

KEYNOTES & WORKSHOPS

Re-designed for 2022 and beyond

Raelbricker.com / work / keynotes



Hi,
I'm
Rael
Bricker

In 2013, I was given a rude awakening when after a season of triathlons, I decided to run a marathon, part of my plan before I turned 50. Each time I ran, I experienced neck pain and it was discovered that I had two blocked arteries.

I was the lucky one as I managed to dodge a bullet and ended up with two cardiac stents. Today I am probably back to close to my fitness and strength from 2013, but I have much more self awareness of listening to my body.

This experience helped me to find my purpose in life; sharing the experiences of journeying and achieving excellence with business owners and entrepreneurs around the world.

From being 6000ft underground in a mine, to starting an education business (that grew to have 4000 plus students) to spending years working in venture capital, I have seen it all. I have listed companies on multiple international stock exchanges, and my financial services group has settled more than \$3bn in loans over 20 years. I have a diverse work history combined with unique global research interviews with companies in more than 25 countries. Taking this knowledge and experience makes me perfect to work with leaders and managers on growing and achieving excellence, as I have experienced the rollercoaster myself, and know how to navigate the twists, turns and loops.

After 30+ years as a serial entrepreneur; in everything from education to finance and to fitness, I've now made it my mission to share my knowledge and expertise with others. Seeing that light come on, and connections being made in people's heads as to how they can weave my experiences and advice into their businesses reinforces that this is where I need to be.

If you need me to have academic qualifications, I hold two Masters degrees; an MBA and an MSc (Engineering) and am currently a Fellow of the MFAA (Mortgage and Finance Association of Australia), a Certified Speaking Professional (CSP) (Professional Speakers Australia) and a Member of AICD (Australian Institute of Company Directors).

The challenges ahead for business are significant and varied :

- The future of work and remote working
- Unemployment and underemployment
- Technological changes and challenges
- Generational workers and attitudes
- A new world of buying and selling
- Business volatility and uncertainty
- Artificial Intelligence and workforce impact

As Business Leaders and Managers you face a myriad of challenges like these and **you are not alone!**

My workshops and keynotes address many of these challenges facing your organization.

Adapting to the current world requires agility. The 2022 workshop and keynote series represents an accumulation of 30+ years and multiple companies and experiences. They are a combination of proven tools and techniques to help companies not only survive but thrive in these challenging times.

Each of the core topics can be delivered in modified formats with times ranging from 30 minutes to two days. While the overarching messaging and key learnings are the same, the shorter formats are incredibly powerful and impactful. No matter which option is right for your particular business, there will always be clear messages and takeaways that can be implemented on the ground.

Call or email to see how these custom solutions can work for you on the journey to Excellence.

Phone: +61 8 6184 7817 | +61 408 600 330

Email: rael@raelbricker.com



BUSINESS EXCELLENCE

Everything is centred around business excellence. Excellence has three components being Culture, Leadership and Strategy.

Leadership is about communicating well. Leaders today face challenges that were never imagined, even a few years ago.

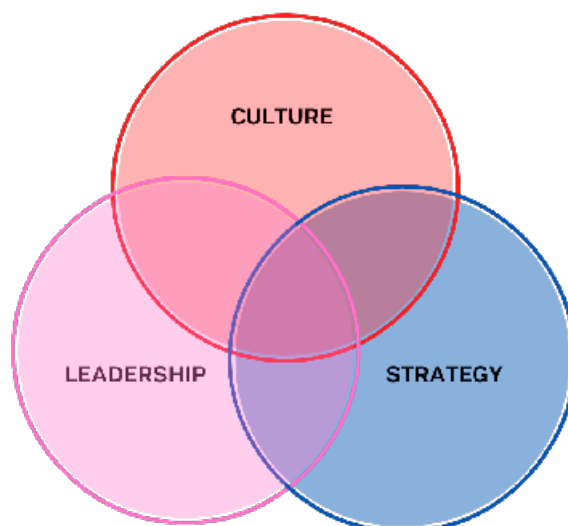
Strategy is the second component. The team needs to understand the direction in which they are heading.

Culture is the glue that binds the leadership and the strategy to work in harmony to create a return on culture.

All keynotes and workshops have been developed to address the challenges that you are facing within the frameworks of culture, leadership and strategy under the the greater banner of business excellence.

Each organization is unique. However, they all share many of the fundamental blocks required to achieve excellence whihc leads to fulfilling growth potential.

Excellence means showing up as the best version of yourself every day.



2022 WORKSHOPS AND KEYNOTES

TURNING THE PLAN INTO A PAGE (POP)

Many organizations develop long-winded multi-page strategy documents that end up gathering dust on team members' shelves. What if you could spend time planning, and finish with a one-page snapshot of where your business is going?

You may be thinking that this is a radical departure from traditional planning – you are correct. A strategy on one page becomes a dynamic working document that everyone in the organization can buy into and see their role in delivering that plan.

This highly interactive workshop (one or two day format) leaves participants with a clear understanding of where the company has come from and where the company and the team are heading. All attendees are encouraged to add their input to develop the POP, and to take ownership of this document over the course of time to keep it continually updated.



COMMUNICATING (MARKETING AND SELLING) IN FULL COLOUR

Have you every noticed that almost all communication breaks down if the person delivering the message does not tailor it to their listeners needs? What if, at the end of this workshop you could have some understanding of how to create instant rapport with those around you? Therefore avoiding these awkward situations in the future. For many in sales this is a significant move away from the traditional sales and communication methodology. It's a radical approach that focuses on learning and harnessing communication methods, to sell without selling.



This intensive communication and sales training program explores a unique approach to selling. Sales success in any setting is driven by utilizing the right communication at the right time in the right context. Many people fall into the trap of talking too much and not listening to both the verbal and non-verbal cues that the person they're talking to is saying.

At the core, this program is a more effective communication and sales approach. This approach depends on looking at all the cues, from body language, the handshake and even asking a series of questions in a specific order. It will enable participants to find out their customers' needs, uncover problems, and ask questions that help the customer focus on what they are truly looking for.



This program will focus on dealing with buyers' different personalities. Participants will learn how to consider each buyer's personality and modify their selling style to match the customer's personality. In fact, we'll teach participants how to stop selling and create an environment that makes it easier for people to buy.

TEAM DYNAMICS

Teams are the basic building block of successful organizations. Team dynamics is fundamentally about creating the elements of those blocks. Many leaders believe they could be losing control and need to simplify systems and processes. Additionally they want a strong culture with communications and ethics as core elements.

The learning is about the difficult balance in creating a serious work environment and fun office culture. You will understand how to create an environment that gets the most out of your team. Understanding the various behaviours that people exhibit and learning methods of communicating with each behavioural style are critical for a strong team. This program incorporates the tools to develop a low-stress environment where people feel free to take risks and push their limits, while feeling safe and supported. All of this will assist you in creating a solid foundation of culture and a firm set of ethical standards.



CREATING YOUR RICH AND ROBUST CULTURE

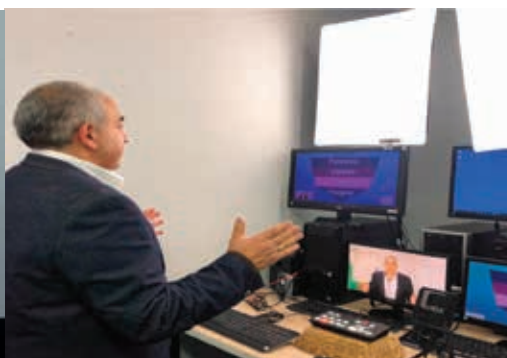


Research has shown that in most organizations more than 50% of team members are bored, disengaged or unhappy. This translates into high employee turnover at a huge cost to the organization. For many, communication only flows downwards not upwards. You are not alone in questioning the future of work and the future of culture.

This program features unique global culture research and provides a future view of culture and the future of work.

You will understand how to create a rich and robust culture as a cornerstone of excellence from a truly global perspective on the impact of culture in more than 85 global Interviews with multiple companies spanning over 25 countries. You will apply the learnings about organizations that have succeeded (and failed) to create great cultures. Participants will be inspired to drive their organizations to even greater and richer cultures with shared purpose and values to bind the team members.

This presentation includes the use of the exclusive NFD (Non-Financial Direction) tool that allows organizations to quickly determine areas of excellence and concern in three critical non financial measures - being Culture, Strategy and Leadership.



STRATEGIC AND CHANGE LEADERSHIP

Leading self, leading other and leading teams are the three fundamental cornerstones of developing great leaders. This program is an intensive look at organizational leadership development.

The program focuses on a few key fundamental areas such as understanding one self before leading others and teams and understanding communication styles and behaviors.

Determining what problem-solving techniques can be best applied whilst understanding how your personal thinking and behaviour impacts on your problem solving and decision making ability. This is coupled with creativity in resolving problems and communication with all stakeholders as part of the whole program. Dealing with rocks, pebbles and sand to develop an appreciation of three questions : What happened? What is happening? What do we want to happen?

This is brought together through visualizing and understanding realistic plans and taking care of the big picture strategy for the organization.



SUPERCHARGE YOUR BUSINESS

Business owners and managers face multitudes of challenges daily. Sometimes the solutions are clouded by the emergence of other problems. These challenges are not unique. This program utilizes 30+ years of business building, coupled with the ideas explored in "Dive in" (Published in 2018) to develop the tools to supercharge your business.

The program explores giving up control to gain control and ever asking staff to do anything you would not do. The role of diversity, tolerance, understanding and being present in the business, are coupled with having a fun work environment and having a serious work culture. Communication, marketing and finding your blue ocean all fall into this program, along with the the X Factor and drawing the ethical line in sand.

The learning is completed by a deep look at all organization systems and processes to keep it simple.



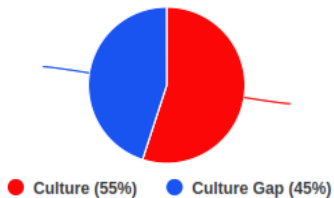
NFD NON-FINANCIAL DIRECTION

NFD is a measure of the non-financial direction of your organization. It is a tool that measures whether the organization is moving in the preferred direction when looking at non financial measures of success.

Many financial measures use performance ratios to determine corporate wellness. These ratios only make sense when compared to either a “standard value” or the previous value. The latter is then used to indicate a trend. The NFD uses a score of 100% as the standard value and measures the differential from that “standard”.

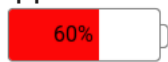
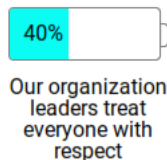
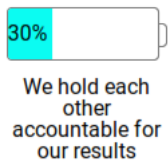
The second challenge of using financial ratios or financial measures is that they often reflect activity that happened a long time prior to the measurement being taken.

One example would be organizations that have a long sales cycle. There could be months of activity before getting the sale and the corresponding revenue. The financials at the end of the sales period reflect activities that took place in the months prior. If there is now a decline in revenue and profits, actions being taken now may only yield results in a number of months’ time. These are often known as lagging indicators due to the time lag between activity and result.



NFD measures non-financial aspects of the business that are seen by many as leading indicators of company health and performance. The areas measured would indicate on a relative scale the current “health” of the business and areas to potentially improve to increase the leading indicators. The leading indicators are mostly a closer indication of current health as opposed to measuring historical activity

The key purpose of the NFD survey is to explore the GAPS. A gap analysis allows you to determine how to best achieve your business goals. It compares the current state of your business with an ideal state, which highlights shortcomings and opportunities for improvement.



We have a great culture in our organization



Customer Complaints are handled well by our organization



WHAT DO PEOPLE SAY ABOUT RAEL ?

"Rael brought a thoughtful, intelligent and heartfelt address to the Vow Financial Conference in Whistler Canada. Rael's ability to present and weave stories that are thought provoking and motivating is artistry in motion. Myself and more than 200 guests were compelled by Rael's business and management insights and the message of following your dream and staying true to yourself. Rael is an charismatic and inspirational person, listening and meeting Rael was truly an uplifting and positive experience, his perspective on issues was a breath of fresh air. Rael, has made a lasting impact on my life, and am sure many others as well."

Stephen Lambert Senior Financial Planner – Crown Wealth Group.

"You know you have joined a great company if in your first month you get to attend a company function and Rael Bricker is the speaker. Rael has such a nice way of connecting with his audiences through relevant content, good humour and his great storytelling ability. I was very lucky to be near the front of the audience and jump at the opportunity of getting Rael's book "Dive In". The book has such great insight into a variety of great practical business principles that we don't always gravitate to first."

Matthew Hindley – Dariel - Johannesburg

"I have heard Rael present at professional meetings, seminars, workshops and conferences over a 100 times. He's a regular presenter and greatly sought after and is invited interstate over a dozen times each year. Rael engages with the audience and has the rare ability to break complex financial issues into the layman's language. It's fascinating to see the audience respond to him and enjoy his presentations. He is never dull. Despite having heard him over 100 times I find he rarely repeats himself, changing the presentations content and style to suit the audience. He speaks with great passion and a sense of humour so that he never loses the audience. His presentations are always interesting and informative. The fact that he's always sought after to present at various forums is a testament to his skills"

Harpal Ahluwalia – Perth

"Rael is a billion dollar business man who cares about leaders. His strategic sense is staggering. As someone who has also built a successful educational enterprise, when he speaks - leaders act. That is a gift. "

Louise Karch – Award Winning Brand Expert – Melbourne

"We hold an annual conference to bring our large membership together. We are very grateful that Rael Bricker has provided his MC services to us for each of the seven years. This is a vital role to see that the conference runs smoothly and with the right amount of humour. Rael handles this difficult job with professional ease. Rael continues to earn this task by popular demand from our members. No matter which city we hold the event in Rael always makes himself available and is a font of knowledge on assisting in the organisational effort prior to the event. I am more than happy to recommend Rael as an MC for any event."

Kevin Young - President of Property Club.

Phone: [+61 8 6184 7817](tel:+61861847817) | [+61 408 600 330](tel:+61408600330)

Email: rael@raelbricker.com