



**enterprise
whitsundays**

**Message from the CEO
Andrei Koeppen**

TOM O'Toole delivered a clear message to the business community of the Whitsundays last Thursday night. A capacity crowd heard his unique philosophy on business success, and his repeated assertion that we are so fortunate in the Whitsundays to have what we have. Some of Tom's gems;

- Looking for someone to blame? Look in the mirror".
- Get out of your comfort zone - wear pyjamas to work?
- Train them, don't blame them.
- The best way to avoid criticism is do nothing, say nothing, be nothing.
- Learn to "dance in the rain"
- Hire for will, train for skill.
- The essence of all growth is that willingness to learn.
- The grass is always greener on the other side - often that's where the sewage comes out.
- Business is about people and leadership.
- Extraordinary and ordinary - the difference is that little bit extra.
- Write down goals and date them.
- Quality and service are remembered long after price is forgotten.
- Your product has "gotta be braggable".
- My staff are my biggest asset - invest in them and in you.
- Are you "shop blind" or "town blind"? Look at your business and your life with fresh eyes.
- If you're not determined to stand out, you're history.
- There is no excitement in being average.
- Winners must have definite goals and burning desires.
- Set the goals and enjoy the journey.
- If you don't look after the customer, someone else will.
- The only job I have is to serve the customer.
- Smells, smiles, thank you equals the little things that make the difference.
- Attitude is the mind's paintbrush - it can colour anything.
- You cannot drift your way to success, you have to map out a plan.
- It's not lack of time, it's lack of priority.
- Communication - don't build walls, build bridges.
- The secret of getting ahead is getting started.
- What is success for you? Climb as high as you can dream.
- It's all about teamwork and it's got to be fun.

Thanks to Storkey's Team for noting Tom's pearls of wisdom. If you need help to grow your business, talk to Enterprise Whitsundays on 4946 0111.

Tom O'Toole shares secrets

INSPIRATIONAL businessman Tom O'Toole, shared his story of business success to boost the morale of local business owners on Thursday night.

The baker from Beechworth in Victoria started out with a small business in what was a dying town, and now boasts six bakeries and turns over more than \$12 million a year.

About 100 people attended the Airlie After Hours function at the Reef Gateway Hotel from a range of industries including tourism and real estate.

Mr O'Toole's comical conversations were filled with strong, yet simple messages on how to be successful in business.

"I'm no big dog business guru," he said.

"I'm a kindergarten drop out. When I started to write down my goals and date them it changed my life."

The sentiment from a number of Whitsunday business people last week was that the series of natural disasters in Queensland has meant businesses in the Whitsundays have suffered.

But Mr O'Toole said now was the time for business owners to shine.

"Don't wait for the storm to pass," he said.

"Get out and dance in the rain - and you guys have plenty of that here.

"This cyclone [Yasi] has given you a chance to look at your business and what you have got here.

"You have got a world class product here.

"Have a belief in your community, have a belief in your town and a belief in your business.



Inspirational businessman Tom O'Toole spoke to local business people at the Airlie After Hours function last Thursday night.

"You have got to put on that united face and pull together."

Mr O'Toole said his struggling town of Beechworth once had 10 days without anyone in the main street.

He said working together was what got their town back up and running.

"In the face of a natural disaster, get a marching band and go down like the Titanic," he said.