

The 9 essential skills for thought leadership

FORESIGHT

New insight on major trends redefining what it means to lead a business into the future.

What is going on around you?

MINDSETS

Learn how others think & use this knowledge to create more effective consensus in your world.

How do others think?

ENROLMENT

Gain the skills to sell your vision & influence others so they engage with your ideas.

How do you sell the vision?

EXPERTISE

Develop an ability to quickly unpack what you know so others can share the benefit of your knowledge.

What do you know?

COMMUNICATION

Develop new communication skills that help you get your point across in an engaging, effective & meaningful way.

How do you share ideas?

EXECUTION

Taking your great ideas & bringing them to reality. Going beyond simple creativity & delivering results.

How do you launch a concept?

UNIQUENESS

Discover your personal value proposition to effectively differentiate yourself in any market.

Who are you?

POSITIONING

Know how to position yourself, your business or organisation so people know exactly what you do & why.

What do you do?

PITCHING

Gain a 9 step process for inviting people to buy you, your business or your ideas more effectively.

How do you get it out?



Expert

Thinkers who Teach:

A subject matter expert who commercialises their intellectual property to sell it to the world. Their practice may specialise in speaking, authoring, training, facilitating, mentoring or coaching or any combination in between.



Entrepreneur

Thinkers who Build:

A business owner who thinks outside the square to identify and capitalise on opportunities. Their business may be a start-up or established, small or large and specialise in any industry imaginable.



Innovator

Thinkers with Influence:

An innovator within an organisation whose ideas have the power to change a company's future. Their engagement may be as an employee or executive, a layman or leader, within a dynamic organisation or a monolithic corporation.



Socialpreneur

Thinkers who Empower:

A visionary leader who uses entrepreneurial endeavour to change the planet for the better. Focusing on sustainable, empowered solutions, their cause may be local or global, practical or provocative, working alone or thinking big.

thought leaders Annual Conference 2009

Better Thinking, Better Business and a Better World
Thursday 26 and Friday 27 February, Sydney



thought leaders

Annual Conference Program Guide 2009

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www.thoughtleaders.com.au/annualconference2009

The world has changed fundamentally in the last 10 years and dramatically in the last 6 months. A subtle shift in power and information accessibility has flipped the models for leadership in the organisational and entrepreneurial arena's. We used to be about systems, process, structure and hierarchy. Now we see an emerging requirement for inspirational, creative thinking, consultative styles and effective partnering. We also see crowded marketplaces, information overwhelmed clients and a massive loss of trust in the media. These trend indicators all point to a new way of being the leader in business and life. **A Thought Leader!**

TED^x SYDNEY

x = Independently Organized TED Event

SPECIAL ANNOUNCEMENT

REGISTER BEFORE DECEMBER 22nd and receive an instant ticket to attend TEDx here in Sydney on Thursday 26 March!

thoughtleaders.com.au/TEDx

By far the most stimulating, entertaining and valuable conference I have ever attended. Would recommend to everyone I know in business.

I was so impressed by the entire program - all the incredible people together in the room - so many different perspectives.

The calibre of the presenters and participants is fantastic. The energy in the room for the two days has been amazing from both a learning perspective and to inspire.

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CRAIG RISPIN



CREEL PRICE



MATT CHURCH



LORNA PATTEN



better world

WHAT YOU CAN EXPECT AT THE ANNUAL CONFERENCE.

- ★ Expose your mind to the ideas that will secure your success and future proof your career or business.
- ★ Network with some of the greatest thinkers of our time.
- ★ Be the first to know what's working and what's not on the local and global business agenda.
- ★ Be inspired by an optimistic, action orientated group of people.
- ★ Learn key skills for innovating and leading into the near and long term future.
- ★ Be entertained and have your mind elevated by some of the most profound and positive speakers around.
- ★ Hear the inspiring stories that address hope and discover how we can all make a difference.

SETH GODIN

MARKETING - IDEAS - THINKING



Back by popular demand this year. New York Times best seller Seth Godin will be beaming in and blowing our minds with his unique, practical perspectives on business. This year he will be talking about his latest work on the power of tribes. (New York)



DR PETER ELLYARD

FUTURE - INNOVATION - THINKING



With the financial world in meltdown, we all need practical tips on managing in turbulent times and knowing how to ensure we are prepared for what is to come in the short and long term. No-one in Australia is better prepared to inform us on what to do than Dr Peter Ellyard.



KNOWLEDGE

security and success over the next few years is going to be a function of what you learn and unlearn and who you meet. This blending of Network and Knowledge is key to growth in any time. It's essential to growth in these times.

NETWORK

with some of Australia's leading thinkers and experts in attendance for the duration of the event. Seriously this is the hottest conference ticket in the country at the moment! An amazing list of delegates have registered already! DONT MISS THIS!

GARY BERTWHISTLE

CREATIVITY - INNOVATION - THINKING



Gary has been working in the business of thinking and ideas for almost 20 years. His innovative approach to problem solving, innovation, marketing, brand, strategy and performance has him speaking to people to challenge their traditional way of thinking and successfully unlock their ideas.



STEVE RENATA

BUSINESS - LEADERSHIP - PASSION



The PUMP phenomena is a classic example of an idea that has been globalised. 12,000 clubs and something like 25 million souls a week participate in one of the BODYPUMP licensed programs in over 70 countries. It has serious global clout! Steve is one of the 3 people credited with making this happen.



better thinking

MARTY WILSON

LIFE - PASSION - WISDOM



A stand up comic in the UK for 10 years, he is a teacher at heart. By travelling around the world, seeking out role models willing to share the secrets of their success, his best seller "What I wish I knew at 18", unpacks the wisdom of the ages in a lighthearted and authentically inspiring fashion.



DR JOHN DICKSON

LEADERSHIP - CHARACTER - PURPOSE



A rockstar, an ordained minister and a classic historian John will simply blow your mind. Teaching his new program "Humility: the essential leadership quality", he is entertaining and thought provoking. (Sydney via Jerusalem)



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