

Keith Abraham

SESSION OUTLINE:

PASSIONATE LEADERS



LEAD YOURSELF. LEAD YOUR PEOPLE. LEAD YOUR BUSINESS.



In this session, Keith inspires your leaders to master leading themselves first. He helps them in understanding team dynamics, setting standards and identifying personal influencing skills that contribute to delivering the best opportunities to lead business growth and success.



LEAD YOURSELF

- Explore the four part Passionate People process.
- Establish your personal and business goals for the next 12 months.
- Review the strategies that will improve your personal and professional success as a leader in your business.
- Discover how to elevate your thinking in your business role and tap into your true potential as a leader.

LEAD YOUR PEOPLE

- Define what you want your business DNA to be as a business leader in your marketplace.
- Discover the four types of people that form your team and how to work with their unique behaviours, actions and attitudes.
- Create your own unique set of standards for the way you act and lead within your business.
- Learn the skills you need to positively influence the people around you.

LEAD YOUR BUSINESS

- Discuss the key elements of taking your business, your people and your role to the next level.
- Determine how you can become a living example of a great leader for your people.
- Explore the strategies that will improve your business success in your role.
- Identify the best opportunities to lead business growth, profit and market share increases, and other successes specific to your role.

**“THIS PROGRAM IS
A MUST FOR THOSE
COMMITTED TO
UNDERSTANDING
THE MOTIVATORS OF
THE PEOPLE THEY
LEAD.”**

*Paul Fog—General Manager,
NAB Financial Planning Australia*





The Experience



BEFORE

1. Personal briefing with Keith Abraham about session requirements and business outcomes.
2. Presentation outline developed; outline reviewed to ensure expectations are met.
3. Fully customised presentation developed, including specific business stories about your people, customers, products and industry.
4. Pre-conference promotional video for attendees (3–5 minutes) to engage with your audience and pique their interest in Keith's session.
5. A presentation workbook created for your attendees to create an action plan with and most importantly, take away the key presentation models and refer back to them.
6. Logistics meeting with Keith's team—including advance provision of travel itinerary, audio visual requirements, personal introduction, bio, photos, and any additional marketing material.



DURING

1. Deliver a highly interactive and engaging presentation through:
 - + Audience interaction and participation.
 - + Relating key points to your people and your organisation.
 - + Utilising creative learning techniques.
 - + Embracing questions and comments from the audience during the presentation.
2. Meet with the organiser and relevant stakeholders onsite.
3. Attend scheduled AV checks, and any rehearsals required.
4. Be available in the room, 30 minutes prior to session.
5. Remain at the session, post-presentation to answer questions from delegates.
6. Most importantly, will deliver in scheduled timeframe and adjust if necessary to ensure your agenda stays on track.



AFTER

1. 12 month email advice service where delegates can email Keith with any questions for the next 12 months.
2. To reinforce the key messages, all of Keith's programs offer the following support tools:
 - + Post-conference promotional video for attendees;
 - + Audience access to a 60 minute summary audio recording;
 - + Delegate access to the *Discover Your Passion* eBook;
 - + Access to a weekly inspirational email blog;
 - + Access to download popular activity presentation slides.
3. De-brief meeting with Keith's team to review the follow up campaign, maximising attendee value and your investment.
4. The opportunity to purchase Keith's best-selling books, in print or audio format.
5. The ability to deliver additional post-conference videos, or audio messages.
6. The potential to host a Peer Idea Exchange Workshop.

