

## Professional Experience



Brian Greedy is an award winning professional business presenter, who makes a difference. He delivers practical, proven and creative ideas together with humour, style and flair to get the right audience response.

His very practical “how to” philosophy draws from over 20 years successful business experience in finance, marketing and management. Later he developed a highly successful retail and distribution business from commencement to a multi-million dollar annual turnover.

Each year Brian delivers speeches, seminars and workshops for clients in all states and internationally. He is recognised as one of Australia’s leading business presenters who delivers inspirational, entertaining and educational ideas that make a difference to personal, professional and business success.

A business professional by experience, a teacher at heart and an inspiring speaker by reputation, Brian encourages audiences to aim for high standards through motivation, professionalism and performance.

# Get Greedy for Results

## Get Greedy for Results

***Finding a credible, effective and professional presenter to add spice and value to your conference or business session can be quite a challenge.***

Mistakes can be costly. Money is at stake, but so are reputations and professional credibility.

Yet at the end of the day a well-crafted relevant message, delivered with professionalism, power flair and humour will guarantee a superb conference outcome.

In a years time people are unlikely to remember the menu at the conference lunch, but they’ll remember a powerful speaker who connects with the audience and lifts the program rating.

***The challenge is to deliver just the right balance of steak and sizzle.***

**The steak is the content....**

It needs to be relevant, interesting, practical, valuable and targeted to connect with the aspirations of the specific audience.

**But you need the sizzle.....**

Delivery with flair, entertainment, energy, purpose and humour to address the values of the group, without offending their intelligence and dignity.



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**Brian Greedy**  
Business Solutions



# Get Greedy for Results

Powerful, professional speeches, seminars and workshops to educate, motivate and entertain.

### **What makes one business surge ahead in difficult times whilst others are back amongst the also-rans?**

The key to success depends on just how well you can work smarter, show leadership and position the business to take advantage of growth opportunities in the new decade.

This presentation is packed with practical, solid, proven and successful ideas for you to maximise opportunities, increase motivation and personal effectiveness to lift sales and profits.

#### **Key concepts developed**

- How new business thinking is necessary to succeed in a changing marketplace.
- How to position the business to meet new consumer trends, motivations, perceptions and values to maximise influence, growth and profits.
- How to create a positive internal business culture beyond the company brand.
- How to identify key priorities and set objectives for high achievement and business success.
- How to maximise the potential of every customer contact to build profits.
- How to apply 9 key success principles to build business energy, to increase sales and return on investment and effort.
- How the role of relationship selling has changed and the need for positive influence to help customers make a confident purchase decision.
- How to manage all areas of the business to balance performance.
- How to motivate the staff through leadership to achieve business goals and increased profitability.

This presentation can be tailored to franchise groups, retailers, organisations with branch networks and small and large business groups.

Tailored presentations to your conference or business event theme.

Talk to Brian about your conference or business event theme. He can design and deliver a tailored presentation to address your theme or specific business issues.

### **Every organisation today needs to embrace the true nature of relationship marketing, with a service value system built into every facet of activity.**

In a highly competitive marketplace, product or service quality relates to the whole experience in doing business with the company.

Customer perceptions are influenced by many, sometimes silent, small relationship transactions between the organisation, public or customers.

This stimulating and ideas packed presentation delivers proven and valuable strategies to raise performance and build a clear strategic business advantage.

#### **Key concepts developed**

- How customer motivations, values and expectations are created and how to manage them for positive results.
- How to effectively influence a range of different customer personality styles.
- How positive relationships with anyone who can influence the way you do business can create success.
- How the power of workgroup culture can dramatically effect customer communications and satisfaction.
- How to identify and overcome the most common causes of negative attitudes towards customers within a work team.
- How to maximise commitment to business excellence through service delivery.
- How to create clear and precise communications with customers through a consultative approach.
- How to develop quality questioning techniques to effectively manage customer interactions.
- How to develop clear policy to manage and learn from complaints.
- How to maintain confidence and poise when dealing with difficult behaviours and situations. These principles apply to both face to face and phone interactions.

This inspirational and powerful address can be tailored to each clients needs including retail, commercial, industrial and government enterprise.

### **In today's high tech low touch world the ability to positively influence others is a high priority professional development skill.**

The certainty is that to progress in your chosen vocation you will need to influence more people.

Influence is a complex web of interpersonal communication factors based on personal values, confidence, personal style and level of emotional intelligence.

This is a highly practical and entertaining presentation, designed to raise the bar in professional communications with results driven ideas for immediate application.

#### **Key concepts developed**

- How to recognise, understand and relate to different personality styles in day to day interactions.
- How to recognise and overcome the communication spoilers that create roadblocks to influence.
- How aggressive and submissive behaviours are triggered and how to keep your cool in managing difficult issues.
- How an individual's level of emotional intelligence will influence reactions and behaviour. How to increase personal performance by applying emotional intelligence.
- How maturity, self esteem and responsibility interplay in personal behaviour choices and the importance of behaviour by design rather than default.
- How to use advanced communication skills in explaining, listening and questioning to enhance influence and understanding.
- How to read and evaluate body language and how non verbal communications can be used for effective influence.

This lively and entertaining presentation will deliver real value to your conference or training event. Each session is tailored to the audience industry or market profile.

### customized presentations

All Brian's presentations are tailored to each client's needs. Sessions objectives and key issues are addressed together with the audience address your conference and business event theme.

are designed to match client briefing and researched to ensure needs. Specific presentations can be designed and delivered to

### **Danger in the Comfort Zone.**

We live in turbulent times of dramatic change. The fundamental rules of doing things have changed dramatically... and it's only the start.

What was right in the past in many cases is wrong for today.

What was impossible and crazy 5 years ago is today so ordinary that we forget it wasn't always that way.

By 2025 the way we live and do business will be very different. Automation, globalisation and innovation will change Australia and the world around us.

Every occupation and every household will be effected by automation. This brings new values and motivation to every area of human activity.

This powerful presentation will heighten awareness of dramatic trends and stimulate new ideas to harness change to survive and thrive towards 2025.

### **Key concepts developed**

- Understand the dramatic impact that new initiatives in automation, globalisation and collaboration will bring to business and every area of life.
- The need to plan for the challenging international trends and projections emerging towards 2025.
- How to take advantage of the breathtaking world changes in transport, cities, business, immigration, population, education and international alliances. All certain to influence Australian's values, motivations and attitudes.
- How artificial intelligence and robots will massively impact every area of business and society.
- What jobs will be affected? Who will be the winners and losers? Where are the growth opportunities, both personally and business?
- How to position yourself and business activities for a very different future world.
- What skills today's child will need to succeed in the 2025 workplace?
- How personal confidence, optimism and self-esteem are needed to manage stressful, dramatic change.

This challenging and practical session can be tailored to industry groups, associations, small or corporate business, government and not for profit organisations.

**There are people who will argue this point. They are the people who stand there hoping they have just purchased a winning lottery ticket.**

Then there are those who refuse to leave success to chance. They take responsibility both personally and professionally for their progress.

Learn practical and proven ideas to take control and move towards the achievements and success you wish to create in your chosen field of endeavour.

This session will power up your performance with practical, motivational and realistic concepts to choose success.

### **Key concepts developed**

- How to develop the habits of highly effective people.
- How to overcome the most common blockages to personal growth and success.
- How traditional paradigms, values and conditioning may need to be challenged to develop a "success" attitude.
- How the relentless management of key result areas is essential to achieve success in all areas of activity.
- How emotional intelligence, sound knowledge, personal confidence and self esteem impact on performance.
- How to analyse priorities and choose objectives for personal achievement and success.
- How assertiveness and effective interpersonal communications can position you positively for success in a cynical and demanding environment.
- How to exercise choices and develop a practical plan for change to drive personal and professional growth.
- How to maintain motivation even when managing through difficult circumstances.

This is a highly entertaining and motivational session that can be tailored for all groups. This is an ideal opening or closing presentation for your conference or corporate event.

*"Many people aim at nothing in life and hit it with amazing accuracy"*

**Professionals are found in every walk of life. They are the proactive high achievers who perform with excellence.**

They are the standouts in all occupations. Some have outstanding technical skills, others do not.

They come from all age groups and backgrounds.

Some are dynamic thinkers and risk takers whereas others are more introverted and conservative.

Yet they all share unique and special attributes and build on qualities we can all cultivate.

This challenging, motivational and entertaining session identifies the unique and special attributes to position an individual as a true professional.

### **Key concepts developed**

- The 9 habits of outstanding professional performance, essential for business and personal success.
- How to be proactive in managing change and innovation in the fast paced environment.
- How to maximise win/win outcomes to achieve your objectives in day to day interactions.
- How to drive for your benefit the wheel of opportunity, to understand alternatives and to exercise choices in the pursuit of professional success.
- How to analyse priorities, set goals and choose options to keep on track for personal and professional growth.
- How to use advanced interpersonal and networking skills to effectively develop rapport and influence clients and colleagues.
- How self-image, knowledge and commitment impact on personal performance.
- How the habits of positive self assertion, empathy, initiative and optimism are essential for true professionalism.

This interactive, challenging and entertaining presentation will provide the skills, attributes and attitudes necessary for professionalism in any endeavour.

### **take away value**

Presentations are delivered with support material and handouts to reinforce the key concepts developed. The objective is to provide high quality take away value for all attendees to increase performance, profits, business relationships and professionalism.

**The ability to speak confidently and communicate ideas effectively is essential for personal and professional success.**

When it comes to getting action and swaying opinion, one sparkling presentation is worth 5 arguments in discussion, 30 emails and 50 face to face meetings.

Strong presentation skills can enhance a career; poor skills can ground a rising star.

Learn how to deliver standout presentations to connect with any audience every time. How to avoid death by PowerPoint, and stay on track to deliver with Power, Punch & Pizzazz.

## Key concepts developed

- How to manage nerves for positive outcomes.
- How to field tough questions and maintain poise under pressure.
- How to keep mistakes and slip ups from moving you off track and still maintain confidence.
- How to analyse and match content to audience needs.
- How to save hours of speech preparation time.
- How and when to use audience participation.
- How to develop and use notes professionally.
- How to manage speed, volume, pitch and pause for impact.
- How body posture and eye contact influence audience perceptions.
- How and when to use humour, anecdotes and analogies to add spice and maintain interest.
- How to open a presentation to gain immediate attention and break audience preoccupation.
- How to reinforce your message by closing with impact and flair.

If you present to 5 or 500, you can survive and thrive in every speaking situation. Stand up, speak out and make a positive impact every time.

*“No skill can open more doors, create more visibility and provide more power than speaking before a group”*

**Leadership is a priceless commodity and the source of organisational salvation in an ever-changing world.**

Leadership is the worst defined, least understood personal attribute sometimes possessed by human beings. Yet business performance is directly related to the Leadership impact on team motivation and morale.

Learn how each team creates its own culture based on the unwritten ground rules developed within a team to guide attitudes, beliefs and performance standards.

The leadership challenge today is to achieve the work objectives, develop the team and at the same time help each individual to reach their full potential.

## Key concepts developed

- The 11 habits of highly effective leaders in the world of business.
- How values and attitudes at work are changing in a cross-generational workforce.
- How personal attitudes, beliefs and bias influence the “want to” of performance
- How to maximise your influence to build a high performance team
- How to explore and understand unwritten ground rules all teams develop. How these ground rules impact on performance.
- How to relate to different personality styles within the workgroup and understand what makes people tick.
- How to harness the technical skills and develop conceptual and influence talents within the team.
- How to separate the myths and realities of the motivation people bring to their tasks at work.
- How to use a model of the characteristics of a high performing team to assess and measure your own teams work performance.

This professional and ideas packed presentation delivers practical and proven concepts to assist companies to function as a community rather than a hierarchy for growth and success.

Read more of what others have said at  
[www.briangreedy.com](http://www.briangreedy.com)

*“The success of our convention can be attributed to your ability to involve the large group of delegates using humour and influence skills over 5 great days. Your capacity to tailor material to suit the audience and ensure constant stimulation was outstanding to say the least. The positive feedback from all concerned was exceptional”*

**Liz Young, CEO, Australian Funeral Directors Association**

*“Real life experiences made easy to relate to, great tips, great training delivery”*

**Melinda Budd, Training Co-ordinator, Harvey World Travel, Kogarah, NSW**

*“Simply brilliant, well structured with great concepts, practical ideas and really helpful. Delivered by an outstanding presenter with lots of great ideas to implement back at work”*

**Penny Shearer, Communications Manager, Eastbourne Borough Council, East Sussex, UK**

*“The content was exactly to the areas we asked for. I had tears running down my face from laughter yet the message came through loud and clear. The comments we received from our franchisees were wonderful. They felt positive, enlightened and motivated”*

**Kip McGrath, Kip McGrath Learning Centres Newcastle NSW**

*“Feedback from your session was extremely positive and successfully focused our thinking around the critical issues for the future. Your inclusive free flowing style and business depth ensured a highly successful and worthwhile program”*

**John Atkinson HR Manager MG Kailis Group Fremantle WA**

*“Congratulations on your highly entertaining and effective presentations on service delivery and retail management at our Rotarua and Coffs Harbour conferences. Over 300 retailers found the content of real value to take away and implement”*

**Colin Polkington, CEO Nationwide Jewellers Pymble NSW**

*“Great program, great examples and tailored content to meet our needs. Brian doesn't ever let you down”*

**Mark Brayshaw, Business Systems Alcoa of Australia Pinjarra WA**

*“Excellent content, process and delivery from a highly experienced and skilful presenter”*

**Ivor Ferguson Vice President Production, Woodside Energy Ltd.WA**

*“Absolutely fantastic, the content, enthusiasm and presentation techniques stimulated the large audience. I think the whole content provided was practical and can be used immediately”*

**Chetna Bhatt, Gaby Hardwicke Solicitors, Hastings, East Sussex UK**

