

THE GROWTH FACULTY
Presents LIVE & EXCLUSIVELY
A POWERFUL **TWO-DAY** EVENT

PROVOKE IDEAS, STIMULATE ACTION & DRIVE PROFITABLE GROWTH NATIONAL BUSINESS GROWTH SUMMIT '13

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JOHN WARRILLOW

Built to Sell: Creating a Business That Can Thrive Without You

DANIEL H. PINK

To Sell is Human: The Surprising Truth About Moving Others

ALEXANDER OSTERWALDER

Business Model Generation: A Framework for Visionaries, Game Changers and Challengers

JOE PULIZZI

Managing Content Marketing: The Real World Guide for Creating Passionate Subscribers to Your Brand

JAY BAER

The Now Revolution: 7 Shifts to Make Your Business Faster, Smarter and More Social

AVRIL HENRY

How Australia's Best Leaders Lead in Crises

DIDIER ELZINGA

Culture as a Competitive Advantage

VERNE HARNISH – MC

The Greatest Business Decisions of All Time

SYDNEY CONVENTION CENTRE
6 & 7 MARCH 2013



Take your business further in a single week than you would in an entire year. Register now!

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ABOUT — *National Business Growth Summit*

A leading two-day education event for entrepreneurs and leaders of growing companies.

It has never been more important for leaders of growth companies to make the right decisions about people, strategy, execution and cash.

In today's economy, there's little room for error. You and your team simply must outlearn the competition. Many growth company executives get so busy that they neglect their own professional development – and find out later that they've fallen behind. Now is the time to make your own education a priority, so you can reach your potential – and keep your company growing.

The **National Business Growth Summit** is where management teams and key executives of Australia's growing companies will learn from and interact with our handpicked slate of business experts and international thought leaders. These are some of the greatest minds in business who are developing and defining the approaches you need to dominate your market and make it easier to grow your business.

Who should attend:

This outstanding two-day program is designed for entrepreneurs and business owners of growing organisations including:

- CEOs and Managing Directors
- COOs and CFOs
- Management and Leadership teams

For the best results, bring your team — Group discounts are available.

Today's competitive landscape requires an investment in your management team's development. Whoever learns fastest, wins.

Now is the time to gather ideas, tools and techniques to drive growth without having to invest in additional resources.

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SPEAKERS — *Live & Exclusive*



> *John Warrillow*

BUILT TO SELL: CREATING A BUSINESS THAT CAN THRIVE WITHOUT YOU

John Warrillow is the founder of **The Sellability Score**. Throughout his career, John has started and exited four companies – the most recent of which was acquired by a public company in 2008. As well as being an angel investor, John is the author of the bestseller “*Built to Sell: Creating a Business That Can Thrive Without You*”. He also contributes regularly to *Inc.com* and *The Globe and Mail*. In 2008 John was recognised by *BtoB Magazine*’s “Who’s Who” list as one of America’s most influential business-to-business marketers.



> *Daniel H. Pink* (LIVE via Satellite)

TO SELL IS HUMAN: THE SURPRISING TRUTH ABOUT MOVING OTHERS

Daniel H. Pink is the author of four provocative books about the changing world of work – including the long-running New York Times bestseller, *A Whole New Mind*, and the #1 New York Times bestseller, *Drive*. His books have been translated into 32 languages. In 2011, *Harvard Business Review* and *Thinkers 50* named him one of the top 50 business thinkers in the world.



> *Alexander Osterwalder*

BUSINESS MODEL GENERATION: A FRAMEWORK FOR VISIONARIES, GAME CHANGERS AND CHALLENGERS

Alexander Osterwalder is an entrepreneur, speaker and business model innovator. Together with Professor Yves Pigneur he co-authored *Business Model Generation*, a global bestseller on the topic of business model innovation. His **Business Model Canvas**, a tool to visualize, challenge and (re-) invent business models is used by leading organisations around the world, like GE, P&G, Ericsson, and 3M.



> *Avril Henry*

HOW AUSTRALIA’S BEST LEADERS LEAD IN CRISES

Avril Henry is a widely acclaimed consultant and author who is passionate about diversity, developing collaborative leaders and positive workplaces. Avril is a Fellow of CPA Australia, a Senior Associate of the Australian Institute of Banking & Finance, an Associate Fellow of the Australian Institute of Management, a member of the Australian Institute of Company Directors and the Australian Human Resources Institute.



> *Joe Pulizzi*

MANAGING CONTENT MARKETING: THE REAL WORLD GUIDE FOR CREATING PASSIONATE SUBSCRIBERS TO YOUR BRAND

Joe Pulizzi is a leading author, speaker and strategist for content marketing. Joe is first and foremost a content marketing evangelist, and founded the **Content Marketing Institute** and *Chief Content Officer* magazine. Joe is also CEO of **SocialTract**, the leading blogging service for service professionals. Awarded “Custom Media Innovator of the Year” by *American Business Media*, and is recognised as the Most Influential Content Strategist via Lavacon, Joe travels around North America and Europe talking to marketers and business owners about how they are indeed publishers, and what they need to do about it.



> *Jay Baer*

THE NOW REVOLUTION: 7 SHIFTS TO MAKE YOUR BUSINESS FASTER, SMARTER AND MORE SOCIAL

Jay Baer is a tequila-loving, hype-free social media strategy consultant, speaker, and author that works with major corporations and PR firms to harness the power of the social web. As one of America’s Top 3 Social Media Consultants, his consulting firm **Convince & Convert** provides social media strategic planning and counsel to some of America’s largest companies. Jay has been a digital marketing consultant since 1994, and has worked with 29 of the Fortune 500.



> *Didier Elzinga*

CULTURE AS A COMPETITIVE ADVANTAGE

Didier Elzinga is the CEO and Founder of **Culture Amp** – a rapidly growing software startup building employee survey and analytics tools for a global client base. He is a non-executive director at Tourism Australia, The Alfred Foundation, The Atlassian Foundation and the Slingsby Theatre Company. He speaks regularly for organisations such as TEC (The Executive Connection), The Australian Institute of Training and Development and several private companies on culture, creativity and innovation.



> *Verne Harnish*

THE GREATEST BUSINESS DECISIONS OF ALL TIME

Verne Harnish, aka The Growth Guy, CEO, **Gazelles Inc** is rated one of the Top Ten Minds in Business by Fortune Magazine. Verne is author of *Mastering the Rockefeller Habits: What you must do to Increase the value of your fast growth firm* and his latest release: *The Greatest Business Decisions of All Time*.

DAY ONE — Agenda

{08:30 – 08:45}

WELCOME

> *Verne Harnish* (MC and Moderator)

{08:45 – 10:00}

CREATING A BUSINESS THAT CAN THRIVE WITHOUT YOU

> *John Warrillow*

Many business owners find themselves trapped in their business. Customers ask to deal with the owner, who is often times the company's technical expert. The owner then becomes personally involved in serving the customer, reinforcing the customer's reliance on the owner, and the cycle continues. The ultimate goal of any business should be to be able to thrive without the owner, John's talk will show how business owners can pull themselves out of the day-to-day business and create a company that can thrive without them. John will cover the 3 criteria of a scalable company, the 6 forms of recurring revenue, the secret to erasing cash flow concerns, and the biggest mistake business owners make in trying to get their business to run without them.

{10:30 – 11:15}

HOW AUSTRALIA'S BEST LEADERS LEAD IN CRISES

> *Avril Henry*

Avril's extensive research has identified effective and inspiring leadership as the number one motivator for Generations X and Y at work. It is the quality of the leadership that motivates employees to stay with an organisation, and makes all the difference to the bottom line. But what makes an effective and inspiring leader? And what leadership capabilities does an organisation need to succeed in its market, now and in the future? Following interviews with nearly 100 of Australia's best leaders, this session explores the findings of these interviews regarding what these leaders did to manage their organisations and people in the midst of global financial and political instability.

{11:15 – 12:30}

BUSINESS MODEL GENERATION: A FRAMEWORK FOR VISIONARIES, GAME CHANGERS AND CHALLENGERS

> *Alexander Osterwalder*

In the words of *Fast Company* magazine in naming Alex's book one of the Best Books for Business Owners in 2010, "In Business Model Generation, Osterwalder encourages owners to plot out their business model using something he developed called the "business model canvas." It forces entrepreneurs to communicate their business model visually, which Osterwalder says sharpens their thinking and allows them to get what's in their head onto a canvas for others to see and contribute to. Once your vision has been exported from your head onto a canvas your employees helped to create, you'll have a business that can grow without you calling all the shots – which is the essence of a sellable company. This is by far the most innovative book on how to think about putting together a business."

{13:30 – 14:45}

TO SELL IS HUMAN: THE SURPRISING TRUTH ABOUT MOVING OTHERS

> *Daniel H. Pink* (LIVE via Satellite)

Whether we're entrepreneurs persuading funders, employees pitching colleagues, or parents and teachers cajoling kids, we spend our days trying to move others. Today, like it or not, we're all in sales. Or as Daniel H. Pink puts it, everyone is in the "moving business." In this provocative presentation, Pink offers a fresh look at the art and science of selling. He shows that sales, whether pushing a product or peddling an idea, isn't what it used to be. Because of powerful economic changes, the glad-handing, truth-bending form of sales is a relic. In its place is a new approach to moving people that involves three very human qualities and four surprising skills.

{14:45 – 15:30}

CULTURE AS A COMPETITIVE ADVANTAGE

> *Didier Elzinga*

Didier has experienced first-hand the challenges fast growing organisations face when their core business expands faster than its people can adapt. Drawing upon a deep experience in enterprise class technology for some of Australia's biggest financial and corporate clients he saw an opportunity for a new type of technology. Technology that amplified learning and drove culture rather than squashing it. That's why he started **Culture Amp**: to develop lightweight software for innovative teams to help them scale. Didier will talk about: Why Gen Y doesn't exist: The new world of work: You can't manage what you can't see: How do you measure culture? Now what? Key points for change to make a difference.

{16:00 – 16:45}

7 SHIFTS TO MAKE YOUR BUSINESS FASTER, SMARTER AND MORE SOCIAL

> *Jay Baer*

Every customer is a reporter. Every employee is in marketing. And speed matters like never before. With always-on Internet access, we now talk to a real person as a last resort, not as a first step. Thus, companies must win the war of information. What if your marketing was so useful, people would gladly pay for it? If you sell something, you create a customer today. If you help someone, you create a customer for life. In his dynamic presentation, Jay will discuss how to build a culture that empowers social, how to activate your customers and employees, how to listen and respond to real-time opportunities.

{16:45 – 17:30}

THE GREATEST BUSINESS DECISIONS OF ALL TIME

> *Verne Harnish*

As The Growth Summit MC for the past 5 years, Verne Harnish is integral in designing the two-day program. He integrates the four pillars of growth – People, Strategy, Execution and Cash – with the latest thinking from growth firms globally and how this impacts Australian firms locally. His insights and first-hand experience with mid market firms adds an immeasurable learning dimension to the Growth Summit program. Verne will share some of his findings from his newest book *The Greatest Business Decisions of All Time*. It is sure to spur debate and ignite conversation from boardrooms to coffee shops, and will have us all wondering how we can apply these lessons to our own businesses.

{17:30 – 18:30}

SUMMIT COCKTAIL PARTY

{19:00 – 22:00}

SUMMIT DINNER (OPTIONAL)

“Outstanding learning event that every leader should attend.”

Darren Neville, Genesis IT

“Excellent event with superb selection of speakers.”

John Williams, Bankwest

DAY TWO — Growth Summit Workshops

{09:00 – 17:00}
WORKSHOPS

Delve deeper into the topics that are most critical for your business (Choose ONE of FOUR concurrent workshops)

BUILT TO SELL: DRIVING UP THE VALUE OF YOUR BUSINESS

> Presented by John Warrillow

Why would Microsoft pay \$8.5 billion for money-losing Skype? How did AOL justify paying \$315 million for The Huffington Post just one year after they turned their first meagre profit? And why – given these astronomical multiples – does the average Australian business still sell for just three times pre-tax profit? The value of your business is driven by a number of often-misunderstood factors. In this interactive workshop, you will learn how buyers value your company; 3 ways to increase the value of your company; How to position your company to be acquired by a “strategic” investor. You’ll hear real life case studies of business owners who sold their company for a significant premium over industry comparables and you’ll learn the tactics and strategies they used to increase their closing price.

BUSINESS MODEL GENERATION: SYSTEMATICALLY DESIGN AND DIFFERENTIATE YOUR BUSINESS MODEL

> Presented by Alexander Osterwalder

In this practical and interactive workshop you will learn about more examples of innovative business models. You will gain an understanding of why business model thinking is important today and how it goes beyond mere product innovation. You will apply the **Business Model Canvas** and the **Value Proposition Canvas** to a real world case with the goal of creating a competitive advantage. After the session you will master the basics of what it takes to create new business models and value propositions. Participants will start “practicing” the design of a business model during the second half of the day in several breakout sessions. You will learn the pitfalls to avoid and about the critical success factor that you need to pay attention to. Alex will share his experience of working with leading companies from around the world.

MANAGING CONTENT MARKETING: THE REAL WORLD GUIDE FOR CREATING PASSIONATE SUBSCRIBERS TO YOUR BRAND

> Presented by Joe Pulizzi

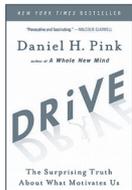
Content Marketing is a strategy focused on the creation of a valuable experience. By delivering content that is vital and relevant to your target market, you will begin to take on an important role in your customers’ lives. This applies to your online, print, and in-person communications. In this session, Joe will cover ten content marketing initiatives you need to do right now, how to approach this new content-driven marketing strategy, how to build your business case and establish new processes in your organisation to build and service your clients. Other industry experts will be covering **Social Media, SEO** and essential aspects of **digital marketing**. Don’t miss this comprehensive workshop where you will develop or enhance the content marketing strategy for your business.

GO FOR GROWTH: FOUR KEY DECISIONS TO DRIVE REVENUE AND PROFIT

> Presented by Verne Harnish

Most firms think they have a viable growth strategy, but they don’t. In this highly popular workshop, Verne will give you the fundamentals and ‘take away tools’ that drive sustainable growth, and take you step by step through his highly-regarded **One Page Strategic Plan** that previous attendees call “simple... brilliant... simply brilliant”. The morning concentrates on assisting you in developing your own One-Page Strategic Plan document. Topics covered include: Cash Model, Market Intelligence, People, Core Ideology, BHAG (Big Hairly Audacious Goal), Brand Promise, X Factor, Annual and Quarterly Focus. The afternoon centres on execution of strategic planning based upon the Rockefeller Habits checklist. Topics covered include: Rockefeller Habits Checklist, Meeting Rhythm, Metrics.

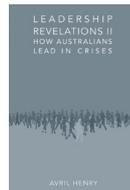
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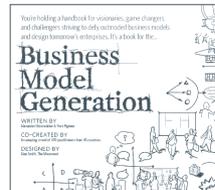
> Daniel H. Pink
Drive
Also published:
To Sell is Human



> John Warrillow
Built to Sell



> Avril Henry
Leadership Revelations II



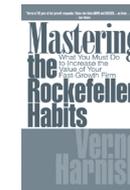
> Alex Osterwalder
Business Model Generation



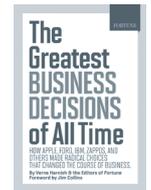
> Joe Pulizzi
Managing Content Marketing



> Jay Baer
The Now Revolution



> Verne Harnish
Mastering the Rockefeller Habits



> Verne Harnish
The Greatest Business Decisions of All Time

AGENDA — National Business Growth Summit

WHEN: Wednesday 6 March & Thursday 7 March 2013

VENUE: Sydney Convention Centre, Darling Harbour, Sydney

DAY ONE — Plenary Sessions

Learn from some of the greatest minds in business

SUMMIT: 08:30 – 17:30

COCKTAIL PARTY: 17:30 – 18:30

SUMMIT DINNER: 19:00 – 22:00 (optional)

DAY TWO — Concurrent Workshops

Delve deeper into the topics that are most critical for your business

WORKSHOPS: 09:00 – 17:00

Please choose **ONE** of **FOUR** concurrent workshops you wish to attend:

- 1 JOHN WARRILLOW — Built to Sell**
- 2 ALEXANDER OSTERWALDER — Business Model Generation**
- 3 JOE PULIZZI — Managing Content Marketing**
- 4 VERNE HARNISH — Four Key Decisions to Drive Growth**

GROWTH SUMMIT FEES — Include:

- Keynote presentations – 6 March 2013
- One of four concurrent workshops – 7 March 2013
- Workbook and notes
- Working lunch, morning and afternoon tea each day
- Cocktail party – 6 March 2013

Click for [MORE INFO](#)

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NATIONAL BUSINESS GROWTH SUMMIT — 6 & 7 March 2013

Two-Day Fees (inc GST per person)	Before 21 December 2012	After 21 December 2012
Non-Member Rates	\$1,495	\$1,595
The Growth Faculty Member Rate*	\$1,295	\$1,395 (Promo code NGS13WEB)
Group Rate (4 or more)	\$1,195	\$1,295
Table of (8 or more)	\$1,100	\$1,200
Growth Summit Dinner (Optional)	\$90	

Workshop Only (7 March 2013)	Before 21 December 2012	After 21 December 2012
Workshop Fees	\$795	\$895
The Growth Faculty Member Rate*	\$695	\$795 (Promo code NGS13WEB)
Group Rate (4 or more)	\$600	\$700
Group Rate (8 or more)	\$550	\$650

*To become a member and join The Growth Faculty community, go to: thegrowthfaculty.com.au **IT'S FREE TO JOIN!**

Click to [BOOK NOW](#)

“I wrestled with myself to attend a gathering like this when I felt that I should be working in the business. Thank heavens I allowed myself to win and discover how much I need to work on my business for future success.”

Ken McInnes, Hodgkinson McInnes Patents



Get regular updates, tools and resources in preparation for the Growth Summit.

“I always get something out of this event, even just one idea makes it worthwhile.”

Phil Smart, WorkPac

“Very worthwhile – A good use of my time and concentration – Well organised and delivered.”

Russ Wylie, Becoming Better Pty Ltd

“Best investment of my time. By lunchtime I had my money’s worth!”

Christina Morgan-Meldrum, Incahoots

“Fantastic speakers who dealt with ‘real’ issues and gave experiences we can connect to.”

Nicholas James, PwC

“The best selection of business growth speakers I have experienced at one seminar.”

Aiden Kavanagh, Kavanagh Industries

“Speakers were fantastic. So much content to think about and try to implement. If I only implement 5% of what I have heard it’s very worthwhile.”

Renee Hutchinson, One Harvest

“Great event well worth my time to attend. Lots of information to take away. Speakers were engaging and did a great job of delivering value.”

Dean Calvert, Calvert Technologies

“Quality of speakers this year has been outstanding. Good variety, great level of engagement.”

Kasey-Lee Cavey, Markitforce

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