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PETER SHEAHAN

Peter Sheahan is a globally recognised expert on Generation Y. Not only is Peter a Gen Y'er himself, but he has worked with more than 100,000 members of this generation in seminars, panel discussions and focus groups across Australia. It is this experience, and the collective research he collates from around the world that Peter draws upon in his presentations and workshops. He has delivered more than 2,000 presentations to a combined audience of over 300,000 people in six different countries, and in 2006 he was voted by his peers at the National Speakers Association as the leading keynote speaker in Australia.

Peter is also the author of four books, including the best seller 'Generation Y'.

Peter Sheahan is a leading authority on generational change and the shifting expectations of customers and staff. Peter's insight into this emerging generation allows him to keep ahead of trends as they begin with Gen Y and move upwards into the broader market. This expertise, coupled with Peter's provocative style, is why clients continually engage him to flip the mindsets of their senior leaders pushing the limits of their business practices.

TOPICS

Understanding the Mindset of Generation Y

Learn why the 4.5 million upwardly mobile Australians born between 1978 and 1994 are currently the most influential consumer and employee group in the country. Gain a deep understanding of the mindsets that drive their behaviour so you can better attract, manage and engage this generation both as customers and as staff. Peter's entertaining and informative session will:

- ◆ Provide an insightful introduction to the differences between generations in the workplace
- ◆ Help managers and leaders identify the biases and blind spots they may have about this generation
- ◆ Explore how the mindset of Generation Y is trending upwards and how it will redefine how you treat your staff and customers

Create a forum for discussion on the issues Generation Y already present to your organisation, and outline some key strategies for dealing with those challenges.

Flip!: Mind-blowing SUCCESS in an upside down world

Flip is your inspiring, future-focused strategy for building a successful business through courageous leadership, innovation and change. To remain competitive, organisations not only need to shift the mindsets of their current leaders, but must also develop a deep understanding of the changing

expectations of both customers and talent. Flip is a philosophy not just for reacting to changing markets, but for being the force of change in the market. The key concepts include:

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- ◆ Creating mind blowing customer experiences and understanding that this is your only source of sustainable competitive advantage
- ◆ Capturing market share, and creating new markets through innovation and a willingness to take risks in fringe and niche markets

Co-creation and the importance of collaborating with your market

Building an Awesome Employer Brand

The worsening skills shortage and a rapidly ageing population mean organisations must compete aggressively to attract and retain the best young talent. Gone are the days when you simply placed an ad in your local paper and got bombarded by quality applicants who would be grateful for such an opportunity. Today, the quality candidate is more likely to interview you, as they decide whether you are the organisation (of the 4 or 5 they have offers from) that they want to work for. In order to remain competitive you must build an “Employer Brand” that screams distinction, opportunity and value. Peter’s informative and interactive session will:

- ◆ Present the case for building an employer brand
- ◆ Provide you with a model so you can begin to defining your employer brand
- ◆ Give you ideas on how to market that brand in both the local and wider community
- ◆ Increase your understanding of the changing nature of the Australian workforce, and what you as a leader need to do to ensure your organisation remains agile, relevant and attractive in this increasingly competitive market.

CLIENT FEEDBACK

"Peter spoke to our 70 most senior leaders about the impact that Generation Y's will have on our culture, leadership and work processes in the coming 3-5 years. He's dynamic, engaging and fun. He uses non-threatening metaphors, and enables people to see things in a new way. He interacts superbly with all ages and styles of managers and enables them to confront their own biases and blind spots. An extremely effective speaker, who I strongly recommend."

Westpac Banking Corporation

"I just returned from the Fuji Xerox conference and I thoroughly enjoyed your workshop. Congratulations on such a motivating speech."

Fuji Xerox

"Peter's vibrant energetic style engaged the Ericsson team to think about thriving and surviving with Generation Y. He is living proof of Generation Y and turns it on!"

Ericsson

"Thank you for an entertaining and informative workshop. It was excellent, you are a great engaging presenter."

Brentnalls SA

"Not only was Peter entertaining but he was able to communicate with staff of all ages, giving 30 of our most promising staff valuable tools to take away and make a part of their work and personal lives."

Woolworths Limited

"Peter clearly spent a great deal of time researching CPA Australia and as a result we were rewarded with an insightful and inspiring presentation that was specifically tailored to our audience. I have heard many motivational speeches but none of them have left such a lasting impression on me as Peter's."

CPA Australia

Peter's approach and delivery of "Presenting for a Generation Y Audience" was as motivational as it was practical. The mix of theory, based on Peter's research and wealth of experience, combined with a healthy dose of practice worked a treat. Even though each of the participants had a different style and different story to tell, Peter was able to give each of us that bit of inspiration that we needed to take our individual presentations to the next level."

University of Southern Queensland

"Peter Sheahan presented at the New Apprenticeships Centre's Marketing Forum in August 2004 on Generation Y. All the participants said his presentation was exceptionally informative and worthwhile. Peter provided insights into this largely diverse target group and expertly conveyed his message of how we can best communicate the benefits of New Apprenticeships to this generation both as an employer and a client."

Department of Education Science & Training

"Your insights and anecdotes offered real inspiration for our Queensland managers, and feedback following the event has been extremely positive"

Australian Institute of Management