

THE PATH LESS TRAVELLED

MASTER TRANSFORMATION & CHANGE

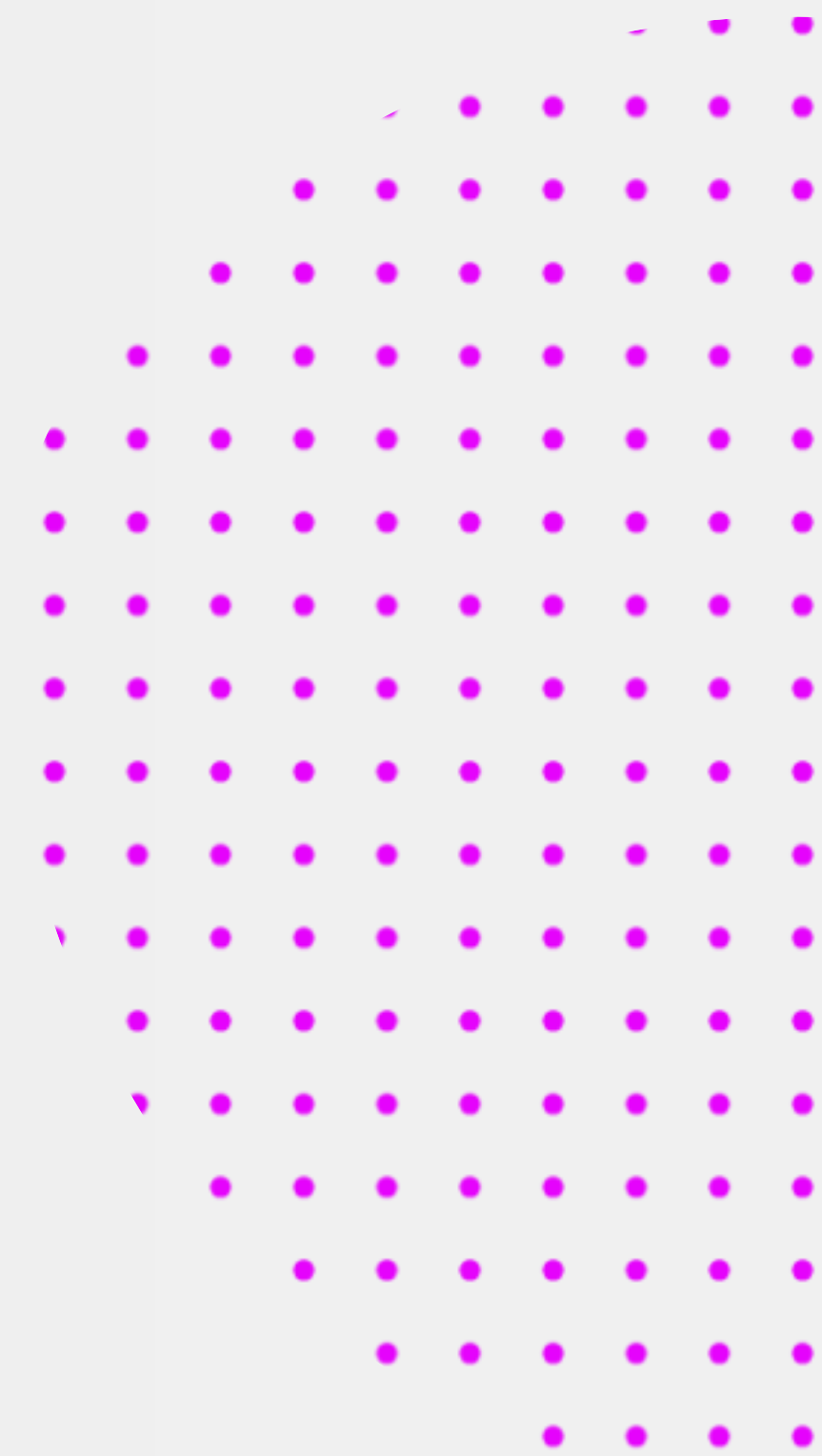
PHIL PRESTON'S KEYNOTE
& WORKSHOP OUTLINE



WHY CHANGE?



*"The size and complexity of today's business challenges is fuelling the need for adaptation and transformation - in this keynote I help you **prepare** and **equip** your people for what lies ahead."*



THE KEYNOTE EXPLAINED



KEYNOTE OUTLINE

The Path Less Travelled

Master transformation and change

Our world is changing so fast and in so many ways that people feel fatigued and overwhelmed by the complexity of the challenges they face.

What's worked in the past won't always work in the future, so how do you ensure they stay motivated and move forward?

In this 'new world' of escalating risks and opportunities, Phil helps prepare and position your people for current and pending change programs by uncovering the signature skills and attributes they need to take 'the path less travelled' together.

In this inspiring and motivating session, he engages your people in:

- Understanding how the external environment demands change.
- Identifying different forms of transformation and change.
- Defining seven (7) key steps in change processes.
- Learning the signature traits they'll need in this new business environment.
- Finding their main area of focus and improvement.

In taking the path less travelled, they'll feel confident and refreshed about their future instead of suffocating under the weight of uncertainty and change.



APPLICATION

So much more than a keynote

The **keynote** is ideal for opening a gathering such as a conference, **offsite** or **strategy** sessions, so that your audience gets in the mood for the change you'll be embarking on.

The **workshop** outlined on the next page is a great way of bringing the concepts in the keynote to life, and really cementing the insights and ideas to increase buy-in and ensure any initial hurdles are overcome.

You may also want to consider a highly tailored **working session**, adding it to your **leadership program**, client **briefings**, **stakeholder** or **business partner** forums and more.

The level of support Phil provides can be a little or a lot.

With more than 16 years experience as a keynote speaker and facilitator, Phil's had extensive experience assisting **boards**, **executive teams**, **leadership groups** and **managers** through to **frontline** staff.

In terms of sector coverage, you'll see from his [client list](#) and logo slide further on that he's worked across **all sectors** and most **industries**, and is [highly valued](#) for his ability to seamlessly knit diverse and misaligned groups together.



ACCOMPANYING WORKSHOP

Change Mastery Workshop

Empowering your people to thrive in challenging conditions

Phil's keynote, The Path Less Travelled, provides an ideal lead in to the Change Mastery workshop, where your people are equipped with the mindset, skills and tools they need to thrive in challenging conditions.

Delivered as a masterclass, half or full day session, with takeaways:

- Unpacking the drivers of change.
- Learning the 3 stages and 7 steps of the change process.
- Working through and applying the steps to an existing challenge.
- Identifying risk and opportunity areas.
- Mapping out the key activities that will drive success.
- Aligning actions with team and organisational objectives.
- Reflecting on skills and capabilities; and
- Developing and prioritising next steps.

Whether your leaders and teams are exploring, preparing for change or needing a reset, the organisational benefits include:

- Building workforce and organisational resilience.
- Improving team dynamics, work culture and collaboration; and
- Focusing and strategically aligning actions with organisational goals.

View the workshop [web page](#) or [download](#) the brochure.

Phil Preston
Supporting transformation and change

Logos: Australian Unity, ANZ, AAMI, QBE, JLL, etc.

CHANGE MASTERY

Empowering your people to thrive in challenging conditions

Workshops and keynotes available in virtual, hybrid and in-person formats.

"The Challenger team was provided with practical strategies to lead their teams with confidence whilst remaining resilient to change." - CEO, Challenger Group

"You've done an exceptional job, valuable personally and in terms of what we can do collectively." - Executive General Manager, Australian Unity

WHY THIS, WHY NOW?

Our fast-moving world is taking its toll on leaders and team members. Some people **resist** change while others lose focus or feel overwhelmed by their situation.

Everyone has a finite amount of energy so, if that energy is going in the wrong direction, problems start compounding rather than working towards resolving the challenges you all face together.

What if they were better equipped to thrive and deliver the change your organisation needs?

In this **workshop**, attendees learn how to master change instead of being mastered by it with Phil introducing tips, tools and techniques, as well as creating space for **application** in real time.

HOW PROCESS
WHO CULTURE
WHY DRIVERS
WHAT THE SHIFT

ENQUIRE NOW

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TOPIC INFORMATION

Article

 **Phil Preston**
Innovation, Transformation & Change



Image credit: Canva

EMBARKING ON CHANGE? READ THIS FIRST!

Executives and leaders are under increasing pressure due to the number and nature of the disruptions to their business. Accenture research finds the rate of change is not only high, it's accelerating.

This frenetic pace of change is taking its toll. People are feeling worn out, overwhelmed and, in some cases, at breaking point. Strategically, it's hard knowing what moves to make and how to plan for the future.

And yet, some people and organisations thrive amidst change. How so?

Having worked with more than one hundred clients over the past 15-years, I've found those that succeed excel in these three areas:


- 1. They have clarity on the type of transformation they're undertaking**

If you're not sure exactly what type of transformation or change you're embarking on then it's going to be hard setting objectives, engaging people and resourcing your efforts properly.

In some cases the change will be relatively small, simple and low risk; in others, it

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Guide

 **Phil Preston**
Innovation, Transformation & Change




Image credit: Canva

UNPACKING YOUR TEAM'S READINESS FOR TRANSFORMATION & CHANGE

Introduction

With rising demand for significant and 'transformational' change initiatives, fortifying your efforts ahead of time reduces risk and improves performance, which is valuable because Bain has found that eighty-eight (88) percent of transformations fail to live up to their expectations.

What is it that you can do to succeed where others may falter?

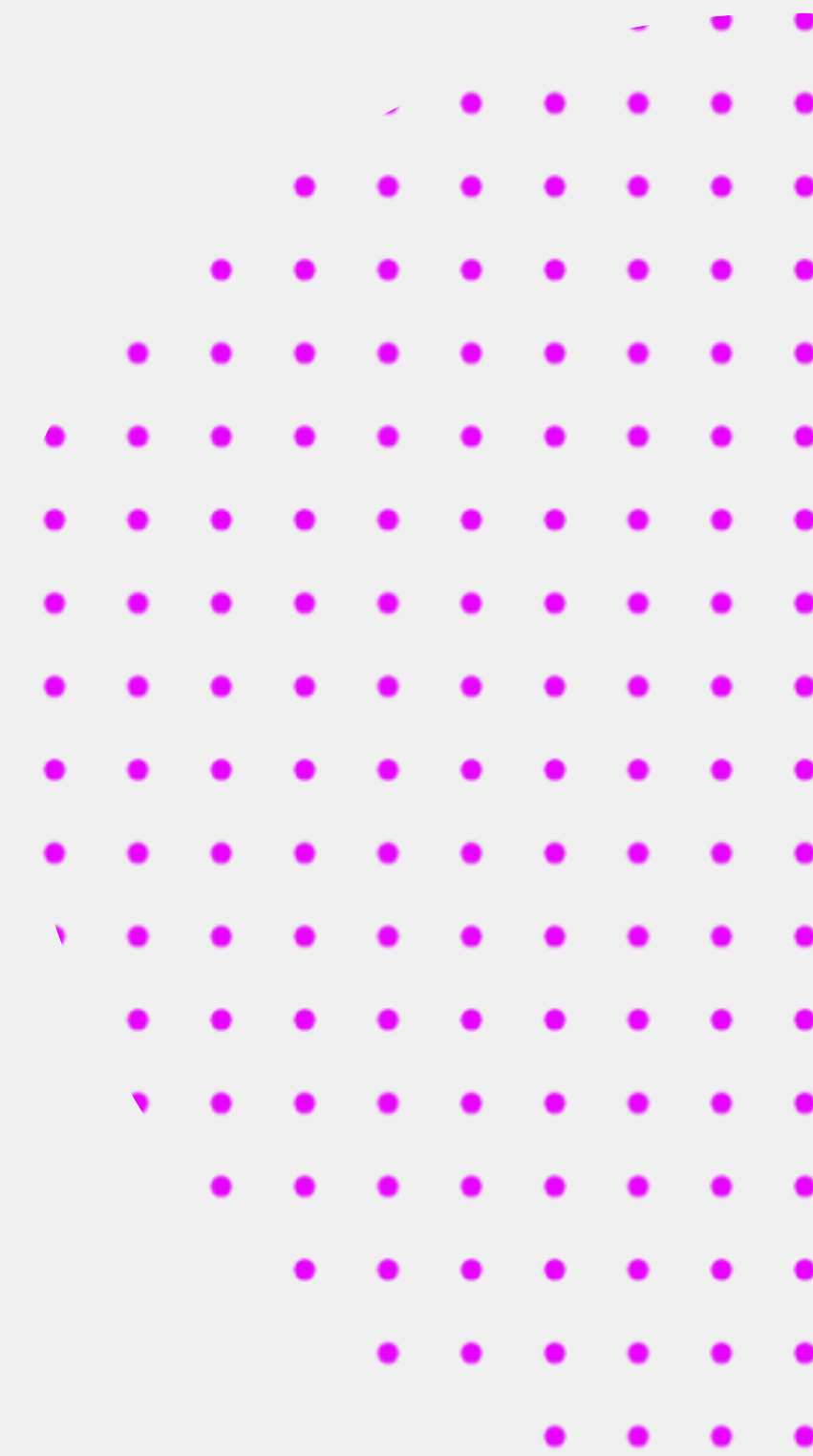
I've found the key challenges are threefold: attaining clarity around the type of transformation you're undertaking, approaching the process of change in the right way and having the leadership skills to manage the human side - you'll need to motivate people to take the journey together.

This guide and the tools within will help you and your people prepare for, and better manage, the change programs in your teams and organisation as a whole. You're welcome to fill out the exercises as you go or save them for later.

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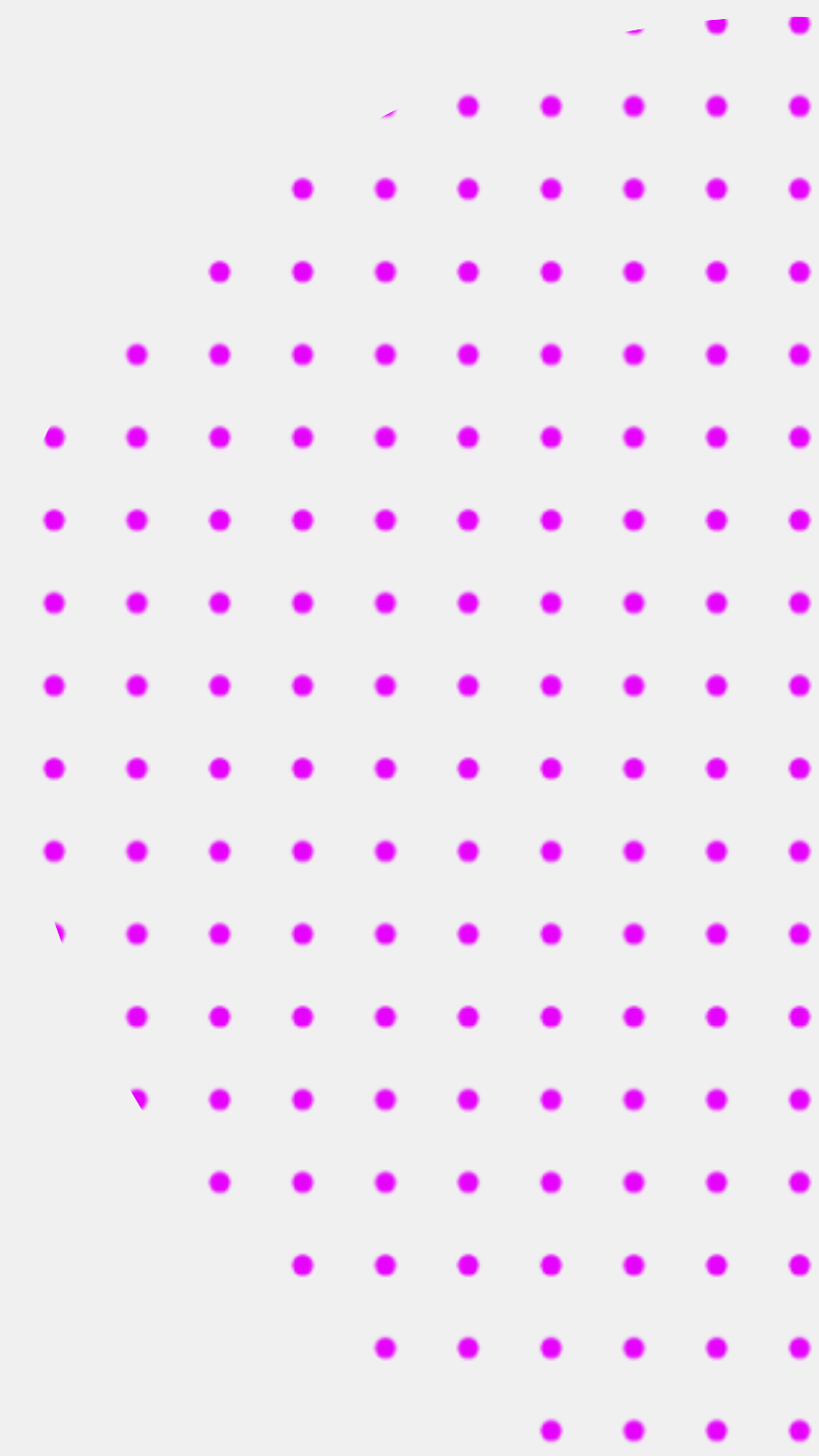
Find it on [LinkedIn](#), as a [web blog](#) or [PDF](#)

Email is required to [access the guide](#).



POPULAR TOPICS IN BRIEF

Phil ensures his content is adapted to your organisational context and specific audience needs.



THE PATH LESS TRAVELLED: MASTER TRANSFORMATION & CHANGE

This powerful keynote guides and motivates your leaders and teams to successfully navigate transformation, change and work together to deliver high-performance outcomes.

For executives, leaders and teams.



FIND YOUR PURPOSE AS A LEADER: AMPLIFY YOUR STRENGTHS

This engaging keynote - with a workshop option - guides current and emerging leaders in identifying their unique and valuable strengths so they can find their focus and reach their full potential.

For current, emerging and aspiring leaders.



PURPOSE IGNITED: UNLOCK YOUR FULL POTENTIAL

How can you harness purpose to unlock the full performance potential of your people, teams and organisation? Phil teams up with Carolyn Butler-Madden to deliver a four-point plan.

For people across all levels of your organisation



FUTURE FOCUSED INNOVATION: DRIVE COMPETITIVE ADVANTAGE

Equip your people with advanced knowledge and new methods for identifying game-changing sources of innovation. A strong foundation for performance, growth and competitive advantage.

For innovators, teams and their supporters.

ABOUT PHIL

Phil loves helping leaders and teams do their best work, especially when times are tough and the outlook's unclear

After an extensive corporate career leading high-performance teams, Phil broke out on his own to become a globally recognised expert in the purpose-driven leadership, innovation and business fields.

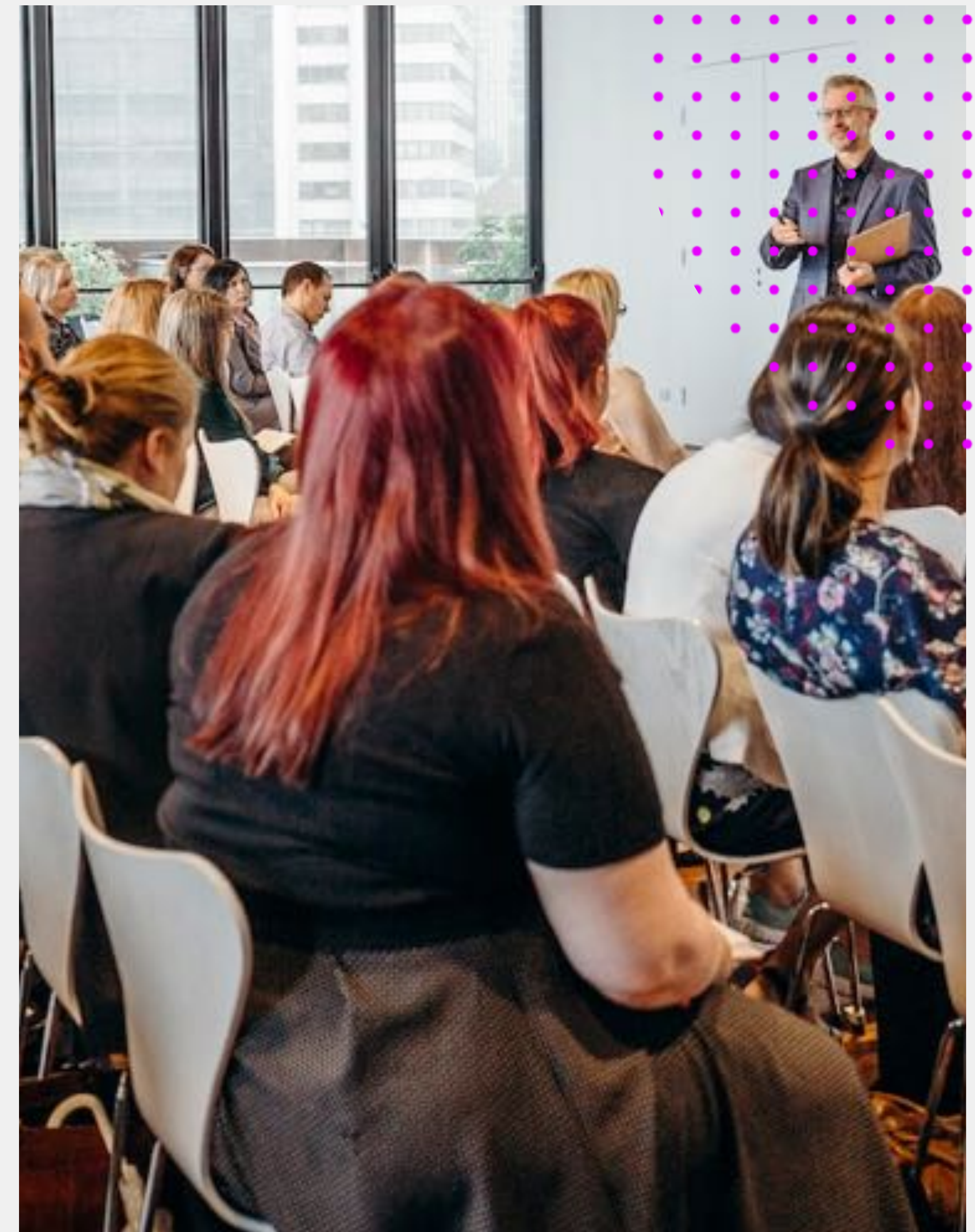
He's worked with more than a hundred clients over the past 16-years, helping them adapt to the changing social, economic and environmental conditions for doing business.

Phil's an accredited 'master facilitator' with critical thinking experts, Janellis, and a co-founder of both Purpose Ignition and the Impact Hour business event series.

He's authored Connecting Profit with Purpose, launched two podcasts and recently featured in The CEO Magazine, CPA's InTheBlack and the AFR report on purpose in business.

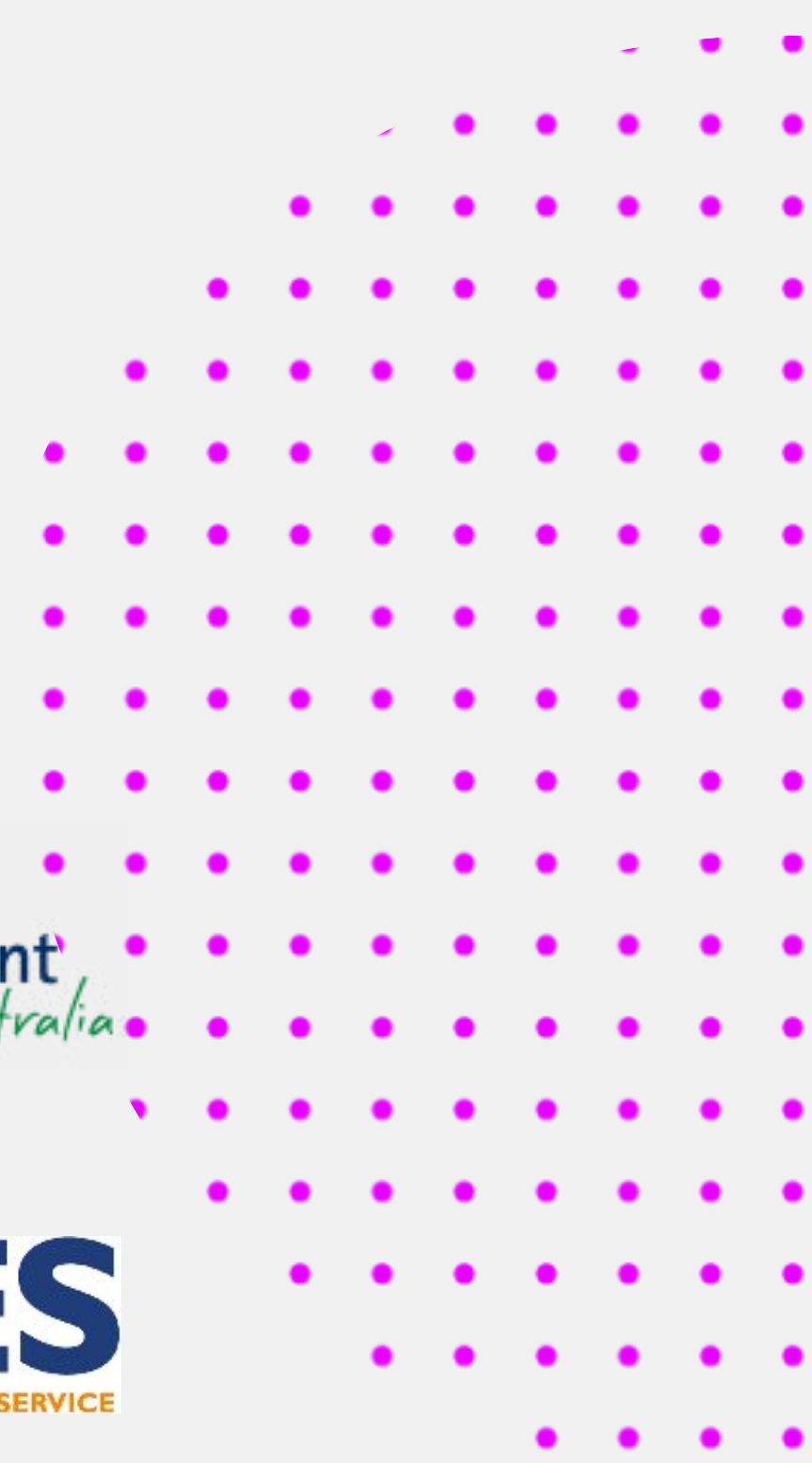
A Tasmanian who migrated to Australia(!), he's been a singer / songwriter in a progressive folk / blues band; delivered his second child in a bathtub following his wife's 20-minute labor; and attributes to his chocolate addiction to a great grandfather who helped set up the Cadbury factory in Hobart in 1921.

As a speaker he has a calm and reassuring style with experience across virtual, hybrid and in-person platforms.



CLIENTS

Phil's client list includes:



TESTIMONIALS

"Phil's session was excellent ... 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 the critical nature of purpose for our People Lead Team offsite."

General Manager, People, BlueScope

"Phil's engaging style, thought leadership and practical case studies added huge value to each delegate."

Director, Australian Food & Grocery Council

"Thanks for [the masterclass], I found it really inspiring!"

Executive Manager, IAG

"His ability to engage with people, to challenge and to stimulate new ways of thinking, while providing us with a clear strategic approach was highly skilled."

Deputy Director, NSW Dept of Premier & Cabinet



LOGISTICS

Travel : Phil is based in Bulli, NSW (Australia), which is one hour south of Sydney and he quotes travel ex-Sydney Airport.

AV : For **in-person** and **hybrid**, a headset or lapel mic; slides can be run from his laptop (wi-fi connection desirable) or from mac-based house equipment. An AV check is essential.

Virtual delivery from Phil's studio or your nominated venue.

Marketing : A short video can be provided on request, and he offers to post on LinkedIn both before and after your event if desired.

Customisation : Customisation of his content to your audience and industry is standard.

Rates : Phil's rates are comparable to speakers with more than 20-years of experience and unique subject matter expertise.

Business : Phil Preston Pty Ltd, ABN 46 130 165 767

Assets / links :

[website](#)

[speaker kit](#)

[showreel](#)

[intro video](#)

[pics](#)

[bio](#)

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[linkedin](#)

[testimonials](#)



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