

Do you have what it takes to

Be Your Own
BOSS?



Find out at the next...

Going Into Business Seminar

Date: Saturday, 2nd September or 16th September 2023

Time: 9:00am to 1:00pm

Venue: Sydney CBD. Actual venue to be confirmed

Cost: \$150 per attendee.

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“Be Your Own Boss”

Going into Business Seminar - Overview:

Mindset: Presenter - David Binks

Achieve your goals and dreams with a “positive mindset”!

Most people want a successful, happy life and likely have identified goals to help them get there.

Whether these goals are for business, home, family, or just self-improvement, having the right, positive mindset is the key to making things happen to achieve them.

Everyone’s version of success is unique and we all have our own goals that align with our vision and values but need a positive mindset to realize them.

So, if you tend to have a negative mindset or are currently stuck in a rut, there are ways to help you improve your mindset and as a result, change your life for the better.

During the Mindset session with David, you will discover...

- the difference between the ‘have’s’ and the ‘have – not’s’, the ‘do’s and the ‘do-not’s’ and the ‘can’s’ and the ‘can-not’s’.
- that you’ll “believe it when you see it”.
- that it’s your ‘RAS’ that keep your goals on track.
- that past conditioning may be your best friend, or worst enemy.
- that your attitude determines your altitude.
- how to change limited thinking into abundance thinking.
- how to change a negative mindset into a positive one.

Goal Setting: Presenter – Bill McGowan

Goal setting is vital in bringing about purposeful positive change. Bill will provide you practical tips and ideas about how to develop and utilise goal-setting strategies. He provides practical information about how to use these strategies, practical tips and ideas to help you achieve your personal and business goals.

Goal setting is a helpful way to build the career you want. By setting objectives and creating a clear roadmap for how you’ll reach your intended target, you can decide how to apply your time and resources to make progress. Without goals, it can be difficult to determine how to successfully start or run a business, get a certain job, promotion or other milestones you want to achieve.

Everyone’s version of success is unique, so we all have our own goals that align with our values and vision for our lives. Learning to be a goal setter is one of the most important factors in your becoming a successful business person. During the seminar Bill guides you in the direction of using a goal book, as written and visual goals tend to work best.

Analysing your business ability: Presenters – Bill McGowan, David Binks & Steve Panozzo

- This seminar is an information source for people thinking of starting or buying a business. It has been designed as a guide to help you organise your thoughts and to decide if being their Own Boss is really for you.
- Starting a new business is complex at the best of times and our aim is to make the process as manageable as possible.
- How well are you suited to running your own business?
- This seminar focuses on giving you the tools to analyse your suitability to run your own business using your personal wheel of fortune.



Seminar Presenters:

Bill McGowan - Author/Consultant



Bill McGowan is the author of the newly released book "Be Your Own Boss", and leads the W.A.M Consultants advisory team, solving business challenges, that improve growth and efficiency.

Bill has been self-employed in various businesses since the 70's, starting and selling many businesses over the past 50 years. In early 1983, he established the franchised business known as Fastway Couriers.

Fastway became a household name in Australia and New Zealand in the transport and franchising sectors. The business was also developed internationally. When he started Fastway, he was shocked at how many potential franchisees had no idea about running their own business, so Bill developed many franchisee training programs and manuals to assist them in understanding how to operate their own business.

Bill has extensive business experience and has been a guest speaker for many years at conferences & corporate events in over 30 Countries around the world, focusing on topics such as franchising, goal setting, growing sales, managing sales teams, team building, corporate change, motivation, marketing, recruitment, logistics, business & market place change, research and business planning.

David Binks – Senior Sales Consultant



During his 30 years in Sales Consultancy, David has developed intimate client relationships with leading Australian and global organisations across many industry types.

David is an experienced sales recruitment, training and international sales performance coach, specialising in value-based selling. He specialises in sales leadership and management development, sales negotiation, key account management, target pursuit selling, growing market share, increasing sales conversion and yields through face-to-face selling methods. In addition to sales

and business training, he is also an expert in leading and managing positive culture change. David's innovative mindset seminar will help you determine your behaviour, outlook and mental attitude and definitely have a positive effect on your business future and development.

Steve Panozzo – Professional cartoonist



Steve Panozzo is a professional cartoonist and caricaturist, working primarily in newsprint since 1984. His newspaper career began at *The Manly Daily*, then Weekly Neighbourhood Newspapers in Perth, followed by a decade back in Sydney at *The Australian* and *The Daily Telegraph*. He is currently the resident cartoonist for *The Australian Journal of Pharmacy*.

Steve has been a frequent finalist in the annual Bald Archy Prize since 2001. He produces a range of artwork for corporate clients, as well as drawing "live" caricatures at conferences, events and weddings. He is a life member of the Australian Cartoonists' Association and currently serves on the Board. He is the recipient of several cartooning awards, including Rotary Cartoon Awards in 2015, 2020 and 2021, and the Jim Russell Award in 2010 for his outstanding contribution to Australian cartooning.

Steve's cartoonist talents coincide extremely well with Bill & David's motivating methods of presenting and they provide a lasting memory, reinforcing the numerous messages long after the event.

