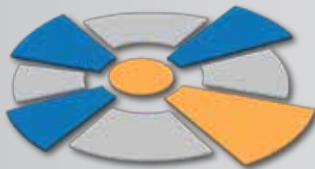




Dean Marinac

SPEAKING INFORMATION KIT



i-Generation
Creating new possibilities

Building Massive Momentum

Thank you for taking the time to consider the information contained here for your upcoming event. It'll be a privilege to speak to your audience and work with you to deliver the outcomes you're after!

Having presented at conferences large and small, addressed diverse groups of businesses from all walks of life and industry, Dean is a seasoned speaking professional that is highly engaging, inspiring and dedicated to ensuring every audience is left with a memorable experience for all the right reasons!

Hundreds of teams have had Dean work with them to enhance their performance on the job. Thousands of business owners and professionals have experienced the practical, down to earth approach that Dean is respected for and you'll never meet a more humble person.

With a business career spanning more than 23 years and numerous industries, Dean crafted his experience to give him the front line exposure that so many miss out on. It also happens to be where business is often won and lost, and lives are impacted most dramatically. As a result he has powerful stories and examples that everyone can relate to and find a lesson that might just transform their business or life.

Backed by years of studying what works and what doesn't, reviewing theory, applying it and throwing away the stuff that simply doesn't deliver a result, Dean uses a combination of proprietary content and his experience to provide an inspiring approach that leaves your message resonating in the ears and minds of your audience.

Dean is a successful entrepreneur in his own right and lives by his powerful personal philosophy of "**bringing people together to create new possibilities in business and in life through strategy, education, and implementation**". As he says,

"When you enhance your mindset and harness your passion; when you apply your expertise and take action; you build massive momentum!"

Highlights:

- Professional Speaker to over 23,000 business owners and professionals across Australia and New Zealand
- Experienced in a number of industries - tourism and hospitality, finance, accounting, employment, manufacturing, production, marine, and sales
- Business advisor and coach to businesses small and large specialising in professional services businesses
- Corporate trainer and facilitator to hundreds of leadership and front-line teams
- Backed by formal qualifications in entrepreneurship, innovation, marketing, information systems, human resources, and travel & tourism, and more than 23 years of practical experience
- Started his first business at age 15
- Most recent project is commercialising a magnificent 98 foot super yacht on the Gold Coast, QLD from scratch
- 3 wonderful children and a very understanding and supportive wife inspiring Dean to help others achieve their most important outcomes in business and in life!



Testimonials:

"A great approach - very relevant to our challenges and opportunities"

Guy Whitcher
ANZ Banking Group Ltd
Melbourne, VIC

"I really enjoyed the presentation style and the presenter's knowledge. Dean explained a plan required to achieve our goals."

Mark Guy - Partner
Collins SBA
Lismore Heights, NSW

"Thank you very much for an outstanding evening...we were thoroughly impressed, totally inspired...I realise that was just a taste of things to come..."

Annie Webber
Coffee Works
Mareeba, Tropical North QLD

"Thanks for a great, inspirational, thought provoking evening... have implemented some of your "plugs" and expect to make many extra dollars from that."

Rens Van Brugge
Residential & Investment Realty
Innaloo, WA

Dean's Bio

Highly sought after in Australia and internationally to facilitate interactive workshops, innovative team training and as an inspiring and motivating speaker for conferences and events, Dean has presented to over 23,000 business owners in his expansive career.



Described as authentic, engaging, funny, inspiring and real - Dean has the unique ability to capture his audience and create real change in business and in life.

Dean has worked publicly with thousands of small to medium business owners, professionals, practitioners, and entrepreneurs to help them achieve the outcomes they want. He has coached and trained more than 60 business coaches across Australia and New Zealand to help their clients achieve greater success.

To compliment his practical experience gained over 23 years, Dean has completed post graduate studies in Entrepreneurship and Innovation. He has 'world leading' knowledge in these fields and brings this to every situation he is engaged in. Dean also has formal qualifications in Marketing, Information Systems and Human Resources Management.

Dean can help you and your audiences with:

- Vision Setting and Strategic Planning
- Project and People Management
- Leadership training
- Business Planning and Performance
- Process and System improvement and implementation
- Sales and Marketing
- Team training - Recruitment, retention, motivation and coaching
- Customer Service
- Personal and Business performance improvement
- Strategic facilitation

Dean has worked with large groups of senior management, front line teams, and even customers, to solve problems and implement new ideas. In addition, Dean continues to work with professional services firms across Australia and New Zealand to improve their profitability, cashflow and growth and help their clients do the same.

Dean's passion is supporting and stretching people to ensure they build strong businesses for the future prosperity of all communities where these businesses operate.





Speaking Topics

Topic: Build Your Winning Venture

Dean presents his practical approach to turning any winning idea into a commercially viable proposition by exploring the 8 key elements of building a winning venture.

In this fast paced, jam packed session Dean will:

- Walk you through the power of purpose
- Share the 3 things you need to maximise your people capital
- Uncover the secrets to finding and retaining the right customers
- Highlight the most important elements of a robust financial model
- Provide some key tips on maximising your competitive advantage
- Teach you a simple method to strengthen your channels and systems
- Alert you to the top 3 things that will put your venture at risk
- Show you how to make innovation an everyday part of your business

Topic: The New Rules of Selling

Customers have evolved! The old rules of selling no longer apply! It's time to upgrade the rule book to the new rules of selling that will generate better results for you and your business!

Today's sales success comes from building strong relationships with potential buyers, connecting with what they really want, and then giving them real value that helps them achieve their outcomes faster. The New Rules of Selling rely on the C.O.N.S.U.L.T.A.T.I.V.E. approach and no matter what industry you're in they will form the foundation of your sales success. Learn great frameworks that will help you increase your profits, close more deals, and handle those tricky situations that can and will come up from time to time.

10 Reasons You'll Want Dean for Your Next Event:

1. Dean's energy and enthusiasm is infectious.
2. Dean loves what he does and it shows!
3. Dean is one of the most humble people you'll meet. He mingles with delegates, answers questions and is very approachable
4. A seasoned professional, Dean leaves nothing to chance and will ensure everything is planned and checked beforehand
5. Dean will customize his presentation to meet your exact needs ensuring a successful event
6. Dean has presented to large and small groups alike. More than 22,000 business owners and professionals have experienced his down to earth style
7. Dean's presentations are full of practical knowledge, education, and examples that span many industries and more than 23 years in the front line of business.
8. Dean and his team are very easy to deal with and know exactly what's required to deliver a successful event
9. Dean will take time to interact with delegates, answer questions, and provide specific advice and feedback during and after the event
10. Dean is real and genuine in his approach and will go the extra mile to deliver the right experience for you.



Testimonials:

"At times I had to laugh at Dean's insight into my own office, wondering if he had placed a hidden camera there...it was great to be reminded again and inspired to make those changes."

Deborah Lowndes
Gosford Business Improvement
District, Gosford, NSW

"Dean can build a connection at all levels. He keeps his audience engaged to achieve best results and he takes personal accountability for achieving your desired outcomes."

Richard Busso
ANZ Banking Group Ltd
Melbourne, VIC

"Thanks for a really stimulating and invigorating event...I am certain that it has had the desired effect of getting everyone on the same train and moving out of the station together.

Cath Bowden
Impact Consulting & Accounting
Ltd Dunedin, NZ

"I am so glad I did attend as Dean is an excellent motivational speaker...I know myself and a lot of other people attending appreciated the hard work that you and your team put in to make it a success."

Sandra Clark
Sunshine Coast, QLD



Topic: Your C.H.A.M.P.I.O.N. Team - Lead your dream team to greatness

Building a C.H.A.M.P.I.O.N. team is no easy task. Ask any sports coach and they'll tell you that it requires a number of different elements coming together to give a group of individuals a sense of belonging, a strong bond, and a unified approach towards a common goal or outcome.

This inspiring topic based on a highly successful program Dean developed for one of Australia's biggest brands will teach you:

- The power of a clear purpose
- The importance of a high performance mindset
- How accountability can be used as a positive motivating force
- The measures you need to have in place to drive the right outcome
- Why passion is the energy source behind outstanding performance
- How you can influence and inspire your team to achieve great things
- Why it's critical to nurture your team and help them achieve their goals

Topic: Cruising Business Waters

Business and boating have a lot in common. Both can be a magnificent voyage to new destinations or result in a disastrous ship wreck if you're not careful.

Based on Dean's experience of commercialising a magnificent 98 foot super yacht, this talk will take you on a cruise through the perilous waters of business and navigate you to the hidden treasures that await when you follow the right maps!

Learn about the business of boating and the relationship between the two and see your business and your life from a whole new perspective!





Topic: Putting Your CUSTOMER First - 8 Steps to Customer Engagement

When was the last time you stopped to think about your customers? Which ones are providing you the greatest profit? Which ones are sucking valuable resources out of your business for little return? Which ones could be nurtured into high value clients? And which ones are just wasting your time?

So many businesses think that they need to look after everyone. You need to look after the right customers to give you the biggest return.

In this breakthrough talk, you'll:

- learn how to easily identify the potential within your customer base to generate new revenues and greater profits
- be shown how a simple strategy will keep your customers engaged and contributing to your ongoing product and service development
- Create a picture of your ideal customer for your product or service that will guide your marketing and sales efforts to attract more of them
- Learn how to uncover what the customer really wants and use that to create customer centric value propositions that have a magnetic effect
- see how powerful customer service standards form the foundation of great customer service in your industry
- Uncover the areas you need to improve to make it as easy as possible for your customers to do business with you
- Gain clarity of the key measures of customer service and develop your own key performance indicators for your business
- Create an action plan focused on making the adjustments you need to really stand out from your competitors in the eyes of your customers
- Discover the 4 universal attributes that all customers are looking for and expecting from you, your products, and your services, no matter what business you're in!



Testimonials

"If you only implement ONE of Deans ideas your investment in time and money will more than have paid for itself!"

Red Redinbaugh
10X Limited
Sydney, NSW

"I've received many positive comments about the day in general and also specifically about you as the presenter."

Diane Jendra
Powers Financial Group
Biloela, QLD

"Dean was a great performer I hope that he does not mind me calling him that but it is a combination of light entertainment , stand up and of course the serious business of marketing and coaching. Thank you again"

Nick Watling and Pamela Herroitt
Atherton Antiques,
Atherton, Tropical North QLD

"Particularly of note were the “pin drop” moments. That 10 seconds of silence after one of your “you need to know this” comments when everybody thinks the walls are going to cave in and the ceiling crash down on all of us. It is very effective when the walls don’t cave in and we can just move on."

Troy Reason
Byrons Chartered Accountants
Burwood, NSW

Testimonials:

"Dean engaged the audience right from his initial comments by showing empathy for and knowledge of their situation."

Gary West
Strategic Financial Partners
Mackay, QLD

"Thanks for your super-charged presentation. It was a great way to get the team on-board"

Ian Nicholas
Everest Vincent Ltd
New Plymouth, NZ

"Thanks for the quality of your presentation. I have already had a few 'thank-you's' from some of the clients that we invited..."

Craig Fossey
MBE Business Services Centres
Stone Corner, QLD

"It was positive, informative, easy to follow and very passionate. Dean covered a lot of ground, gave us a new perspective on the business, and motivated us to make changes."

Terrence Paioff
Quarles Pty Ltd
Inglewood, WA

Topic: Building Massive Momentum

There is no shortage of ideas on how to create a better business and a better life. In fact, you don't need more ideas. What you need is implementation!

Dean's experience has seen him work with all levels of business and the one common thing that keeps coming up time and time again is that the most successful people in any field implement more than everyone else.

This topic is about claiming the future you deserve! You'll free up more time, make more money and do things more effectively as a result of investing your time in having Dean share his secrets to building massive momentum.

This is a motivating and inspiring talk that will have you feeling pumped and positive about what's possible for your business and your life and give you the boost you need to take massive action straight away!



Contact

Find out more about Dean by visiting:

www.igeneration.com.au

You can also contact Dean directly via email on info@igeneration.com.au or by phone on **+61 (0) 432 734 760** to check availability for your next event and make a booking.

