

Hi I'm Ian Berry, Leadership Adviser, Mentor and Speaker since 1991.

This document overviews the 3 key topics I'm addressing in 2018.

To discuss a tailored presentation please contact me on 0418 807 898.



Before my presentation or tailored team talk or master-class I will

- ✓ Tailor my work for you through meticulous research.
- ✓ Find out about the small yet significant changes you could make to what you already do well.
- ✓ Discover what lies hidden that when acted upon would make a profound difference to your business results.
- ✓ Agree with you on how I will best help you achieve your goals.
- ✓ Agree with you in writing as to the return on your investment in my services. My aim is a minimum of 10 times.

During my presentation or tailored team talk or master-class I will

- ✓ Arrive as early as we agreed on so that I'm engaged with people before my work begins.
- ✓ Be accessible to you at all times.
- ✓ Tell you the truth as I see it at all times.
- ✓ Co-ordinate all my actions with others.
- ✓ Ensure alignment is maintained with other speakers, your staff or your agents.
- ✓ Be positive, enthusiastic, and energetic.
- ✓ Share stories and humour people can relate to in their own way.

After my presentation or tailored team talk or master-class I will

- ✓ Be available for onsite mentoring as agreed.
- ✓ Be available to discuss specifics with anyone desiring to do so.
- ✓ Help you with anything appropriate that adds value to or enhances the experience of working together.
- ✓ Make special web pages and online learning resources available to those people I have agreed I will and anyone else you deem appropriate.
- ✓ Fully debrief you and other people as agreed.

I engaged Ian Berry to talk to my team and challenge them to bring their very best to the office every single day as we commenced the new financial year.

I recommend Ian as a value-add to any business leader or staff member and feel confident each participant will walk away inspired with a greater understanding of themselves and equipped with additional ideas and techniques of how to achieve their very best performance each and every day.

Luke Rieniets
Senior Business Banking Manager,
Bendigo Adelaide Bank Ltd



Ian has a real sense of engagement with his audience. He has the great ability to read the audience and adapt his presentation style to ensure a rewarding experience for all participants.

Ian is passionate, business savvy and very articulate. He is a proven winner with our syndicates as indicated by his consistently high ratings by members. Ian is a professional who can be relied upon to deliver on your expectations.

Barry Westhorpe
when Chief Executive - Victoria,
The CEO Institute



I wanted to write to say thank you again, for such an inspiring lecture you gave to the TEC 19 group, up in the Blue Mountains over a week ago. You have had a significant impact on my thinking for the future and life in general. I know I will have contact with you again.

Jacqueline Doon
Managing Director, Ormco Pty Ltd



Ian Berry spoke at my Academy for Chief Executives Group. He was a very popular speaker with my members, with average marks of 8.8. Ian's authenticity and 'no-holds-barred' approach to leadership was refreshing, inspirational, motivational and had great take away value. As I say, he 'calls a spade a shovel', and I highly recommend him to any CEO or Managing Director who wants to positively impact performance within their organisation.

Joe Adams
Academy for Chief Executives,
Group 11



We have had some great presentations at our breakfasts, and your presentation was one of the very best ever.

Malcolm White
Managing Director, Communicat



1) Changing What's Normal a.k.a. self-leadership is everyone's business

Premise and key outcomes for you

This topic is based on my best selling book *Changing What's Normal*. You can download the book with my compliments at <http://www.ianberry.biz/complimentary-courses/>

In this presentation I explore personal and relationship change and how they underpin the substance and success of organisational change.

Key messages

- ✓ The key to self-leadership is being remarkable. Read about why we're all remarkable [here](#) and [here](#).
- ✓ Closing the knowing-doing gap is all about being the best version of yourself and being accountable for your intentions, feelings, thoughts and behaviours (actions).
- ✓ Embracing the 5 faces of a human being fully alive is paramount.
- ✓ Who before do is a key principle of consistent high performing cultures and must be reflected in rituals, ceremonies, processes, policies, procedures, practices and systems.
- ✓ Sustaining a shared-view in seven areas of significance is how the most successful people stand out. Sustaining shared-view is the catalyst for relationships of high value and mutually reward both personal and in business.



My clients are the 1 in 100 who believe that 

All change is personal first.
Relationship change is second.
Organisational change is a distant third.

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At the start of 2015 it became clear on the road ahead for my business we were facing some serious challenges.

We had just purchased the Budget franchise and were experiencing inconsistent business results, some big rental agency changes, and some poor staff attitudes had crept in.

I had heard Ian speak at a function in 2014 and I had been impressed with the message of his talk that day.

Ian has worked as a mentor to me for the last 14 months. He's also run sessions and worked 1:1 with my staff.

We've made several small shifts in how we conduct our business that have made a significant difference with my key people, how we work, and to our results.

I'm now continuing the journey through membership of the master-mind group.

Darren Rix
Franchisee Avis Ballarat
& Western Victoria, Budget Ballarat & Bendigo



I participated in an engaging and entertaining seminar presented by Ian and was inspired to go further. Now that I have undertaken and benefited from Ian's intensive mentoring program, his teachings have become integral to the success of my personal and business life.

Jody Tucker
Tucker Creative Pty Ltd



Ian is a rare gem. In the ever increasing complexity of today's modern world, Ian is always there - personally as an incredible supporter, encourager and also as a wonderful navigator of possibility. In addition, Ian has presented for us on a number of occasions at various team events, providing memorable and immediately actionable insights for us to better our personal and business lives.

Peter Merrett
when Head of Customer Experience Property
and Asset Management - Jones Lang LaSalle



Ian is an industry leader, and an expert with incredible insight into what you need to do to enhance peoples' inherent gifts and bring out the very best performance of your leaders and employees.

Michelle Powell
Managing Director, WaiveStar Group



Topic 2) Thriving on the challenges of change and innovation

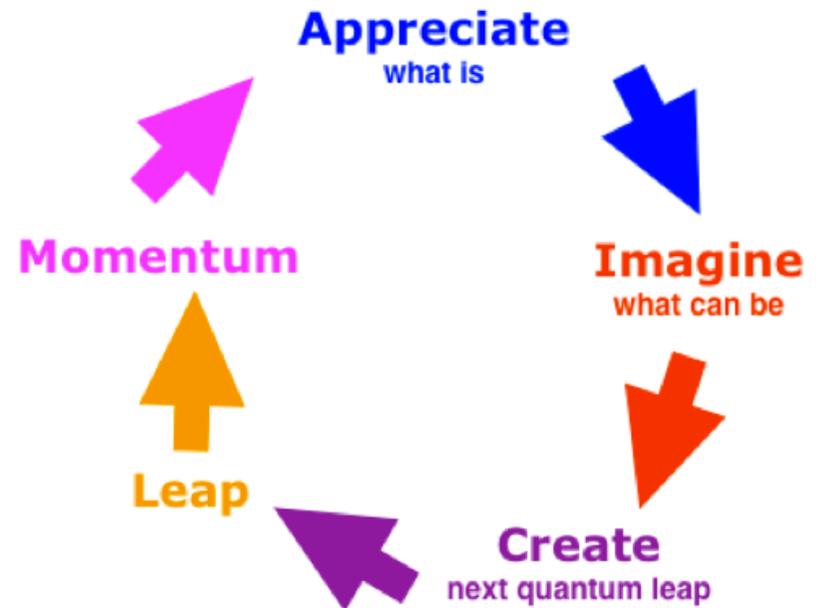
Premise and key outcomes for you

Every day innovation provides far greater value than continuous searching for your next big thing. In fact more often than not your next big thing will come from a small yet significant change to every day being and doing.

In this presentation I explore why solving problems is the great opportunity for innovation, how the truth rather than the myth about quantum leaps is crucial to success, and why understanding disruption is a key to innovation.

Key messages

- ✓ All change is personal first, relationships second and organisations a distant third
- ✓ The challenge is enabling everyone to be skilled in personal disruption and respectfully challenging the status quo is integral
- ✓ Change processes are crucial, change programs are not.
- ✓ Change management like strategic planning and performance management is an oxymoron. All 3 must be ditched and replaced with change leadership, strategic feeling and thinking and execution planning and buy-in, and performance leadership
- ✓ There's 3 must do's for making your progress visible and therefore sustaining buy-in.



Common misconception:
A "quantum leap" does not mean a big jump, even though many people use it that way.
In fact, it's an infinitesimally small change, but the key is that it's a direct jump from

Here **to** There

ianberry.biz

There are lots of people talking on leadership but you have your own unique, useful, valuable and entertaining message on the subject.

A number of those present have since told me how they like the way you spoke with passion and conviction. It was also a very polished and professional performance – not least in the way it led up to your well deserved standing ovation.

**Carl French, Event Organiser,
Hertfordshire Branch,
Institute of Directors, UK**



Ian Berry is a First Class speaker. I would highly recommend him. He speaks about appraisals, job descriptions and how to dispense with them, and other things that really motivate people.

**Brian Chernett, Founder,
Academy for Chief Executives,
United Kingdom**



Delegates were very appreciative of your presentation. They gave you a rating of 4.6 out of a possible 5, which is excellent. They provided the following comments in their feedback forms:

- ✓ *Ian Berry – his insightful take on leadership was enlightening*
- ✓ *Engaging*
- ✓ *Exceptional*
- ✓ *Fantastic, enjoyed the personal journey*
- ✓ *Very engaging and the content was excellent*
- ✓ *Fantastic presenter, very relevant and interesting incites! Nice to have such an uplifting finish to the day.*

Thank you again for accepting the Network's invitation to address the event.

**Anna Bejanoff
Office Manager
Victorian TAFE Association**



Ian Berry was excellent emceeing our BPW Geelong International Women's Day Conference demonstrating great skills in keeping to time and linking all the presentations. He then brought it all together at the end with a standout presentation.

**Liz Grant
Program Co-ordinator
Small Business Smart Business**



Topic 3) Enhancing (Your) Their Gifts - the number one role of leadership



Premise and key outcomes for you

Learning in your own best way how to unleash and enhance your

Nature Quiddity Voice Ikigai Element Vitality Bliss Love Music Gifts

And helping other people to do the same is the number one role of leadership.

In this presentation I explore tailor-made ways to do this and co-create a workplace where people feel valued, live values and deliver value.

Key messages

- ✓ A deep understanding that the above is a way of being and that the greatest sustainable success is always about who before do.
- ✓ This way of being leads to people feeling valued which paves the way for living values and delivering value in ways that are very difficult to emulate, which gives your business competitive advantage.
- ✓ Being remarkable and doing work that is meaningful for you and highly valuable for others and then leading others so that they be and do too is the sure-fire way to people feeling valued, living values and delivery value.
- ✓ Delivering value in ways that are difficult to emulate is the holy grail in business and leads to genuine competitive advantage.
- ✓ Valued, values, value is a model for personal and business success that you can simple yet profoundly adopt by you in your own best way.

Next Step: Contact me on 0418 807 898 to explore working together for your next conference or leadership team event. You'll be under no obligation.

My friends and colleagues Jim Cathcart and Glenn Capelli would say *Nurture Your Nature* (Jim) and *Quiddity* (Glenn).

Stephen Covey said *Voice* and the Japanese say *Ikigai*. One of my all time favourite presenters Sir Ken Robinson would say *element*. The great dancer Martha Graham would have said *a vitality, a life force, a quickening*.

In the book that has greatly influenced my life, *Hero of a Thousand Faces*, author Joseph Campbell said *Follow Your Bliss*.

And in a sentence that sends shivers up my spine every time I say it Steven Farber says *Do what you love in the service of people who love what you do*.

I love all of these wonderful insights into being the best version of ourselves, that one-of-a-kind human being that each of us is.

In my work since 1991 I've used *Gift* because that was how I learned this proven principle from it's originator and my best friend Terry Jenner <https://youtu.be/7h9vBOaPk8k> and <http://blog.ianberry.biz/2011/05/enhancing-their-gifts-tribute-to-tj.html>

I sometimes use *Music* because it's deeply personal too <https://youtu.be/vvnsnvaRe28>