Increasing the value of business by harnessing the power of people
Passionate about the power of the modern workplace, Jeff believes exceptional business outcomes result from creating purpose and opportunity in the work that people do every day.
In order to thrive in today’s highly dynamic business environment, organisations need to evolve at the pace of change. This sort of adaptability comes when businesses create a meaningful connection with their people. And the most powerful and effective connection, is one where people are actively engaged in shaping an organisation’s future – when they are part of the strategic journey.

**Turning thinking into action**
Most audiences have heard presentations on techniques for better leadership, more effective strategic planning, increasing engagement or inspiring motivation. Often disconnected from the operational world, there’s a sameness to these ideas because they’re built on much of the same research and default thinking. Audience members can often leave these presentations entertained and perhaps inspired, but ill-equipped to apply new thinking to the business environment.

In Jeff’s thoughtful and dynamic keynotes, your audiences will learn how leadership, strategy-making, engagement and motivation interact to shape the nature of the workplace. He’ll show your delegates how, by intentionally layering these qualities, exceptional workplaces can be shaped to create the future that the organisation aspires to. Importantly, he’ll provide actionable thinking on how meeting the strategic needs of the business can drive opportunities for cultural development and increasing leadership impact.

**Insights, education, motivation**
Whether speaking from the stage, in a workshop or in the boardroom, Jeff delivers insights that are engaging, thought-provoking and emotive. He blends inspiration, education and entertainment to not only capture his audience’s attention, but to give them the tools and motivation to act.

As a strategist, speaker, mentor and the author of *Projectify - How to use projects to engage your people in strategy that evolves your business*, Jeff is passionate about helping organisations tap into their true potential by using projects as the bridge between a business and its people.

His innovative approach to business, leadership and strategic development has earned him opportunities to partner with a diverse array of organisations including Shell, Chevron, PetroChina, CPB Contractors, Downer Utilities, Citipower/Powercor, Sydney Water, and Icon Water.
There is nothing quite like a well-designed event to create the catalyst for exploring new ideas and creating the foundational thinking that establishes a connection between intent and action.

Nobody wants their event to be a dry, stale, predictable affair that’s full of buzzwords and devoid of magic. At the other end of the spectrum, overblown cacophonies filled with fist-pumping hype don’t take your audience on a journey either. Getting the right mix of relevant, thought provoking content and engaging energy that elicits meaning and possibility is the balance that captures an audience and creates forward momentum.
Jeff believes that as your speaker he has a responsibility to deliver a multi-layered experience that serves everyone with a stake in your event.

The Audience Experience

**Clearly articulated, thoughtful ideas that move people.**

Jeff will extract your audience from the familiar, allowing them to step outside their comfort zones and be open to the exploration of new ideas, while keeping them grounded in their operational world. This creates an environment where ideas have context and the possibility of action.

He uses emotion as the adhesive that allows the ideas to stick, creating an experience that gives your audience something worth listening to in a way that earns their attention.

Full of practical takeaways and insights that can be applied immediately, Jeff will make your audience think and feel differently about the relationship between their organisation and its workplace and the role they play in shaping it.

The Organisation Experience

**Uniting teams, igniting creativity**

As a business leader, project manager, consultant and speaker, Jeff has spent decades honing his communication, presentation and audience engagement skills in front of hundreds of people. He’s as much at home in a blue-collar work group meeting as he is in a boardroom.

A consummate professional that delivers an on-time, on-message, high energy presentation, Jeff will firmly connect what he delivers to your organisation’s purpose and aspirations.

More framework than formula, more mindset than methodology, Jeff eschews ‘proven process’ in favour of creating an immersive learning experience that’s relevant for any industry, any organisation, any agenda and any audience – from senior leader to frontline employee – empowering your business to extract opportunity from complex 21st century challenges.

The Event Planner Experience

**Tailored presentations designed to inspire action**

Prior to any engagement, Jeff works with you to make sure the presentation is designed to fit your audience and event theme so it can deliver maximum impact.

Every presentation is customised to include industry-specific statistics and stories to ensure his message is relevant and creates lasting value for your audience.

Jeff knows you’re working diligently to create exceptional experiences for your audience members – one that wows them and creates a catalyst for meaningful change. With Jeff as your presenter, you’ll have a committed partner in creating an experience that leaves them empowered and keeps them coming back for more.
All of Jeff’s current keynote topics deliver upon his foundational idea of shaping the future of work through excellence in the modern workplace with the focus shifting from leadership to strategy-making to culture.

But these are simply a starting point. Jeff’s expertise and experience is in constant evolution and he will always tailor his presentation to the context of your audience and event.
Organisations often overlook the value of bringing out the greatness in their people.

Instead they choose to focus on the flaws and shortcomings that need to be corrected. At the heart of this mindset is the belief that you can manage your way to becoming a high-performance organisation. That you can simply measure your way to success, that greater control is synonymous with better results and that high-performance thinking is separate to doing the work of the business.

This might well have been true in the predictable world of the post-industrial revolution, but in our highly dynamic 21st century environment, business excellence comes from tapping into the best of your organisation’s knowledge, experience and thinking – its greatness.
We’re entering an era where exceptional businesses will be the product of exceptional workplaces.

These exceptional workplaces will be driven by the effectiveness with which leaders engage and motivate their people.
The real solution to creating a more diverse and inclusive workforce

Much of the discussion around diversity centres on the statistics – the demographics of an organisation, its management team or its board. This rapidly growing data set is useful for understanding the problem. However, the solution to creating a more diverse and inclusive workforce lies in actively pursuing the value of diversity and this means leveraging the psychographics of an organisation.

In this keynote

Jeff discusses how you can drive the opportunities that diversity creates when you truly value it and actively use it to drive business outcomes.

He explains how being intentional about bringing together a meaningful cross-section of diverse perspectives and worldviews maximises the opportunity for creative development and innovation, while at the same time, increases the opportunity for everyone in your organisation to make a meaningful and fulfilling contribution.

Audiences will learn how to

• Recognise and tap into the diversity that already exists within their organisation or team.
• Create opportunities for all employees to contribute to the business as well as the workplace that shapes that business – not just those that aspire to senior positions.
• Lead an organisation that actively seeks to leverage the full depth and breadth of its capabilities.
• Attract and retain a diverse pool of talent through broadened aspiration and a more positive inner work-life experience.
The most powerful collaboration is meaningful collaboration

The word collaboration is overused when it comes to driving business performance. Some would say that true performance improvement comes from ‘effective’ collaboration. But effective collaboration can span from the mundane to the transformational. The most powerful collaboration exists when it is connected to purpose – when it is meaningful.
“Our business asked Jeff to be the guest speaker at our quarterly consultants’ forum to talk about collaboration and how exploring our shared purpose can benefit individuals and the business.

From the moment we contacted Jeff with our ideas he was engaging, provided constructive guidance, and very quickly envisaged what we sought and valued from the inclusion of his services.

We wanted the topic and speaking assignment to resonate with our younger staff members as well as the senior executive management team.

Jeff delivered an articulate and thought-provoking presentation using real life and professional business and project role examples to illustrate the power of creating a shared purpose to drive high performance outcomes.

He is a very professional, inspiring and adaptable communicator who is able to reach out to people in a most insightful manner.”

Executive Consultant
ADVISIAN

“Jeff’s participation really added to the quality of the conference and to the satisfaction of our delegates at the end of the event. He was one of the highest rated speakers at the conference and we received written comments from the delegates that included:

• Very good strategy discussion
• Extensively useful and informative
• Great assessment of the risk process; very unique take on managing risk
• Articulate and compelling presentation

Should an opportunity arise for Jeff to participate in a future event, I hope that he’s inclined to take it up. It would be lovely to work with him again.”

Conference Producer
ALLIANCE CONTRACTING EXCELLENCE SUMMIT

“Working with Jeff has been great. He presents a very simple framework to be able to execute quite complex matters. He can turn something from an idea or initiative into an actual plan and outcome. Very simple, but very effective.

He was able to upskill a lot of our team and has given us a whole new way of thinking. I’ve got 35 – 40 field leaders in my team and he helped this wider leadership team shift their focus from day-to-day operations to thinking about the future of the business and improving the business.

The ideas that he’s given us are something I won’t let go.”

Head of Field Services
POWERCOR NETWORK SERVICES
Even the best laid strategic plans are not enough to keep on top of today’s dynamic and competitive marketplace.

As a CEO or leader, the question you must ask yourself is not ‘How do I keep up?’, but ‘How do I lead from the front, driving change instead of responding to it?’

Your answer is to **projectify**.

When you use projects to create a bridge between the business and your people, you leverage the bandwidth and capability of your entire organisation so that strategy is a continuous process – where you constantly adapt your business to the changing environment.

**In this book, you will learn to:**

- Engage and motivate their workforce by giving them something to be engaged in and motivated by.
- Free your management team to focus on strategic direction and leadership rather than command and control of your troops.
- Create action and activity that progressively and persistently turns strategic intent into operational reality.

It is no longer good enough to do what you’ve always done and make it bigger or do it more productively.

**It’s time to use projects and engage your people to evolve your business, today.**

“Strategy is a chance for forward motion. Too many organizations put smarts ahead of action, but Jeff Schwisow makes it clear that you’ll need both.”

**SETH GODIN, AUTHOR OF LINCHPIN**
The following fees are provided as guide for budgetary purposes. Fees may vary depending on your specific context and the level of customisation and enhancement that we agree is appropriate to serve your needs.

See the notes below for what’s in¹, what’s out² and what’s open for discussion³.

<table>
<thead>
<tr>
<th>Service</th>
<th>Location</th>
<th>Fee</th>
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</thead>
<tbody>
<tr>
<td><strong>Keynote or half-day workshop</strong></td>
<td>(Melbourne, Sydney, Brisbane, Adelaide)</td>
<td>from $6k + GST</td>
</tr>
<tr>
<td><strong>Keynote or half-day workshop</strong></td>
<td>(rest of Australia and NZ)</td>
<td>from $8k + GST</td>
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<tr>
<td><strong>Keynote or half-day workshop</strong></td>
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<td>from $16k + GST</td>
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<tr>
<td><strong>Full-day workshop</strong></td>
<td>(Australia and NZ)</td>
<td>from $12k + GST</td>
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¹ All amounts are quoted in Australian dollars and are based on our general booking terms.
² The amounts quoted do not allow for expenses directly related to the event (such as business class airfares, transfers, accommodation, venue hire, catering or materials) and should be added where appropriate.
³ Pending Jeff’s calendar and inclination, special rates may apply for B Corps, education and purpose-aligned NFP organisations, for bundled bookings and roadshows, and events situated on a beach or in the mountains. Jeff is always happy to explore clever ways to meet your budgetary needs.
Do you want to discuss your upcoming event?

Call or email us at info@jeffschwisow.com or 1300 232 141 for more information and availability.

Please provide details of your event, including the date, destination, conference theme and estimated numbers.

If the timing and our interests align we’ll book a time to chat and get the ball rolling toward creating an exceptional conference or event experience.

It doesn’t matter what stage of planning you’re at, it pays to check availability and start the presentation design sooner rather than later.

You can find out more about Jeff – what he does and why he does it – by visiting his website or sign up to receive his monthly newsletter.

jeffschwisow.com  jeffschwisow.com/subscribe/