

Event Manager & Bureau Kit

PHIL PRESTON

Empowering You to Make an Extraordinary Difference

Globally recognised “shared value” expert

Reasons why event managers and clients book Phil include:

1. **Bringing** focus to the customers and people who really matter
2. **Embedding** a collaborative mindset for progress and change
3. **Inspiring** people to see problems as opportunities
4. **Aligning** the strategic agenda with multiple stakeholder needs
5. **Learning** what *shared value* is about and the benefits it brings
6. **Identifying** powerful partnerships for massive performance gains
7. **Empowering** people to make an extraordinary difference

Phil has the **unique ability** to bridge the expanse between modern business strategy, societal needs and change management challenges, with vast speaking and facilitating experience as well.

As a globally recognised and leading strategist in the “shared value” field, he eats, breathes and lives his craft. He makes concepts **easy for people to grasp** and apply in practice - he’s *not another* desktop or academic expert!

To find out how Phil can support your event and achieve these outcomes, take a look inside.



Phil Preston

Empowering You to Make an Extraordinary Difference

Phil unlocks potential like no other speaker and empowers you and your people to rise above ordinary and become *extraordinary*.

After hitting a rough patch and deciding to leave his corporate career, Phil visited a nearby community organisation only to be truly humbled by the size, scale and complexity of their challenges.

Disillusioned with philanthropy as the only way of addressing social needs, he's a pioneer of 'shared value', where business goes hand-in-hand with society rather than head-to-head to create significant and lasting change.

In 2013, he was invited by Harvard's legendary Professor Michael Porter and strategic philanthropist, Mark Kramer, to Boston to help form a network of global shared value practitioners, working with a range of blue chip companies, regions and non-profit organisations.

As a leader in his field, Phil *empowers*:

- **Businesses** to develop profitable social initiatives
- **Non-profits** to increase their leverage and impact
- **Government** to facilitate business-community partnerships; and
- **Time poor individuals** to make an extraordinary difference!

Steve Jobs talked about "making a dent in the universe", Phil shows you how to turn good intentions into effective actions, making concepts easily accessible.

Audience members formulate a key action to implement straight away and he offers workshops, working sessions and other options for deeper explorations.

Phil's topics are suited to:

- Busy professionals who want to get more out of life
- Executives who need to stay ahead of the curve
- Managers who are being asked to do more with less

He proactively works with organisers to compile the materials they need to successfully promote their events.

Phil travels from Sydney, Australia and may apply a loading for overseas destinations according to travel time. Enquire within for his speaking fee range.



"Thank you for being our keynote speaker ... We received excellent feedback from delegates regarding your keynote and workshop session"

Melissa Blake, Youth Family & Community Connections

"I just wanted to say how much I enjoyed your presentation at the RUOK? Conversational Leadership event last week in Melbourne"

Shannon Anderson, St Vincent de Paul Society Victoria

"Thanks again for your presentation ... It gave such a clear and helpful perspective on shared value, and I have had lots of great feedback from the event that people are feeling a lot more engaged and keen to start doing stuff in this space"

Lucy Brotherton, Parramatta City Council

"Thank you for your keynote on shared value and how it can assist regional development. We have had great feedback from attendees with lots of people wanting to assist us in developing the approach"

Dr Gary Saliba, CEO, RDA – Murray

Keynote 1

How to Keep Your Day Job and Make an Extraordinary Difference

Format: 30-60 minute keynote

If your people are busy in their day jobs, they may be frustrated that they don't have time to do the things they really want to do and make a difference in the world.

The good news is they don't need to quit their day job to make it happen, Phil inspires, motivates and empowers your people to rise above ordinary and become extraordinary.

It is perfect for:

- Busy professionals who want to get more out of life
- People who want to take their personal impact to a much higher level
- Managers and executives looking for performance gains

The audience will leave with:

- Examples of making an extraordinary difference in action
- Techniques to combat being time poor
- The three vital ingredients that will empower them
- How to construct their own personal plan
- One action they can implement straight away

This keynote is very inspirational and gets fantastic feedback because its practical and life changing.

Plus, it is the perfect launching pad for further personal development and designing team activities.



Keynote 2

Developing Social Imagination to Transform the Way You Do Business

Format: 30-60 minute keynote

Capitalism is at a crossroads; charities are under-funded and government finances are stretched.

Against this backdrop, how do you stay relevant and find new avenues for performance gains?

As a 'shared value' expert, Phil shows how to use your social imagination to identify profitable social initiatives and transform the way you do business.

It is perfect for:

- Boards, executives and managers who need to be ahead of the curve
- Professionals looking for congruence and purpose from their work
- Non-profit organisations who want to leverage their impact

The audience will leave with:

- A mindset that turns problems into possibilities
- Real life case studies relevant to their sector or industry
- The three vital ingredients that empower businesses and charities
- A process for developing innovative responses
- One idea they take away to explore straight away

This keynote draws on Phil's hands-on work with businesses, charities, community organisations and regions. It is unique in the way it knits together the social aims of your people with your business agenda.

Plus, it is the perfect launching pad for workshops, working sessions or programs to continue the transformation process.

Did you know ... in his voluntary role as NSW President of Professional Speakers Australia for two years, Phil had carriage and responsibility for delivering 27 events...

...and he enjoys coffee, chocolate and red wine, usually in that order, throughout the day!

Working with Phil

Keynotes, Seminars, Briefings, Workshops, Working Sessions, Event Hosting and Much More...

Gone are the days where speakers waltz in and out without delivering on their client's objectives!

Phil works with you to understand what success looks like for your event to find the best approach, whether it's a single service or a package.

He's worked with audiences across all sectors, using his wealth of speaking and facilitation experience to deliver distinctly unique topics, all the while forging a track record of delivering on client outcomes.



How you can benefit from Phil's unique skills and expertise:

Audience & Theme	Topics	Formats
Business trends, strategy and innovation	<ul style="list-style-type: none"> Developing Social Imagination to Transform the Way You Do Business What Is Shared Value and How Does It Help Me? Applying Shared Value in Your Organisation Shared Value Master Class / Shared Value 101* 	K, WM, C P WM, WS, F, C WM
Non-profits: identifying and implementing strategic partnerships	<ul style="list-style-type: none"> What Is Shared Value and How Does It Help Me? Applying Shared Value in Your Organisation Maximising the Power of Your Partnerships Strategic Partnership Building 	P WM, WS, F, C P, WM, WS WM, WS, F, C
Government: enabling business-community partnerships	<ul style="list-style-type: none"> Marrying Economic and Social Objectives in Government Enabling Business-Community Partnerships Identifying Shared Value Opportunities 	P F, C WM, WS, F, C
Employee work and life fulfilment	<ul style="list-style-type: none"> How to Keep Your Day Job and Make an Extraordinary Difference 	K, WM, C
Employee collaboration and partnership skills	<ul style="list-style-type: none"> Effective Collaboration Skills and Tools Strategic Partnership Building 	P, WM, WS P, WM, WS, F, C
Event management support	<ul style="list-style-type: none"> Co-designing events, marrying objectives with content and flow Host, emcee and panel session facilitator 	F, C F

*Format guide: K = Keynote, P = Presentation, seminar or briefing, WM = Workshop or master class, WS = Working session, F = Facilitation, C = Consultations, advisory, tailored approaches or project based support. * In conjunction with peak body, the Shared Value Project*



"Thanks Phil, you did an amazing job as MC!"

Eva Gerencer, Western Sydney Community Forum

"Phil is great at recognising issues, opportunities and trends and identifying practical opportunities through conversation and workshop facilitation"

Brett Giddings, Australian Packaging Covenant

"I received a lot of positive feedback about the workshop and your facilitation"

Lauren Greene, IAG