energy. A successful self-made businessman he is a walking library of business case studies, quotes and real life stories.

Dave exudes big energy and big passion! He is funny, frenetic and fired-up when it comes to producing long-term sustainable business results with positive people. David motivates people to move beyond their comfort zone, try new things and get much more out of life. Dave achieves genuine results through improved business leadership, strategy implementation, sales & marketing and most of all improving TEAMWORK !

David has over 20 years experience in a broad range of industries including Mining, Retail, Marketing, Hospitality, Franchise, Travel, Tourism & Consulting. He's been passionate about business since working in the family hardware store at age 6.

David is a qualified Geologist and worked for five of Australia's largest Mining Companies. He left to start his own hospitality business and 'become a Millionaire by age 30'.

In 15 years he grew a function venue empire in Victoria. He built an enthusiastic, high energy hospitality team and hosted more than 2000 weddings & functions - winning Australian Bridal Industry awards three years in a row. He mastered the art of selling off-peak functions and had the busiest single room reception in Victoria.

He owned and operated a Retail Travel Agency for 7 years and was Chairman of Dandenong Ranges Tourism Association for 3 years. He was on the Yarra Valley & Dandenong Ranges Tourism Board and successfully established and operated the local Dandenong Ranges Visitor Information Centre.

In 2001 he successfully sold his businesses and has been using his extensive skills and experience motivating, coaching and training CEO's and their teams ever since.

David is addicted to learning and personal development and has attended some of the world's best courses. In addition, David is a prolific reader and owns more than 3000 business books.

David's clients range from ASX listed companies & multi-million dollar multi-site businesses to private individuals seeking to have a better life. He is witty and entertaining and has been performing in front of an audience for over 15 years.

QUALIFICATIONS & CREDENTIALS

- Bachelor of Science (1st class Honours) from Melbourne & Monash Universities
- Associate Fellow Australian Institute of Management
- CEO Institute - Syndicate Member
- Certified Practitioner of NLP & Time Line Therapy
- Winner BHP Petroleum Prize

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SPEAKER TOPICS:

STAFF

- ◆ How to Find and Keep the Best Staff
- ◆ Understanding Gen Y and Generational Change
- ◆ Teambuilding Workshop – Understanding Yourself & Others (for teams)

LEADERSHIP & MANAGEMENT

- ◆ Creating High Performance Teams
- ◆ Growing New Leaders – Staff Succession
- ◆ Improving Communication – Coaching, Counselling & Confrontation

SERVICE

- ◆ Customer Service that really sells
- ◆ Managing Customer Experience (For Managers)
- ◆ Dealing with Difficult & Tough Customers

SALES & MARKETING

- ◆ Developing your Sales Mindset (or Developing a Sales Culture)
- ◆ How to sell what's hard to shift – Off-Peak season, Slow moving & Dead stock
- ◆ Serve & Sell – Improving Sales with upselling, suggest sell and add-on selling
- ◆ How to be a great Negotiator and Dealmaker
- ◆ Pricing Psychology – How to charge and get what your really worth
- ◆ Maximising Your Internet Potential – Improving Websites & Beyond

STRATEGY & FUTURE

- ◆ Leading & Managing Change
- ◆ Big Ideas changing the Future of Business
- ◆ Maximising Business Value for Sale or Succession
- ◆ Pump Up Your Profits – How to maximize your Profits

SKILLSET DEVELOPMENT

- ◆ Effective Time/Life Management
- ◆ Practical Presentation Skills
- ◆ Recruitment & Selection Skills – Profiling, Interviewing and Hiring
- ◆ Dealing with Difficult people & Conflict Management
- ◆ Fun with Financials – improving Financial literacy
- ◆ Improving Your Love Life (Humorous talk on M-F Communication)

CLIENT FEEDBACK

“David's knowledge and fluency engaged the audience and had them buzzing. His ability to blend Siemens into the presentation was appreciated and gave credibility to and relevance to his examples and observations. Overall a positive thought provoking and engaging dissertation on sales and sales culture.”

Siemens Ltd

I was impressed with David when I saw him at a conference I attended and immediately approached him to speak at our upcoming National Conference. I was not disappointed. David was "right on brief", and provided our conference delegates with an entertaining, thought provoking and articulate presentation that hit home the message he delivered on sales generation. I have only received the most positive of comments from our delegates. We would use David again without hesitation.

BIG4 Holiday Parks of Australia Pty Ltd

Big Dave was our key note speaker - he set the scene and the tone for our annual conference and he could not have met our objectives better - we will definitely use him again in the near future.

Top 10 Holiday Parks Group