



Tom O'Toole OAM

Grit.
Guts.
As real as it gets.

Spectrum of Topics

- Why training is crucial to any business
- On the importance of being a beacon in the sea of sameness (branding)
- Customer service – Are you really taking care of them?
- Creating a leadership culture – If you are put in charge, take charge!
- Why and how to create meaningful and accountable goals
- You are either pulling together or pulling apart (team-work)
- Attitudes are contagious, and fostering great ones is fundamental to a great organisational culture
- Creating clear communication channels
- The secrets of the Beechworth Bakery success - innovative business processes and practices around culture and marketing
- Feeling comfortable with change and getting outside your comfort zones
- Why “doing that little bit extra” makes all the difference
- Dealing with change as your organisation grows and evolves
- On the importance of empowering your staff to take responsibility
- Community engagement and giving back - can you really afford not to?
- Understanding the value of having a clear focus and direction
- The power of sharing - don't re-invent the wheel when it comes to knowledge and ideas
- Marketing – deceptively simple strategies and ideas
- Investing in your 'self' and creating a continual improvement mindset

Of course, this list is just meant as a starting point to show the general range of topics Tom is happy to cover. To ensure a perfect fit with your event, please get in touch via the website to discuss your requirements.