

STEPPING UP YOUR BUSINESS FOR 2012

10 WORKSHOP
MARCH 28-29, 2012

The business climate is changing fast. In uncertain economic times, strengthening your supply chains, customer loyalty and networks is paramount. It's all about managing risk and building resilience.

Doing business today means embracing change.

SO WHAT DOES 2012 BUSINESS LOOK LIKE?

Business models for driving profitability are changing.

Customer loyalty, high performance teams and strong business networks are increasingly reliant on **collaboration** and building **long-term relationships**.

Businesses need to be engaged in the new socially-networked economy and that means accepting **greater transparency** and adopting **socially-aware values** and principles.

Clients and communities expect more of businesses today.

SO WHAT DOES THIS MEAN FOR MY BUSINESS?

Today's business managers need skills that weren't even on the agenda five years ago.

Successful managers understand that leveraging collaboration and value-sharing is essential to build resilience in a challenging economic environment.

They will be able to confidently and authentically tell clients and customers that they run a sustainable business.

THIS WORKSHOP WILL HELP YOU MAKE YOUR BUSINESS MORE RESILIENT FOR 2012

IT WILL:

- Provide you with an overview of latest trends shaping the business sector: collaboration, shared value and harnessing the power of the socially-networked economy to your advantage.
- Lead you through a series of case studies of businesses that have been transformed to build resilience and achieve sustainable growth.
- Provide you with practical tools to develop a resilience-based business strategy to drive new market opportunities.

WORKSHOP OUTLINE

WHEN:

Wednesday 28th and Thursday 29th March 2012
10am to 5pm

WHERE:

Macquarie House, Level 13, 167 Macquarie St, Sydney (opposite the Botanical Gardens)

COST:

- \$675 (+GST) for Day One;
- \$950 (+GST) for Day One & Day Two package
- Earlybird discount rate valid for bookings prior to March 9th: 5% discount (use promotional code 'earlybird')

DAY ONE:

This workshop session will provide you with an overview of transformative business trends, including conscious-consumer trends; shared value; social media and networking; collaborative networking; supply chains models, and brand and reputation impacts. This interactive session will also reference local and international best practice from the corporate and SME sectors.

DAY TWO (OPTIONAL):

During day two, participants will work through applied case studies in small groups, exploring in more depth the new approaches, business models and resilience-building techniques covered in day one, and how they can be applied to your own business.

PRESENTED BY:



ABOUT THE FACILITATORS

GRANT YOUNG:

Grant Young of Zumio is an experienced facilitator, skilled in achieving a common vision among a variety of stakeholders and achieving tangible outcomes through engagement. He regularly conducts workshops and interviews with stakeholders ranging from executives to frontline employees, customers and constituents, across the private, public and third sectors.

Grant has a background that crosses strategic design and social network engagement, and applies all of these skills in his work. He has engaged communities in achieving sustainability outcomes, including leading digital communications and social media engagement for the inaugural Earth Hour.

CONNIE COMBER:

Connie is Managing Director of Re-Imagine Business; a business management advisory service with a difference. Connie specialises in advising business owners (and managers) on sustainable profit strategies; socially aware business practices and benefit-for-all approaches – that is - people, planet and profit.

Connie has been in business for over two decades. She has worked in the government, corporate and SME sectors and owned several businesses of her own. She has designed and facilitated seminars and workshops for over two decades and held national roles including international responsibilities. Connie is passionate about business and supports business owners and managers in making the best of their business through responsible business practices that mean better business for everyone.

ALLISON HELLER:

Allison Heller, Zumio Associate, is a skilled facilitator with a passion for achieving sustainable outcomes in business planning through harnessing deep stakeholder engagement techniques. With a background in urban and social policy, Allison has worked with government and non-government stakeholders to achieve shared-value outcomes through urban planning processes. She has facilitated workshops with a range of senior federal and state government stakeholders as well as local community representatives.

Through her work in policy development and social research, Allison is focused on achieving socially sustainable outcomes across the human services and property sectors. She understands the complex challenges facing businesses today in seeking to implement strategies to build resilience in a rapidly shifting socio-economic context.

REGISTRATIONS - BOOK YOUR TICKETS TODAY:

Book online at: <http://zum.io/stepup>

Email: workshops@zum.io

Tel: 1300 036 770