

AN EVENT FOR LEADERS

# Beyond The Bottom Line

Breakthrough Performance Improvement Forum

**Melbourne - February 26th & 27th 2009**

**If you want expert insights into the 'intangibles' that grow your human capital assets, then your attendance and involvement with "Beyond the Bottom Line" Forum is essential.**

**A collaborative industry event to help you discover and capitalise on the "intangibles" that drive and maintain employee passion and engagement.**

**Beyond the Bottom Line Forum will help you tap into the vast human potential already within your workforce. Today corporations around the world are realizing that one of their key competitive advantages is their people.**

**KEYNOTE SPEAKER****SALLY CAPP - COMMITTEE FOR MELBOURNE****Opportunities for businesses to ensure Melbourne's liveability and prosperity**

Sally Capp is the Chief Executive Officer of the Committee for Melbourne since August 2007. The Committee for Melbourne is an independent Member network of Melbourne leaders working together to encourage a competitive business culture and enhance Melbourne's liveability.

Learn from leaders and experts in the field of human capital management critical information, key skills and tools to enable you to go Beyond the Bottom Line.

Twenty experienced educators, thought leaders and industry professionals, will inspire you to better manage your Human Capital assets.

In brief you'll learn Innovative research solutions, Intangible skills and methods including:

- Engagement strategies, Passion Coaching
- New communication and mentoring methods
- Storytelling - an emerging leadership skill
- Innovative corporate social responsibility technique
- 'Edu-tainment' - the latest creative methods to engage staff
- Strategic Human capital reporting

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Green Frog Interactive

MENTORS AND BUSINESS COACHES  
INTERNATIONALsalesfirm  
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INTERACTIVE  
DRIVING ONLINE PROFITABILITYCOMMITTEE  
MELBOURNE FOR

insyncsurveys

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*"This is where our comfort can be a formidable enemy. Sometimes the most established countries are the most vulnerable because people in other parts of the world have more incentive to innovate."*

**The Australian: Rupert Murdoch second ABC Boyer Lecture Series**

*"...the teams that I have worked with Mark Bloodworth on have identified and achieved an average of \$450K year on year savings. Brilliant results for the project team, but more importantly, the people involved have all walked away with personal growth, life skills and a new belief in what can be achieved. This type of gift is invaluable."*

**Bill Smith, Production Manager**

*"...The Key Talent Retention Program provided us a scientific analysis of the alignment of our people and their retention risk, all of which was presented in a framework that was easily articulated."*

**Richard de Lautour, CFO, Virax Holdings Ltd**

To book, visit [www.improvementevents.com](http://www.improvementevents.com)

## Good Leaders See The Bottom Line, *Great Leaders Go Beyond*

**Today corporations around the world are realizing that one of their key competitive advantages is their people. Beyond The Bottom Line seeks to help facilitate key skills, knowledge and tools to enable corporations to go beyond the bottom line.**

This Forum will focus on five key areas that will enable corporations to maximize employee performance, increase profits, lead the competition and deliver a sustainable business model

- Measurement Alignment Tools
- True Ownership Engagement
- New Intangible Leadership Skills
- Equipping Teams To Lead Collaborations
- Development Key Knowledge Transfer Platforms

### Find Out Where Great Leaders Dare To Go

**Beyond The Bottom Line is a Breakthrough Performance Improvement Forum and a must-attend opportunity for all pro-active leaders.**

The challenges facing today's companies and leaders have never been more significant, or more critical, especially in our current climate of global credit meltdowns, falling share prices, industry redundancies and skill shortages.

At the Beyond the Bottom Line Forum, you'll learn new and innovative ways to use your time more effectively, while reducing your costs, minimising your exposure and re-invigorating your staff.

Learn How To Re-engage Your Organisation and Rescue Your Bottom Line

Over two full days, you'll participate in dynamic forums and intensive workshops that will instil the tools you need to save time, reduce costs, reduce risk and improve productivity in your workforce.



### WORKSHOPS

- Drive your staff to even greater heights through passion and engagement
- Stop intangibles from resulting in real loss of productivity and profit
- Identify intangibles in order to measure and address their impact on your company
- Keep good staff engaged and improve employee retention
- Perfect and utilise the art of networking to improve communications within your organisation and to build outside connections
- Find your 'voice intelligence' and transform the way you lead your employees
- Identify your profit drain and learn how to reduce loss
- Keep your team vibrant, happy and motivated by nurturing collaboration and creativity
- Replicate your employee expertise for extraordinary revenue
- Transfer knowledge throughout your organisation
- Increase efficiency through the confident use of systematic processes
- Build a vibrant, energetic team that craves productivity
- ... and much, much more!

The time has come and the answers are here. In short, this important event will revolutionise the way you lead your staff.

**Don't miss out! Places are strictly limited. Register now to avoid disappointment.**

*Hot Tip! Why not give yourself an early New Year's present? Save \$300 by registering before Friday January 23rd 2009 and qualifying for our Early Bird Discount.*

### VENUE

In the heart of Melbourne's vibrant Italian community and literally seconds away from Lygon St, the newly built reception and conference room at the CO.AS.IT Centre. Car park at Quest Clocktower Apartments next door.

CO.AS.IT. Conference Centre - 199 Faraday Street, Carlton, Victoria, 3053 (Melway Ref : 2B G7)

## Beyond The Bottom Line, Guest Speakers



**GABRIELLE DOLAN**

Director of  
One Thousand and One

***The Power of Story: Influence and Motivation Through the ART of Storytelling***

You will discover organisational storytelling – a hot emerging leadership and sales skill. Isn't it always the story, the anecdote, the example that you remember long after the event? Organisational storytelling is storytelling with a business purpose and for business results. Whatever it is you are trying to do in business – whether you are leading people, managing change, influencing the board or building your career, we guarantee that storytelling can help you do it better.



**COLIN BEAMES**

Director, WRDI Institute

***Responding to the Global Financial Crisis (GFC): Rethinking Workforce Strategies***

You will learn how the GFC, coupled with other current and emerging employment landscape trends, will impact on organisations and individuals. This cocktail poses significant challenges for executives in managing the workforce complexity of the contemporary workplace. Organisations will still “want their cake and eat it” in terms of maximising the flexibility (i.e., minimising risk), and maximising the commitment and performance of their workforce. Colin will introduce a simple skills model which cuts through this complexity, helping managers to identify 4 distinct categories of employees, and make workforce strategy decisions.



**DR ANDREW RIXON**

Director of Babel Fish Group

***Inspiring Teams, Engaging Leadership and Enhancing Collaboration***

Dr Andrew Rixon will take you on a highly interactive and engaging journey to explore how the approaches of social network analysis, appreciative inquiry and improvisational theatre all merge to help you build extraordinary relationships within your organisation. You'll have the opportunity to: explore how work really gets done in organisations, discover why focussing on what works is a powerful approach to positive change and understand how the power of simply 'being present' engages leadership.



**DR LAUCLAN MACKINNON**

Principal Cognitive Transitions

***Finding creative inspiration at work: how to be more creative on a daily basis.***

We can all benefit from having more creative insights - more 'aha' moments. In this workshop, Dr Mackinnon will help participants understand the creative process through which creative insights are generated. Participants will be able to generate more creative insights on a regular basis both at work and in their personal lives.

**For detailed information about each speaker and topic, please visit:**

[www.improvementevents.com](http://www.improvementevents.com)

## Beyond The Bottom Line, Guest Speakers

	ORGANISATION	TOPIC
<b>BEN ANGEL</b>	<i>Nationwide Networking</i>	Influencing the Influencers
<b>JO BANKS</b>	<i>U&amp;i Consulting</i>	Like All Envious Recipes, You Have to Have the Right Ingredients
<b>DAVID BARNES</b>	<i>Platform Interactive</i>	How Digital Marketing can Enhance the Bottom Line
<b>STACEY BARR</b>	<i>Stacey Barr Pty Ltd</i>	Steps to develop Performance Measures
<b>MARK BLOODWORTH</b>	<i>Caden Recruitment</i>	Creating a Workplace Where People Want to Be ... and Contribute to its Success!
<b>ANDREW BLOYE</b>	<i>Aspin Group</i>	The intangible benefits of eLearning on employee productivity and organization culture
<b>BEVERLEY BROUGH</b>	<i>Master Networking</i>	Strategic Networking - Your Guide To Networking Excellence
<b>MICHAEL CAGLE</b>	<i>Sales Firm Foundation Pty Ltd and Mentors Business Coaches International</i>	Leadership, Principle Of Influencing Change
<b>HUNTER DEAN</b>	<i>Human Performance Specialists</i>	The Power of Collaboration: Replicating Performance While Linking the Metrics and Payback!
<b>TANIA DE JONG AM</b>	<i>Founder, Creativity Australia</i>	KEY NOTE ADDRESS: Unleashing Potential Through Creative Leadership / Are we educating and working our people out of their creativity?
<b>STEPHEN DUNS</b>	<i>SuccessWorks</i>	Slowing down to Speed Up
<b>ROB GLENN</b>	<i>Compass Lifeskills Pty Ltd</i>	Personal financial health equals productive workforce
<b>JON HOPWOOD</b>	<i>Event Heads</i>	Social Creativity for Commercial Success
<b>SERENA LILLYWHITE</b>	<i>Manager – Sustainable Business, Brotherhood of St Laurence.</i>	KEY NOTE ADDRESS: Promoting social inclusion through decent work and sustainable business
<b>DR LOUISE MAHLER</b>	<i>The Art Of Business</i>	Vocal Intelligence: Who Are You and What Does Your Voice Say About You?
<b>GUY MOXLEY</b>	<i>Teambuilding Australia</i>	Entertain Your Staff for Larger Profits
<b>YAMINI NAIDU</b>	<i>One Thousand &amp; One</i>	The Power of Story: Influence and Motivation Through the ART of Storytelling
<b>DAVID PERRY</b>	<i>Value Enhancement Management</i>	Business communications: the art of listening and measurement
<b>KATJA REMBRANDT</b>	<i>Insync Surveys Pty Ltd</i>	How emotional intelligence relates to you
<b>DEANNA ROBERTS</b>	<i>Think in Pictures</i>	Podium Power! - The Secrets to Successful Presentations
<b>MELINA SCHAMROTH</b>	<i>m.a.d.woman</i>	Making your business m.a.d
<b>RIK SCHNABEL</b>	<i>Life Beyond Limits Pty Ltd</i>	Harness Individual Potential for Corporate Success
<b>ARTHUR SHELLEY</b>	<i>Intelligent Answers Pty Ltd</i>	Enhance Your Performance and Productivity Through Improved Relationships and Behaviours
<b>MIKE SYMONDS</b>	<i>Interactive Events</i>	'FUN'ergize Your Workplace
<b>SOPHIE TRPCEVSKI</b>	<i>Minds Collective</i>	Emotional Intelligence and Professional Excellence
<b>EMMANUEL TSESMELIS</b>	<i>My Passion Coach</i>	Passionate People = More Profit

### PRICING OPTIONS - BOOK NOW!

**Two-day ticket price** Buy before Friday, 23rd January 2009 and pay only \$695.00 (+GST) per ticket by qualifying for our Early Birth Special – SAVE \$300.00!

Book after Friday, 23rd January 2009 and pay \$995.00 (+GST) per ticket.

**One-day ticket price** Buy before Friday, 23rd January 2009 and pay only \$495.00 (+GST) per ticket.

**Group Discount** Why not maximise the impact on your organisation? Book five (5) forum tickets and receive one (1) complimentary ticket.

To book, visit [www.improvementevents.com](http://www.improvementevents.com)

Register your seat now!

**Online:** Visit [www.improvementevents.com](http://www.improvementevents.com)

**Phone:** Call 0412 614 684 or (03) 9654 4857

**Mail:** Please complete the form below and mail it to: Improvement Events, 81/283 Spring St, Melbourne VIC 3000

#### REGISTRATION INFORMATION

Title \_\_\_\_\_ First name \_\_\_\_\_ Surname \_\_\_\_\_  
 Phone \_\_\_\_\_ Mobile \_\_\_\_\_  
 Email Address \_\_\_\_\_  
 Postal Address \_\_\_\_\_  
 City / Suburb \_\_\_\_\_ Postcode \_\_\_\_\_  
 Company \_\_\_\_\_ Job title \_\_\_\_\_

#### PAYMENT INFORMATION

**Please debit my credit card:**  MasterCard  Visa  
 Card number \_\_\_\_\_ Expiry Date \_\_\_\_\_  
 Signature \_\_\_\_\_

**Direct Debit:** Westpac – BSB: 033120 – A/C No: 257987

#### PRICING OPTIONS

##### Two day ticket price

- Book before 23rd January, 2009 and pay only \$695 (+ GST each) per ticket by qualifying for our Early Bird Special - SAVE \$300
- Book after 23rd January, 2009 \$995 + GST per ticket

##### One day ticket price

- Book before 23rd January: \$495 + GST each (Early Bird Special – SAVE \$150)
- Book after 23rd January: \$695 + GST each

##### Group discount

- Book five (5) conference tickets and receive one (1) complimentary ticket

#### Bookings

- Bookings are essential. Prepay online. Tickets available for 150 attendees.
- Bookings web address: [www.improvementevents.com](http://www.improvementevents.com)
- Booking Information: Mobile: 0412 614 684 or Phone: (03) 9654 4857
- For further information email [wendy@improvementevents.com](mailto:wendy@improvementevents.com)

#### Other important information

Cancellation and refund policies are available from [www.improvementevents.com](http://www.improvementevents.com)