

The 7 Principles of Profit. Getting it right!

Speaker: Bruce Cotterill

Duration: 90 Minutes



Bruce will share his thoughts as they relate to the operation of professional service businesses. Topics covered include:

1. Our changing business environment
2. Marketing your business to ensure repeat business
3. Leading and managing your people
4. Creating customers for life

Outcomes: As a result of this presentation you will:

- Understand the importance and priority of proactively dealing with change;
- Be clear that even small businesses need strong leadership;
- Determine your points of difference;
- Develop the message for ALL of the people who interface with your customers;
- Ensure that the things that matter to your customers are the things that matter to you and your team;
- Have some fun!

Bruce Cotterill

From launching his own computer company at the age of 22, and through leadership roles in a European strategic consulting firm, an Australasian commercial real estate services company and, a New Zealand based media group before the age of 40, Bruce Cotterill describes his career as a "vertical learning curve".

Through an unrelenting focus on the bottom line, Bruce has developed a reputation for outstanding performance, particularly in leading loss-making businesses into profitability and what he calls "fixing broken businesses". As CEO of Companies such as commercial real estate services giant Colliers Jardine, and the Kerry Packer owned ACP Media, he has consistently led businesses to exceed profit expectations.

Most recently, he has completed the biggest debt restructure in NZ corporate history as CEO of the once debt laden Yellow Pages Group®.

Bruce's material is filled with "things you can do" to make a difference in your business. His presentations are regarded as motivating, entertaining and fun.