

# NATIONAL GROWTH SUMMIT & EXPO

Three-day executive event for entrepreneurs and leaders of growing companies

Featuring:



**Verne Harnish**  
"The Growth Guy"

Ten Essential Habits to  
Drive Top Line Growth



**Dr Victoria Medvec**

High Stakes Negotiations:  
Strategies for Maximising  
Outcomes



**Robert H Bloom**

The Inside Advantage:  
The Strategy That  
Unlocks the Hidden  
Growth in Your Business

24 – 26 February 2009

AJC Convention Centre, Sydney

# Event Background



**Event Proudly Organised by:**  
Business Connect  
Level 1, Studio 5  
35 Buckingham Street  
Surry Hills NSW 2010  
Tel: 02 8399 0044 Fax: 02 8399 0133  
[www.businessconnect.com.au](http://www.businessconnect.com.au)  
[www.growthsummit.com.au](http://www.growthsummit.com.au)

## What keeps CEO's awake at night? Growth and Talent

Great as it is, growth can feel like a force that slams entrepreneurs against concrete. As they ramp up to keep pace with increasing customer demands, add people, implement systems and talk strategy in terms that no longer fit on the back of a napkin. They watch revenue rise ... while profits sometimes shrink or even plummet. Their start-up spark fizzles. It's an all too familiar cycle.

The National Growth Summit & Expo addresses the on-going fundamental and critical issues facing entrepreneurs and business owners of growing companies.

Today's competitive landscape requires an investment in the management team's development. Whoever learns fastest, wins. The National Growth Summit & Expo is where management teams and key executives of Australia's fast growing SME's will hear 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.

The National Growth Summit & Expo is an executive education experience packed with both substance and integration. This event is the leading forum for discussion, debate, exchange of ideas on the operational and management issues facing the fast growing SME's and will cater for entrepreneurs and businesses that are eager to learn, network and relish the opportunity to share experiences with like-minded entrepreneurs.

# Event Program

## The Growth Summit will cover the four fundamentals of growth:

1. People
2. Strategy
3. Execution
4. Cash

The program content will be developed in conjunction with the Growth Summit Advisory Panel which includes sponsors, entrepreneurs and industry experts. The Advisory Panel's role is to ensure the hot Growth management issues are covered in the event program. Some of these topics include:

5. Succession Planning
6. Finance/Raising Venture Capital
7. Environmental Issues
8. Export and Trade Finance
9. Marketing and Innovation
10. Technology and Systems

**DAY 1 & 2:** An International Summit with three international keynote speakers and the leading Australian entrepreneurs and industry growth experts.  
MC: Verne Harnish

**DAY 3:** 3 concurrent all day workshops

**Seminar materials:** Checklists and reference documents, workbooks, growth tools

**Pricing:** \$995 – \$1495 including GST

**Target delegates:** 400

*Please refer to **National Growth Summit & Expo 08** brochure attached for more information on last year's event program or visit the event website [www.growthsummit.com.au](http://www.growthsummit.com.au)*

# Testimonials

## Feedback received from attendees last year....

- The best selection of business growth speakers I have experienced at one seminar – well done!  
**Bruce Guthrie, Kavanagh Industries**
  - I've been extremely impressed with the quality of not one but all the speakers. This is the best business event I have ever attended. Thank you.  
**Dawn Piebenga, Injury Management Rehabilitation**
  - Very informative. Educational & inspiring. Listening to business experts on various environmental factors affecting growth.  
**Justin Wheatley, Tru-Test**
  - 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 & discover how much I need to work on my business for future success.  
**Ken McInnes, Hodgkinson McInnes Patents**
  - Great event well worth my time to attend. Lots of information to take away. Speakers were engaging & did a great job of delivering value.  
**Dean Calvert, Calvert Technologies**
  - I am 55 years old, have attended conferences over 30 plus years & have never been so impressed with overall quality & relevance to me. Thank you!
- Amazing Speakers made the subjects that I didn't think I was interested in, relevant & inspiring.  
**Kim Apps, Injury Management Rehabilitation**
  - Generation Y was a real eye opener.  
**Neil Underwood, Underwood Jewellers**
  - Well structured, informative & intelligent presenters.  
**Stephen Marks, Incorp Interior Design**
  - Very good 2 days with excellent speakers & a wealth of knowledge gained.  
**David Calvert, Wedgelock Equipment Ltd**
  - Fantastic real-life tools & examples that directly relate to companies of our size.  
**Mark Kalmus, Southern Cross Computer Systems Pty Ltd**
  - Very good flow of related topics. Orlagh Murphy, Elite Ad Group
  - Great practical info – inspiring & passionate speakers – very supportive “feeling” among the delegates – well done Verne & Team.  
**Belinda Kerr, ICUR**
  - A very well rounded seminar, focusing on the single most important aspect of entrepreneurialism – growth.  
**Matthew Calvert, Wedgelock Equipment Ltd**
- Found the topics & speakers very engaging, looking forward to implementing some of the topics into my Business.  
**Ben Lafleur, Magnetite Australia**
  - Very well organised in presentation & content. All 5 Directors are aligned now! Thanks.  
**Alan Wirth, Nulon Products Aust Pty Ltd**
  - Superb!! Very hands on – Thanks!  
**Alex Lopez, Quantify Corporation**
  - It is the practical take-outs that are so valuable.  
**John Barrington, Barrington Consulting Group**
  - Extraordinarily valuable, thank you.  
**Nick Bloor, Technigro**
  - “Execution” with pizzazz & detail.  
**Betsy Turner, Bio Nutrient Solutions**
  - Good, practical, credible speakers.  
**Ty Pedersen, De Vries Marketing**

# The International Thought Leaders



## **VERNE HARNISH** CEO of Gazelles, Inc. • Founder of Young Entrepreneurs Organisation (YEO) • Author of *Mastering the Rockefeller Habits: What You Must Do to Increase the Value of Your Fast Growth Firm*

The founder of two world-renowned entrepreneurship organisations, the Young Entrepreneurs' Organisation (YEO) and the Association of Collegiate Entrepreneurs (ACE), Verne is presently founder and CEO of Gazelles, Inc., which serves as an outsourced corporate university for mid-size firms and hosts a faculty of well-known business experts including Jim Collins, Geoff Smart, Seth Godin, and Pat Lencioni and sponsors benchmarking trips to GE, Southwest Airlines, Microsoft, and Dell. Named one of the "Top 10 Minds in Small Business" by Fortune Small Business Magazine (FSB), he appeared on the cover of the Dec/Jan 2002 issue of the magazine.

## **DR VICTORIA MEDVEC**



### **High Stakes Negotiations – Ten Strategies for Maximising Outcomes and Building Relationships**

Whoever names price first loses – right? Wrong. This and many other myths about high stakes negotiations have been challenged by the pioneering work of Dr. Victoria Medvec, the Adeline Barry Davee Professor of Management and Organizations, Kellogg School of Management, Northwestern University.

Dr. Medvec is also the CEO of Critical Decision Partners, a strategic consulting firm focusing on high-stakes negotiations and decisions. In this capacity, Dr. Medvec teaches negotiations and strategic decision making to senior-level executives from companies around the world. She also advises CEOs and their reports on critical decisions and negotiations, including mergers, acquisitions, significant customer contracts, supplier contracts, and partnership agreements. Her clients include General Electric, Merck, McKinsey, Goldman Sachs, McDonalds, CBRichard Ellis, Driehaus Capital Management, ABN Amro, Hearst Communications, DDB, Exelon, Abbott Labs, Ernst & Young, BP, Leo Burnett, Booz Allen and Hamilton, Cosmopolitan Magazine, Intrado, Everett Smith Group, Baker & McKenzie, Redi-Cut Foods, Guidant Corporation, Motorola, Guaranty Bank, Novartis, Microsoft, and Mattel.



## **ROBERT H BLOOM** **The Inside Advantage: The Strategy That Unlocks the Hidden Growth in Your Business**

Robert H. Bloom is a widely respected authority on business growth. As an entrepreneur, he grew a local advertising agency into a successful national agency.

As US Chairman and CEO of Publicis Worldwide, the centerpiece of the \$4.6 billion global marketing services company, he helped craft and implement the growth strategies of some of the world's largest companies and brands. At Publicis, Bloom managed over 1000 employees, 12 US offices, and a roster of clients including BMW, L'Oreal, Nestle', TGI Friday's, Whirlpool, Zales Jewelers, and T-Mobile. He directed the launch of numerous brands that have become household names such as Southwest Airlines, Nestle' Juicy-Juice, T-Mobile US, Novartis' Theraflu and Triaminic. He is currently advising firms of every type and size on their growth strategies.

## **PATRICK LENCIONI** (via satellite) **The Five Dysfunctions of a Team**

Patrick Lencioni is founder and president of The Table Group, a management consulting firm specialising in executive team development and organisational health. As a consultant and keynote speaker, he has worked with thousands of senior executives in organisations ranging from Fortune 500s to high-tech start-ups to universities and nonprofits. He is the author of five nationally recognised books, include the New York Times best-seller *The Five Dysfunctions of a Team*.

According to Pat Lencioni, teamwork remains the ultimate competitive advantage, both because it is so powerful and so rare. He makes the point that if you could get all the people in an organization rowing in the same direction, you could dominate any industry, in any market, against any competition, at any time.



# Who Should Attend

The National Growth Summit & Expo targets the fast growth SME market and the event attracts the entrepreneurial business owner or manager looking for opportunities, services and education to further their business growth.

This exclusive three-day event is designed for:

- Entrepreneurs, business owners, CEO's, MD's and key management teams of small to medium enterprise
- Accountants, financial planners and other business advisors whose clients are the growth sector
- SME clients of strategic partners and exhibitors

The event creates an essential platform for entrepreneurs to bring their management team along and take their company further in a single week than in an entire year.

Delegates predominately represent organisations with

- 20 – 500 employees
- an annual turnover in excess of \$5 million
- more than 5 operational years

## Target Number of delegates: 400

Building on the success of the Growth Summit last year which attracted over 300 delegates, the event is expected to draw over 400 qualified attendees in its second year.

# NATIONAL GROWTH SUMMIT & EXPO

## Priority Reservation Form

NATIONAL  
**GROWTH**  
**SUMMIT** '09  
& EXPO

## Tickets on Sale 31 July 2008

Register your interest for internet pre-sale

**YES! I wish to receive notification of the first release of tickets to attend the National Growth Summit'09**

Company Name:

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Your Name:

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Your Position:

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Your Email:

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Your Contact Number:

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No of Tickets:

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Date of Reservation:

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**FAX TO: 1 300 723 779**

**Or Email [jane@businessconnect.com.au](mailto:jane@businessconnect.com.au)**