

Keynote

Why & How You **Can** Influence Executives and **Key Decision Makers**

By Gary Peacock



5 Reasons to Choose Gordian Business for your Conference

1

Achieve Better Results

Every business needs to improve results to remain competitive for the future. With over 25 years of business experience, each keynote message drives results.

Insights for Action

We stay abreast of the latest research and translate this into insights for you to use in your workplace.

2

3

Practical Tools

Each keynote is practical rather than theoretical, with all advice and tools provided allowing you to implement changes as soon as you return to your workplace.

Challenge Your Thinking

We will challenge your thinking and your behaviour so you create action for change when you return to work.

4

5

Motivate to Change

From the keynotes you will understand why you need to change, and how you can adopt 'can do' behaviours to make them a daily habit.

Our keynote sessions are high energy and highly motivational, engaging and energising the audience. Engaged audiences are more motivated and open to change and creating breakthrough ideas.

To build stronger, strategic relationships with customers you need to influence executives. To do this, you need to make a difference to their results. To be more persuasive with executives you need to know how they think. You do this by asking well-planned questions.

Questions that get executives to think about future results. Remember executives are busy people, you will have very little time, so you will only have time to ask three or four questions.

Ask questions about what interests the executive; business results and industry changes are the main topics. They want to improve their business results; they want specific ideas tailored to their industry and business.

They are also interested in changes outside their organisation that could affect their organisation beyond this financial year. Analyse the changes in competitive forces in the next three years for your executive.

Before you meet the executive, do your research. Research their organisation and research them as an individual. It is surprising how much public information exists. In-depth research will show your credibility and make you more persuasive.

When talking with executives, you need to talk about financial results. Results you should be talking about are: increasing sales, increasing profit, increasing productivity and increasing cash flow.

**An executive:
someone who has no time to listen
to you... and all the time to talk
about their business.**

Nicholas Read & Dr Stephen Bistriz

This keynote will challenge you with live examples of how you can best apply this to your best customers.

If you are serious about your future, this is a session you can't afford to miss at your conference!

This keynote is a must for everyone in your organisation who needs to influence executives.

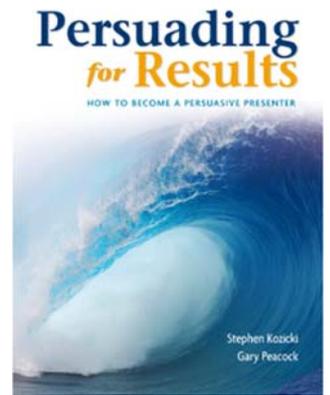
Discussion points during the keynote:

- What interests executives?
- How can you affect your customers' business results?
- How can you find out what keeps your executives up at night?

Discussion points during the keynote:

- How can you challenge your left brain thinking? Use the right brain.
- What kind of problems should be solved not by big data but by teams?
- Why you need to watch out for pendulum thinking?
- Tools for solving problems the 'right way'.

Each person attending the keynote will receive a copy of the eBook: How well do you know your customers?





Strengths:

Improving and sustaining business performance
Strategy
Change Management
Simplifies complex information
Strategic Account Management
Innovation
Problem Solving

Commercial Experience:

Over 20 years in senior leadership roles
Member and contributor to SAMA

Academic:

Master's degree from Cranfield Technology School, UK
MBA from AGSM
Member of Australian Institute of Company Directors

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Gary Peacock is a specialist in improving and sustaining business performance. Gary improves performance through Business Coaching on implementing effective strategies and Change Management tactics to influence daily team behaviour. One of Gary's specialities is presenting and communicating complex information in simple and interesting ways to diverse audiences from the boardroom to the factory. He is able to solve complex problems with creative and practical solutions. A good analyst with exceptional negotiation skills, he has regularly been involved in resolving complex commercial disputes with multiple parties including overseas companies.

Commercial Experience

Gary has over 20 years experience in various capacities, including sales, engineering, production and service. His hands-on experience enables him to understand the challenges of changing daily behaviours of operations staff and sustaining high-growth business.

Having studied Change Management at postgraduate level at the Australian Graduate School of Management, Gary is now a leader in the field. He has implemented successful changes in fast-growing and mature organisations by linking high-level objectives to daily actions, providing practical tools for diagnosis and action and showing methods for communicating complex information.

Education and Industry Affiliation

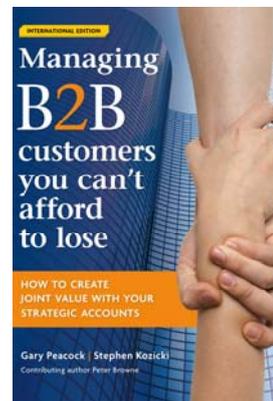
Gary has a Masters degree from Cranfield, a leading technology school in the UK and an MBA from the Australian Graduate School of Management (AGSM).

He is a member and contributor to the Strategic Account Management Association (SAMA), and a lecturer on Change Management at the AGSM.

Clients

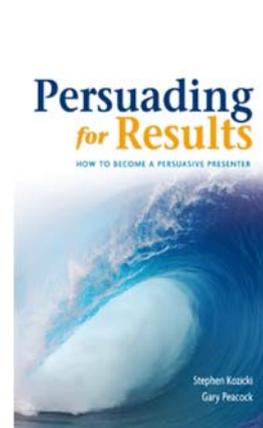


Books & Tools Published



This book explores:

- How markets are changing
- Why companies need to treat their strategic accounts differently
- How to successfully implement Strategic Account Management (SAM)
- How to create more value and build sustainable relationships with key accounts



Revealed in this book ...

- Breakthrough thinking for faster preparation
- Using language persuasively
- Effective methods of persuasion
- Persuading with stories
- Buying styles
- Persuading with images
- Influencing executives
- Most common mistakes



This pack will help you:

- Quickly build a competitive advantage through creativity and innovation
- Have fun while you solve your impossible problems
- Solve your impossible problems faster