



**i-Generation**  
Creating new possibilities



WE ARE CREATING  
**NEW POSSIBILITIES**

THROUGH STRATEGY, EDUCATION AND IMPLEMENTATION



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# A MESSAGE FROM DEAN MARINAC

Thank you for taking the time to consider how i-Generation may be able to assist you in achieving your business objectives.



DEAN MARINAC  
Chief Performance Officer

Our enduring purpose is to bring people together to create new possibilities in business and in life through strategy, education, and implementation support. We do this in numerous ways to suit our clients and their stage of business development.

Hundreds of teams have had us work with them to enhance their performance on the job. Thousands of business owners and professionals have experienced the practical, down to earth approach we bring to the table to achieve better outcomes.

With business exposure spanning more than 25 years and numerous industries, we've crafted our experience to give us the front line exposure so many simply don't have. It also happens to be where business is won and lost, and lives are impacted most dramatically.

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, we use a combination of proprietary content and real life experience to provide an inspiring approach that leaves our clients with knowledge and practical support to implement the things that will make the biggest difference to their business results.

In the following pages you'll discover the various ways we can support you in getting things done! It'll be a privilege to speak with you and work with you to deliver the outcomes you're after!

## MY NO RISK PROMISE

I promise that after 12 weeks, you'll have a plan identifying where improvements can be made and a way of measuring your success. If you don't, I'll work with you at no additional fee to recoup your investment, which means you won't be out of pocket a cent!

After working with more than 25,000 business owners across Australia and New Zealand I'm confident that you'll benefit from my insights and experience.

A handwritten signature in black ink, appearing to read 'Dean Marinac'.

# OUR STRATEGIC BUSINESS ADVISORY & CONSULTING

Our Advisory & Consulting services provide the right solutions for your business results to really take off!

i-Generation business advisory and consulting work is tailored for each client's needs because we know that every engagement will have its own requirements to achieve desired results. We also know that some projects are finite in terms of time and budget so we offer our services on a flexible, case by case basis.

Whether you're a sole practitioner, a company with multiple directors, or a multinational organisation, i-Generation has worked with individuals and teams to implement special projects and one-off

initiatives. We work with our clients to identify the most important things to get done, and then roll the sleeves up and get on with it!

It's all about building massive momentum towards your goal. Momentum is a powerful force and can be unstoppable when focused in the right direction.

Some of our business advisory and consulting engagements include:

- Strategic business planning
- Competitor analysis
- Project management &

implementation support

- Leadership development
- People development
- Process Improvement
- Product / Service development
- Client research including focus groups and survey methods
- Succession Planning
- Tender submissions

To get focused, make improvements faster, and achieve better results.

Simply contact us for a confidential discussion to determine how best to achieve your goals!

## SUCCESS



### STRATEGY

When you have the clarity of purpose, the vision, and the right strategies, you can transform your performance and your results.



### EDUCATION

New skills learned and applied with focus and practice will give you the courage and confidence to achieve great things.



### IMPLEMENTATION

The only way to get a desired result is to do something. Sometimes you need a helping hand to show you how and keep you on track.



# Focus

THE SUPPORT YOU WANT AND THE INPUT YOU NEED.

## OUR “HANDS ON” MENTORING & SUPPORT



Practical insights and real help to achieve better results!

There is no denying the benefit of having someone independent working with you to challenge your assumptions, challenge the status-quo, provide you feedback and support, and push you beyond what you think is possible.

Our mentoring and support is “hands on” which is why we get better, longer lasting results for our clients. We roll our sleeves up and jump in with you to implement the things you need to enhance your performance. We have three

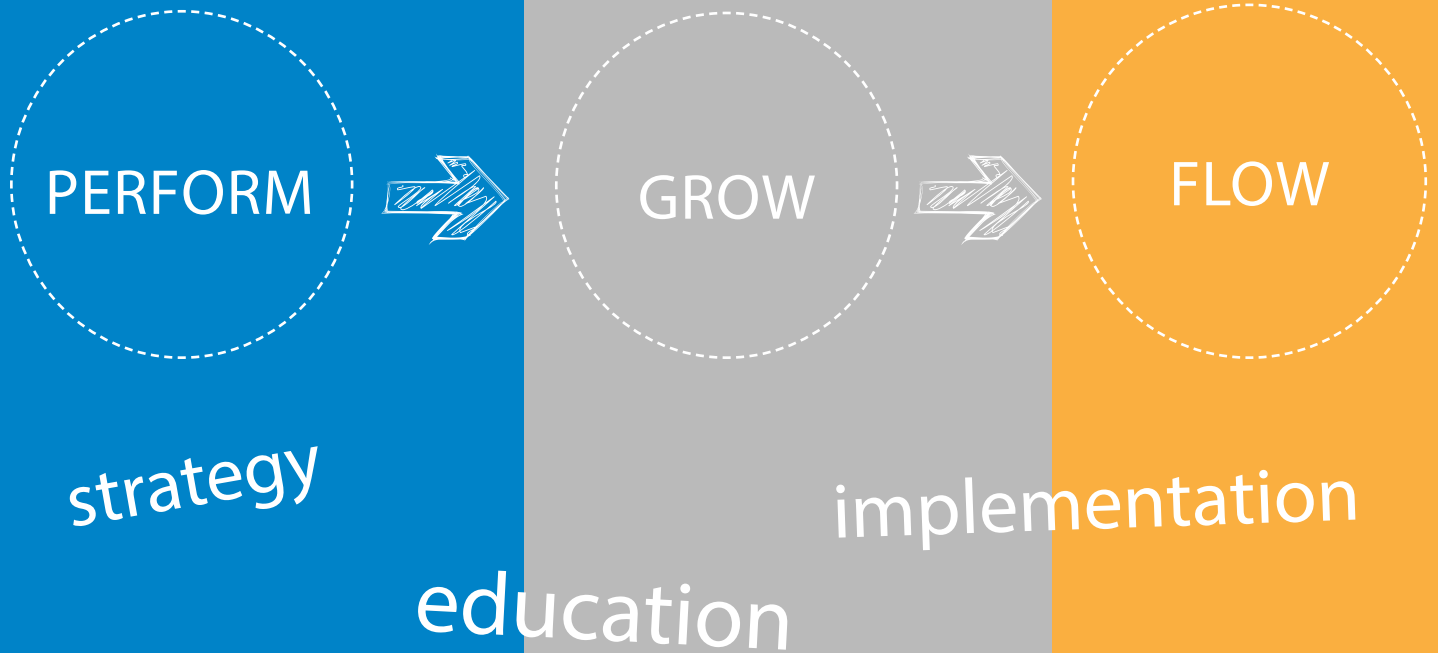
stages of support we move through to give you the right focus and momentum to achieve your desired outcomes.

### Stage 1 - Perform

To get your performance into top gear, you need to focus on the fundamentals. Perform stage support is designed to get you focused, get your organised, and get you mobilised to drive your business efficiency and financial performance.

## HOW WE WORK

What ever stage of business you're in we have the right level of support for you.



“Just a quick note to say thank you and how much I appreciate your continued support – you have made a huge impact on my work and life.”

(Robert Marzol - Marzol Holloway)

### Stage 2 - Grow

With a solid foundation to build on, the natural state your business will seek is growth. Now we focus on building momentum in the key areas of lead generation, professional selling, purchase frequency, fulfillment, and retention.

Get these elements working together and you have the potential for exponential results!

### Stage 3 - Flow

When your business is in flow, everything seems effortless. You'll have more time to focus on special projects, nurturing client relationships, and contributing back to your people and the wider community. By the time you reach the Flow

stage you'll have all of the essentials in place, freeing you up to work on your own development, the development of those around you, and the development of new innovations that will build long lasting sustainability into your business!

“Since working with you, we have grown our annual revenue by 209% in less than 12 months!

**This was not luck.”**

(Mark Cranny - Intellective)

# GET HELP WITH OUR PROFESSIONAL RECRUITMENT

Finding the right candidates to fill your people capital needs.

i-Generation provides a convenient professional recruitment service that takes the hassle out of having to manage the process of finding the right people yourself without the crazy costs!

Because we work with professional services businesses directly everyday, we get to know our clients really well and we understand the importance of having the right people on your team representing your business in the best possible way.

i-Generation Recruitment is an added service offered to our clients as an alternative solution to recruiting themselves or engaging a traditional recruitment provider. And, it's a lot less expensive!

We're not a recruitment firm. Rather, because of our experience in the recruitment industry, our clients find us acting as an extension of their business during this process, freeing them up to stay focused on what

they do best and maintaining their anonymity if that's important.

We can provide a full professional recruitment service, personality profiling, and even end to end HR assistance through our trusted network of partners. In fact we are a partner of enableHR which is a fantastic HR platform that can be rolled out into your business giving you all the people management resources you need to maximise your people capital and meet all your HR obligations.

Our expertise includes recruiting in:

- Accounting & Finance
- Business administration & support (various roles)
- Business management
- Marketing
- Sales

Experience a refreshing approach to a critical aspect of your business by speaking with us when you need to find your next team member.

We're always seeking value added services that make our clients' lives easier to get things done!



# STAND OUT WITH MARKETING & BUSINESS DEVELOPMENT

A sensible and practical market approach for professional services firms.



## GROWTH PLANNING

Determining your plan for growth and crunching the numbers are the first steps in making your goals a reality and achieving more than you think might be possible.



## BRANDING & GRAPHIC DESIGN

Whether you want to completely rebrand or simply refresh we have a number of services to help you enhance your professional image that is so important.



## WEB DESIGN & ONLINE PRESENCE

Our objective is to deliver a functional integrated online presence for you that you can own fully and control easily including websites, social media and content.



## LEAD GENERATION & SALES DEVELOPMENT

You can have the best knowledge, expertise and services to offer but, without leads and prospects you have nothing. We have numerous ways to help you fill your pipeline and see your sales really take off!





BRINGING PEOPLE TOGETHER TO CREATE NEW POSSIBILITIES.

## OUR TAILORED TRAINING & DEVELOPMENT

We're constantly bringing new knowledge to our clients through various means including topical workshops, webinars, live seminars and events, and online learning programmes.

Whether in large public gatherings or intimate tailored sessions, we'll customise a workshop or presentation to address your specific needs. We can also deliver them on or off premises.

Some of our popular training topics include:

- The New Rules of Professional Selling - professional selling is not about flogging products
- Putting Your CUSTOMER First - know what they want and give it to them
- Building Your CHAMPION Team - create and inspire your very own winning team
- Establishing Lasting Relationships - learn the three secrets to building stronger relationships

- The Power of Innovation in Business - what can you change to add new value in your business?
- Build Your Winning Venture - discover the 8 areas to make sure your venture wins
- Marketing Momentum for Professional Businesses - create your marketing strategy in a day
- Leadership Momentum - your business is a reflection of you. Be a better you!
- Systems & Process Improvement workshop - design it, document it, implement it!
- Competitive Strategy Sessions - your competitors are stealing your lunch! Take it back!

If you would like to explore the value and power of one of our training workshops please contact us and we'll connect with you to create the perfect session for you and your team.



# INSPIRATIONAL SPEAKING ENGAGEMENTS AND **LIVE EVENTS**

Energy, enthusiasm, inspiration, and a little humour combine to deliver a positive and memorable experience.

To stand out from the crowd you need to do something different. Why not deliver an event for your clients that will make you look good!

For a unique way to add value to your clients, we will work with you to put together an event that is specifically designed for you and your organisation. Add value, create new leads, and make more sales by holding one of our events. It's a great way to market your services and add unique value at the same time!

Dean Marinac, has presented to more than 25,000 business people over the last six years alone across Australia

and internationally, and knows how to deliver a powerful message to his audiences.

The list below highlights our popular speaking topics:

- Massive Momentum LIVE – 3 hours of insights, tips and strategies to get you moving powerfully towards your goals in business and in life!
- Putting your CUSTOMER first – Develop your unique customer strategy in 8 simple steps and stand out from the pack!
- The New Rules of Selling – build PROFITS by focusing on trust and conversation, not flogging

products!

- Developing your CHAMPION team – Create your dream team and then lead them to greatness as you inspire their hearts and minds!
- Building Winning Ventures – Explore 8 key areas to build winning and sustainable businesses.

Whether it's a short address, keynote speech or a live seminar, we will work with you to deliver a WOW factor presentation that will impress your audience and generate new business opportunities.





SUCCESSION IS PERSONAL. IT DESERVES A PERSONAL APPROACH.

“ Dean, a big thank you for your time - you always have the ability to make it sound so simple - you made me realise what we have so far is nothing compared to what we could have & have made me hungry again.”

(Peter Locandro - ZJL Partners)



## ASSISTING YOU WITH PRACTICE SUCCESSION, SALE OR ACQUISITION

Whether you're looking to expand or looking to move on, we'll help you with the next phase of your business!

The next five to ten years will be a real challenge for many business owners looking to sell their businesses and realise the value in the asset they have worked so hard to create over the years.

Why? Because the 'baby boomer' generation has reached retirement age and many will be looking to get out over the coming decade.

What this means for growing businesses is a smorgasbord of acquisition targets and opportunities to grow.

What this means for sellers is a threat that the value they've worked so hard

to build in their businesses will be diluted due to the sheer volume of 'like' businesses coming up for sale.

So, what are you doing to make sure you realise the maximum potential within your business and make it as attractive as possible to pass on to someone else?

Regardless of your stage in business, a well thought out and documented succession plan will give you confidence that your asset is protected for the future.

i-Generation can help you with a successful succession plan that gives you the best possible chance of

realising maximum value for your business when you decide to or need to move on!

Today, we can assist you with:

- Succession planning
- Business sustainability
- Transition planning
- Business valuations
- Business value improvement

We are also establishing an Enterprise Sales service which will offer businesses and fee parcels for sale in the market as well as a Buyer's Representative service for those looking to grow through acquisition.

**Contact us today to find out more.**





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**LET'S CONNECT!**



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