

# Tom O'Toole

Grit.  
Guts.  
As real as it gets.

## Training Workshop

### **BREAD: Business Secrets of the Beechworth Bakery**

“Who would have thought that a bunch of butchers could learn so much from a baker!? That’s exactly what happened when we had our conference on the Gold Coast and Tom & Roger ran a workshop for us. Inspirational and thought provoking, we have all returned to our respective businesses with clear action plans and goals. Tom’s workshop was well worth it and Roger facilitated the workshop brilliantly. I would highly recommend this workshop to any business person that is looking to progress.”

- Ken Wilson Meats



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From Tom O'Toole, founder of the famous Beechworth Bakery comes a very dynamic and powerful workshop:

## **BREAD – Business Secrets of the Beechworth Bakery**

This workshop will provide you with the inspiration and motivation to look at your business and life with fresh eyes, and challenge your thinking. What could you achieve if you really set your mind to it? Are you really doing what you love? Are you and your team being the best that you can be?

Presented in four informative, action packed and fun-filled presentations - that will get you out of your comfort zone - Tom O'Toole shares the secrets to success he has learnt over the course of his business, career and life. But it doesn't stop there. Professional facilitator Roger Simpson will then take you through the process of how to make these great ideas work in your own business and personal life.

*Remember: If it's to be, it's up to me*

### **Presentation #1: Customer service**

The Beechworth Bakeries are renowned for their exceptional level of customer service, yet Tom and his team know that they have to keep working on this to keep the levels consistently high. Tom will share his insights into what makes legendary customer service and how you can apply these simple and practical steps in your business.

### **Presentation #2: Marketing**

Marketing has been a key part to the Beechworth Bakeries success and phenomenal growth. Tom will share lots of his marketing ideas that keep bringing thousands of customers into the bakeries every year. You will have the opportunity to work on your own marketing ideas that will help to grow your own business.

### **Presentation #3: Culture**

Tom will share with you his recipes about culture and how getting the right culture in your business is critical to growth and high performance. Using examples from his own bakeries, many years running a business, as well as inspirational ideas gained from a visit to Disneyland with Roger and two of his managers, you will learn what makes a great culture and the benefits. Tom firmly believes that culture is caught not taught!

### **Presentation #4: Comfort Zone**

Getting out of your comfort zone is where you learn and in this session Tom shares how he needed to work on himself first. Once he stepped outside his comfort zone and started to learn, opportunities came his way and the growth began. A big part of Tom's success was goal setting. Everyone needs to set goals, in fact goal setting is the single biggest factor in human motivation. Tom will share how goal setting changed his life and helped make him the successful man he is today. Because everything you want is just outside your comfort zone.



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### **What happens once you leave?**

Once the workshop is over and the chairs are stacked up, you may think the learning is over. We don't think so! We haven't put this workshop together for you to not follow through and make some great changes in your business and life! Be prepared to leave here fully fired up with a practical action plan, and the inspiration, passion and skills to make lots of changes - both big & small - in your business and life.

### **Why "BREAD"?**

Audiences the world over love Tom O'Toole's hugely inspiring & entertaining talks, with many expressing a desire to learn more of Tom's "how to's". As a result, Tom has teamed up with Beechworth Bakery's external trainer, Roger Simpson, to create a unique interactive workshop that goes deep into the secrets behind Tom's success. Delivered in Tom's inimitable and passionate style, and facilitated by Roger, participants are empowered to create and develop practical action plans they can implement immediately in their work environment and personal lives.

"It's the choices we make, not the chances you take, that create your destiny. Hopefully on this day, BREAD will help you to define your destiny. So come on, you buggers...Make this the first day of the rest of your new life!"

- Tom O'Toole

### **Testimonials**

"Tom and Roger were absolutely awesome. They delivered 100% exactly the content that we were wanting for our Franchise Network to workshop. Tom was a huge hit with his keynote speaking on each topic and really engaged the audience with his style and personality. Roger was exceptional at bringing it all together in workshop style for our franchisees and the feedback from them all has been nothing short of positive. The franchisees walked away from yesterday with some great ideas to take back to their business and we at Head Office are really looking forward to working with them on the key areas for development that we workshopped. Rating for me 10/10."

- Ange Meredith, Senior Marketing Executive | APCO Service Stations Pty. Ltd.

"Tom and Roger took up the challenge of running an afternoon training session after an already intense morning session for Shellharbour City Council's Business Forum. It was a magical session. Tom's high voltage delivery provided wonderful insights and lessons through his own refreshingly honest story and Roger's skilled facilitation helped us capture those business 'nuggets' and turn them in to action plans. It was a powerful combination that had all fifty plus businesses agreeing that it was one of the most valuable, if not the most valuable session they had been to. Exhilarating and rewarding. Thank you both."

- Shoalhaven City Council

"Tom and Roger are a great team. Tom shares his business and life philosophies in his own inimitable style and Roger helps tie it all together in a way that we can adopt and apply to our own business and working life. A lot of highly successful people are full of their own sense of importance, often their egos are so big you couldn't jump over them...Tom is refreshingly different. He attributes much of his success to his team of people and doesn't underestimate the importance of his family to his life and happiness."

- Shell Harbour City Council

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"Tom and Roger presented their Bread Workshop at our I.C.E. Works Conference in New Zealand. Our customers are still talking about this particular workshop two months on, about how they are achieving goals they did not believe were possible as set out in Tom's Workshop. The mix between Tom's amazing passion and love of being a Retailer and Roger's way of making sure you do not forget the message, ensured it did not sink in for a couple of seconds but rather imprinted the message in the brain. Our delegates really appreciated the workshop as it struck a chord in "Retailing" and in fact every other facet of life. Their Bread Workshop was definitely a highlight of the conference."

- *Marketing Director | New Sunrise Group*

"Roger Simpson and Tom O'Toole facilitated the modules, with each area very relevant to everyone present and delivered in a most unique way. Tom is an outstanding speaker and although his delivery is comical, his message is incredibly powerful. Roger and Tom both prompted us all to think seriously about how we currently run our businesses and our lives and to consider how we can improve on both. An inspirational day!"

- *Kerry Alderuccio | Franchise Developments*

"Roger and Tom's session highlighted that being successful in business and life is not rocket science.....it's all about staying positive, being creative, hanging in there and having some fun along the way. Topped and tailed by Roger's overview of the key points, and featuring a myriad of wonderful anecdotes and pearls of wisdom from Tom, their session is a powerful combination of theory, experiential learning and entertainment."

- *Martin Tobin | Tobin Brothers Funerals*

"Roger, I would just like you to know that I really enjoyed the "BREAD" seminar conducted by you and Tom O'Toole recently. It was a great day and I really enjoyed the interaction with the other participants. I particularly liked the goal setting session where Tom really communicated the importance of having your goals written down and referred to regularly."

- *Master Franchisee | Lenard's Victoria*

I've been to quite a few motivational seminars, business workshops and talks by successful entrepreneurs, and never before has something clicked with me the way Tom O'Toole's message did. We've implemented a heap of new initiatives within our business based on what we learned during Tom's and your talk. Many of the points you both made were simple things that we all know, but so often forget. Our team have also noticed the difference and how we are working to make changes in the business, they have all taken it on board and comment on how there's a new atmosphere and feeling in the office, and there's no doubt in my mind that change is having ripple effects to our clients experience.

- *Rohan Gull Managing Director | Hamilton Island Weddings*