

'Leadership for Profitable Business' Workshop

**100%
MONEY BACK
Guarantee***

*if you are not satisfied with the quality of this workshop.

19 - 20 NOVEMBER, 2015
1 - 2 JUNE 2016

Venue: **Grand Chancellor Hotel, Brisbane QLD**

Business is changing at a rapid pace! We all need to be on top of four initiatives to survive!

FIRSTLY, financial margin management job by job is critical to overall firm profitability. What % of your jobs are running at a loss? Running at breakeven? Making a profit? Why is this so? We will show you how to change this job by job day by day with your team through the application of Value Pricing.

SECONDLY, business models and processes are changing rapidly! You must coach your people closely through daily one on ones to set job goals, allocate necessary resources, and provide performance feedback to lift productivity job by job. Coaching is seen as the last thing to do before you sack someone! This is stupid thinking! The best results come from your top performers and if you ask them collaboratively for 10% more, they will lead a whole team lift in performance!!! We will show you how to do this.

THIRDLY, competition is intense. Marketing and sales processes need to be systematized so they are efficient and consistent. The unique benefits you deliver to your clients need to be articulated clearly and succinctly in your digital marketing. Client education on the value of the outcomes you deliver for them is vital for client retention and referrals.

FOURTHLY, implementing business improvement actions effectively by creating a culture of accountability will keep you on top of industry changes. Allocation of responsibilities and roles and effectively run consistent meetings delivers better governance and profits.

Bring your trusted team members & build a senior management group.

It could be your first step in crafting a firm succession solution. International research suggests this is the best way to do it. Involve them in creating your strategic business improvement plan.



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"I have encouraged my younger senior management to attend and they and I have greatly benefitted from the experience. I now have a company that is in good hands and surrounded by a team with shared objectives."

Howard C Mitchell, EPCAD landscape architects, WA

Workshop Program.

Day 1

THEME 1: Leadership For Better Profits	
8:30 am	<p>Keys to Excellent Business Leadership</p> <ul style="list-style-type: none"> Where is your business now? Where is it heading? Why do you do what you do? What is your focus? What are your core values? Identifying improvement opportunities using the Geddes 500 point Business Self Assessment System <p style="text-align: right;"><i>Andrew Geddes</i></p>
10:00 am <i>Morning Tea</i>	
THEME 2: Essential Financial Management Skills for Profitable Business	
10:30 am	<p>Making Sense of your Financial Results</p> <ul style="list-style-type: none"> Understanding profit, cash flow and financial position Understanding and reducing under-recoveries Group working session <p style="text-align: right;"><i>Andrew Geddes</i></p>
11:30am	<p>Benchmarking Your Firm's Financial Results</p> <ul style="list-style-type: none"> How does your business compare to the top profit earning smaller firms? How does it compare to similar sized firms? Group benchmarking working session. <p style="text-align: right;"><i>Robert Drum</i></p>
12:30 pm <i>Lunch</i>	
1:30 pm	<p>Goal Oriented Budgeting and Job Target Setting for Profit and Growth</p> <ul style="list-style-type: none"> What are your current breakeven hourly production rates? What are your production rates for a modest profit? What are your production rates for a bloody good profit? Using these profitable production rates to decide what jobs to do and how long you have got to do them!!! Group working session on your financials using the Geddes Goal Oriented Job Target Setting xls (you get to keep a copy of this to use every day following the workshop if you want to lift your profits). <p style="text-align: right;"><i>Andrew Geddes</i></p>
3:00 pm <i>Afternoon Tea</i>	
THEME 3: Managing People for Profitable Business.	
3:30 pm	<p>Positive Leadership Skills to Build a High Performance Team</p> <ul style="list-style-type: none"> Analysing and understanding your leadership style Developing effective inter-personal skills Self analysis working session Creating your leadership development plan for 2016 <p style="text-align: right;"><i>Andrew Geddes</i></p>
6:00 pm	Dinner & Drinks. Discussion with your colleagues

Day 2

8:00 am	<p>Getting Better Performance and Productivity from your Direct Reports Daily</p> <ul style="list-style-type: none"> One on one goal setting Delivering effective feedback and coaching Conducting effective career development interviews A profit sharing system that works <p style="text-align: right;"><i>Andrew Geddes</i></p>
10:00 am <i>Morning Tea</i>	
THEME 4: Coping With Intense Competition (Sales and Marketing) for Profitable Business	
10:30 am	<p>Modern Digital Marketing and Business Development Planning</p> <ul style="list-style-type: none"> Using digital marketing to build your brand so you get more profitable jobs Group working session <p style="text-align: right;"><i>Robert Drum</i></p>
11:30 am	<p>Systemising Your Proposal Preparation to Lift Your Conversion of Leads into Jobs</p> <p style="text-align: right;"><i>Steve Major</i></p>
12:15 pm <i>Lunch</i>	
THEME 5: Managing the Relationship Between Directors	
1:00 pm	<p>Planning and Managing Ownership Transition and Succession</p> <ul style="list-style-type: none"> Getting your directors aligned Handling exit/entry of directors Firm valuation techniques Matters for your shareholders' agreement <p style="text-align: right;"><i>Andrew Geddes</i></p>
THEME 6: Making Sure It Happens!	
2:00 pm	<p>Setting Actions to Implement After the Workshop</p> <ul style="list-style-type: none"> Increasing overall job yield (fees per job hour) Improving team productivity Minimizing under-recoveries Increasing average fee per client Attracting new clients Minimizing work-in-progress and debtors Managing for profitable growth Group working session <p style="text-align: right;"><i>Robert Drum</i></p>
3:30 pm <i>Afternoon Tea (a quick one please)</i>	
3:45 pm	<p>Improving Governance in Your Business (making sure you do what you need to do to lift your profits)</p> <ul style="list-style-type: none"> Designing a "pattern of meetings" that works Allocating responsibilities between directors and associates Should you have a CEO? External chairman? Business coach? Leading for success <p style="text-align: right;"><i>Andrew Geddes</i></p>
4:30 pm	Workshop Conclusion <i>Robert Drum</i>

You will get these tools:

- › Benchmarking Report on your firm.
- › Goal Oriented Budgeting and Target Setting xls.
- › 88 point Profit Improvement Checklist.
- › Governance Charter for more efficient planning and management meetings.
- › One Page Strategic Plan Concept template.
- › Building a High Performance Senior Management Group template.
- › Strategic Planning Retreat agenda.
- › Performance Appraisal and Career Development Interview templates.

WORKSHOP FEES.

(Inclusive of GST)	First Person	Per Person thereafter
TOTAL for 2 Days	\$1,990	\$1,590

REGISTER ONLINE NOW!

[click here to go directly to our website](#)

Simply fill in the Registration Form and email it to us and we'll contact you with pre-workshop preparation details and your invoice/tax receipt.

Cancellation Policy: No-shows are not eligible for refunds. Please substitute another colleague.

100% Money Back Guarantee if you are not satisfied with this workshop.

Any questions please contact us via our website
www.andrewgeddes.com.au

"A great workshop that has provided inspiration and enthusiasm to improve our business. A few light bulb moments thank you. It was my second workshop...I think there will be a third in another couple of years."
Karen Lowndes, EPCAD landscape architects, WA

"Very effective. With a captivating delivery making it hard to get bored with having to go over the process of planning to improve our business."
Alethia Martinez, Giarola Architects, Brisbane.

VENUE.

**Hotel Grand Chancellor,
Brisbane QLD**

23 Leichhardt St (Cnr Wickham Terrace)
+61 (7) 3831 4055
reservations@hgcb Brisbane.com.au



ACCOMMODATION.

We have negotiated a special conference rate of \$209 per night with breakfast. Please book directly with the hotel. While you're booking, consider extending your stay for a break or extra planning days for your whole team.

"Very informative workshop with a high standard of presentation making the topics accessible and understandable and very enjoyable!"
Robin Burnage, EPCAD landscape architects, WA

"Andrew Geddes was recommended to me by another architect. I also would have no hesitation in recommending Andrew and his team."
Ray Giarola, Giarola Architects, Brisbane



Andrew Geddes

DIRECTOR

Why we do what we do?

We believe in revolutionizing financial performance in businesses. We do this by teaching what you don't learn at university... "Leadership Skills for Profitable Business".

- › how to win and manage profitable jobs
- › how to attract and retain highly productive teams
- › how to build a senior leadership group who can manage profitable performance
- › how to utilize digital marketing to lift business profile and reputation
- › how to plan and implement decisions so action occurs!
- › how to plan for and manage your eventual business exit/legacy

We provide the practical education, coaching and tools to give professionals the confidence to create profitable and valuable businesses.

Our work experience

We have run our own successful management consulting, training and benchmarking company for 35 years. We have served on boards of professional firms and listed companies as independent directors and chairmen. We have coached managing directors and CEOs.

This is a practical hands on workshop where we ask you to do various activities so you learn new skills. It is hard work.

Please do not book to fly home early... you will miss out on the vital final session on implementing actions. Bring a group of three and create a senior management team to implement your planned actions after the workshop.

"Very informative. Great workshop."

Victor De Ocampo, CFO, EPCAD landscape architects, WA

"Some very good and challenging ideas and suggestions."

Anthony Coyle, Traffix Group (engineers), Melbourne.

"The course content was extremely relevant and

was presented in a most entertaining (but still professional) manner by both Andrew and his foil Robert."

Don Robertson, Traffix Group (engineers), Melbourne.



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