

# WhyThisNow

thinking beyond boundaries

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## Phil Preston



[philpreston.com.au](http://philpreston.com.au)





# Why **ThisNow** is my new business identity.

I help leaders, teams and organisations thrive amidst uncertainty and change so they can elevate their **performance** and **impact**.

It requires **thinking beyond boundaries** to form effective responses to powerful trends, with an emphasis on **collaborative** and **purpose-driven** approaches.

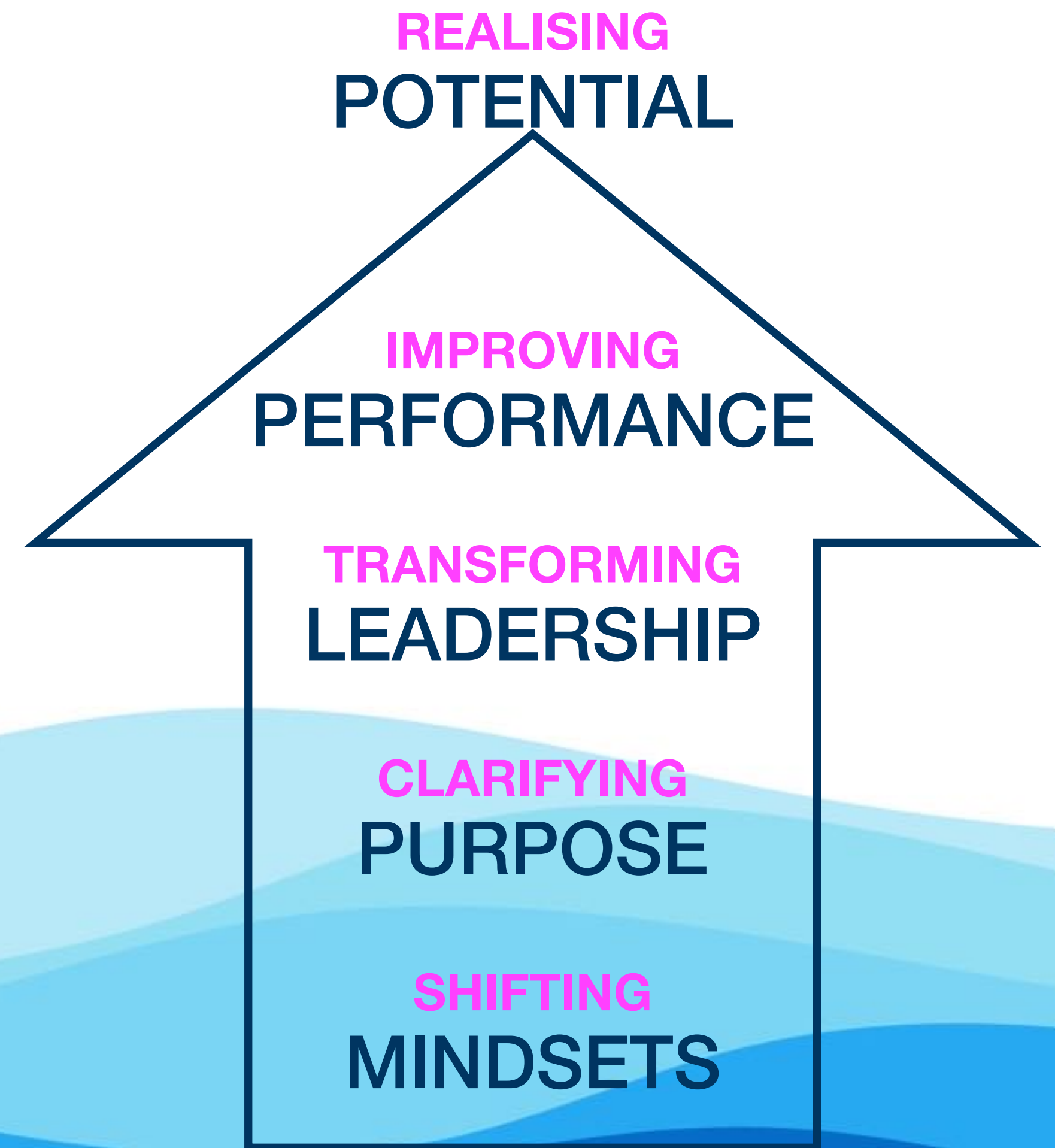
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# What's it all about?

Building **resilience** and **moving forward together** with clarity and confidence is vital for survival and success.

Why **ThisNow** represents the methodology behind realising the potential of people, teams and organisations.

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# 1. Shifting Mindsets

Making sense of the **trends** disrupting people, business models and society, and then relating it to the **context** of the challenge.

This is where **transformative thinking** is used to recalibrate traditional views and drivers of success.





## 2. Clarifying Purpose

Ambiguity clouds clarity. Identifying common goals helps in **aligning** and galvanising everyone around a **purpose-driven** vision.

It brings in the full picture, where non-financial factors and the cultivation of broader relationships underpin future success.





# 3. Transforming Leadership

Developing **perspectives, insights** and **skills** to help senior managers, leaders and executives drive the change that is needed.

They need **confidence** and **assurance** when navigating new paths.





## 4. Improving Performance

Strategies fail with flawed execution, and the best intentions do not guarantee results.

Plans must be **actionable** and supported by strong **decision making**, **collaboration** and **communication**.





# 5. Realising Potential

With the right **mindset**, clarity of **purpose**, transformed **leadership** and improved **performance**, the benefits flow for people, business and society.

It gives your people the foundations they need for navigating uncertainty and being successful.





# Speaker & Facilitator

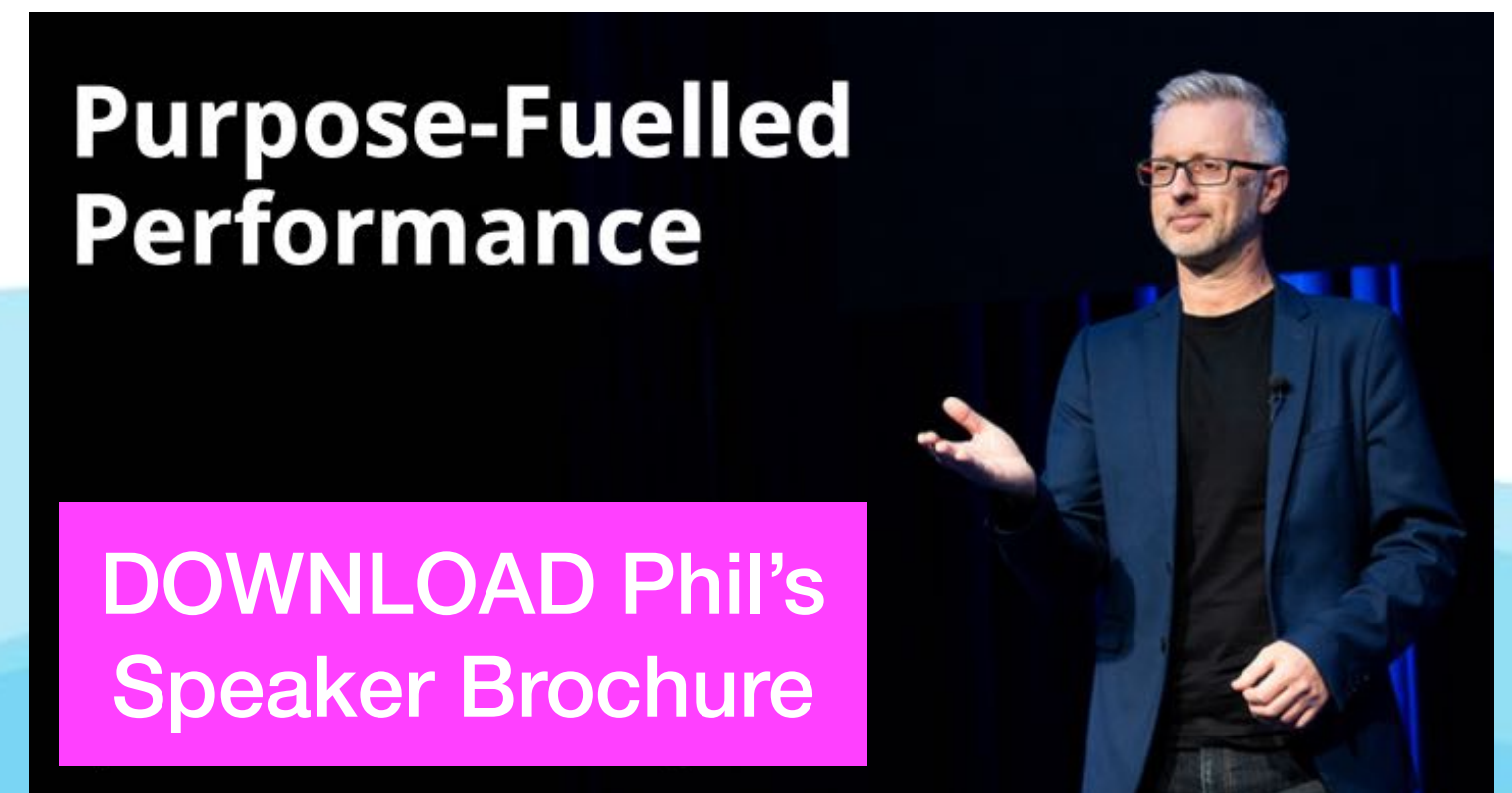
In his main topic area, **Purpose-Fuelled Performance**, participant learning includes:

- How purpose drives improvements in **financial performance**.
- The **mindset shifts** needed to embrace and implement it.
- A framework for building purpose-driven **work cultures**.
- **Aligning people** with an organisational purpose and goals.
- Examples of purpose-driven break-through **innovations**.

Phil also facilitates workshops, working sessions, offsites, event hosting, conference panels and in-house forums.

Ask about **Purpose Ignition** programs and leadership program options.

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# Info & Resources

- [Website](#)
- [Client list](#)
- [Testimonials](#)
- [Event organiser information](#)
- [Speaker outline & showreel \(pdf\)](#)

*“I found it really inspiring!” – Executive Manager, IAG*

*“Phil’s session was excellent – it hit the mark perfectly and got everyone in the room in the right frame of mind for the day ahead.” – Divisional Chief Executive, Challenger Group*

*“Your session really set the scene for our offsite” – GM, People, BlueScope*

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# About Phil

*Phil is the founder of **WhyThisNow**, helping leaders, teams and organisations with purpose-driven solutions to their business challenges.*

*Following a successful corporate career where he led high-performance teams, Phil set up his own business and has been assisting organisations with complex challenges for more than 15 years.*

*He was invited to Boston by Harvard Business School leaders in the business purpose field and gained prominence authoring case studies and the book, **Connecting Profit with Purpose**, and was recently quoted in the AFR report on purpose in business.*

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*Phil's since worked with the likes of BlueScope, Challenger, IAG, JLL, NRMA and QBE, and a wide range of nonprofit and government entities.*

*As a speaker, he has a warm and engaging style, injecting humour and actionable takeaways for audience members.*

*He's the co-developer of various purpose, collaboration and shared value canvas tools and an associate director of Janellis, a firm specialising in critical thinking techniques to improve decision-making quality and organisational resilience*

*Chocolate is his kryptonite and you'll often find him running it off on the tracks and trails in Bulli, one hour south of Sydney, Australia.*



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