

# Peter Rowe Speaking Profile



**PROFITUNE**  
BUSINESS SYSTEMS  
Better management, bigger profits





## Introducing Peter Rowe...

A speaker can make or break your event. With Peter Rowe we guarantee that you will be...**inspired, motivated and edu-tained**

Your attendees will be able to...

- Simplify complex problems
- Find new solutions to old challenges
- Move out of their comfort zone and into their performance zone
- Clarify the vision for their business
- Discover what really matters to them & their team
- Take away strategies that they can implement immediately into their business and life!

With 19 years experience in public speaking, Peter leads people to change their thinking – instantly, evoke motivation, spark the desire for change and open minds.

**Peter is professional, engaging and dynamic but don't just take our word for it!**

*"My Leadership Team have given me very complimentary feedback about the training session – What Leaders Do – and I think one of the most common reasons for this was the engaging way you presented the information. You had an appropriate mix of PowerPoint, hand drawings and models as well as relevant storytelling to really bring across your ideas and tap into the team's imagination. The use of the memory book was masterful and still useful after the event as a way to reinforce the lessons learned. My team is still buzzing from the workshop, as am I, and I feel it fitting to sincerely thank you for a great day. I really appreciate the way you delivered exactly what we talked about – and then found ways to add much more."*

Michael Keaton

VP & GM, LEGO Australia/New Zealand

*"Most significantly, tweaking of the content and format ensured that clients left the process equipped and committed to taking action in their business. This score lifted .. to 95% firm commitment in the second round. These scores exceeded our expectations. Most importantly, our ongoing follow-up of clients showed that this initial commitment led to real changes in the vast majority of firms that participated."*

Tracey Johnson

Client Manager, Invest Queensland, Department of Employment, Economic Development and Innovation

*"I would like to thank you for your involvement in the 2008 National Institute of Accountants (NIA) Queensland Conference and Business Expo. Your session on 'Being Heard – Making your Professional Input to Management Count' was outstanding. You are an engaging and enthusiastic speaker who managed to get everyone in the room involved and thinking about better ways to communicate. The thought-provoking and practical tips provided in your session really hit the mark with our audience – and me personally. We all came away with tools that we could start using straight away."*

Ms Megan Valentine

NIA Professional Development Officer

PLEASE NOTE: We receive literally hundreds of testimonials for our Seminars and Workshops. If you would like more, see full references or to speak to any of our referees personally please contact us (preferably via email) and we will ask permission to put you in touch (this simply protects their privacy).



## Who Is Peter Rowe?



Peter is a Business Improvement Specialist who has the unique ability to work simultaneously on the “conscious” (left brain, rational) aspects of business with his Clients, and those “unconscious” (right brain, holistic) aspects of their personality that often sabotage the best of their rational intentions.

Peter is an expert in change and growth management, and nowhere is this more graphically illustrated than in his own progression from brickies’ laborer and truck driver, to law student; court reporter; TAFE Head Teacher; automotive transmission specialist; high-performance vehicle developer; engineer, designer & manufacturer; business founder (6 of them); franchise developer; fitness equipment designer & manufacturer; health club owner (he is a former State Heavyweight Powerlifting Champion); computer systems designer & educator; professional public speaker, motivator & workshop facilitator; e-commerce systems designer, and author.

Adding to his wealth of experience, Peter has more than 25 years in production and presentation to camera of both commercial advertisements and training concepts.

These days, Peter remains the Managing Director of ProfiTune Business Systems, training and accrediting Business Improvement Specialists in ProfiTune’s unique training and coaching systems. He maintains a boutique clientele of corporate and small business coaching Clients whom he says “keep him grounded”; is a sought-after keynote presenter for business conferences; and continues to develop and deliver a broad range of results-oriented skills training for business, government and corporate clients throughout Australia and overseas.

## Qualifications & Memberships

Peter holds the following qualifications and memberships:

- Diploma of Technical Education
- Certificate of Commercial Education (CESA)
- Accredited Business Improvement Specialist™
- Master Practitioner of Neuro-Linguistic Programming (NLP)
- Master Coach NLP and Master of Neurological Repatterning
- SME Coach (Superior Level) of the Australian Institute of Executive Coaching
- Cert IV TAA (training and assessment)
- Master of Ericksonian Hypnosis
- Member of the Australian Institute of Company Directors
- Member of the Australian Institute of Management Consultants

## Interesting Facts About Peter

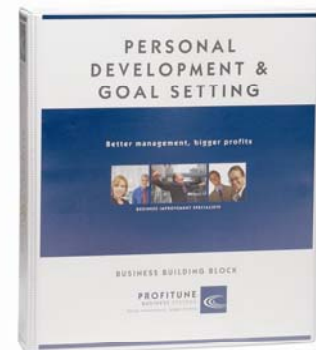
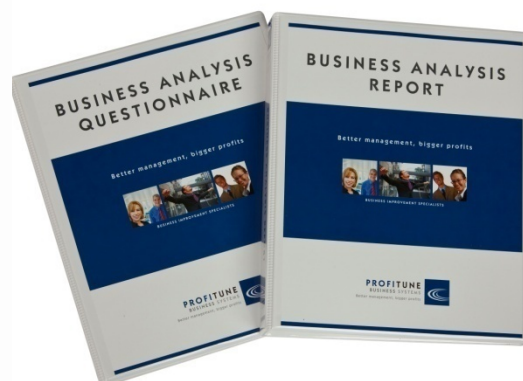
- Peter’s book “Solving the People Puzzle” will be launched in 2010. In addition to this Peter has also written 10 Business Training Manuals, 5 Business Coaching Manuals and over 17 E-books on a variety of business topics including sales and lead generation tips.



## Who Is Peter Rowe?

### Interesting Facts About Peter

- He was the designer and presenter of the Queensland Department of State Development & Innovation's "High Growth Help for Business" seminar series, presented throughout 2004 and 2005. Two of the 30 repeat presentations of the program series were recorded to DVD for on-going distribution and training use.
- Profitune, in partnership with the Executive Institute of Management has established a nationally accredited Diploma of Business Coaching. The formally recognised qualification is for anyone who wants to develop their management skills and efficiency through learning and applying a proven and effective coaching approach to influencing, shaping and developing their teams - and for anyone who, in turn, seeks to train others in business coaching skills and systems.
- Peter founded "The Profitune Concept" – the concept that "small improvements, applied to the critical inputs of business, will always have an accumulating and positive impact on profit" and has always maintained a hard-headed, practical focus on producing measurable results in business.
- He has mastered the "Ripple Effect". The Ripple starts with **Transforming** people's focus and perspective; then moves to **Training** new skills and knowledge; then moves into **Coaching**, which develops the performance that generates results!
- Peter has helped numerous businesses achieve incredible success, here are just two examples:
  1. A prominent telecommunications store went from 1 store and 2 staff to 17 stores and 72 staff in 5 years of coaching and then sold out for their full asking price.
  2. A local airport transfer company went from 5 vehicles to 25 vehicles, and has franchised his business, within the 3 years of coaching.





## Transformational Topics

*"While I will always ensure that my audience enjoys themselves and has a good time, I don't want to be a mere 'entertainer' – I want to be an 'edu-tainer', and I want to be damn sure that at the end of a presentation my audience can clearly see better ways of doing things, and have clearly committed to applying those insights.*

*Hyping an audience is good fun, but 3 days after the event, back in the real world, they are back to doing what they have always done. The art in presenting ideas is to gain a commitment to action, so that something happens differently after the event, and results flow. If that happens, I have achieved my goals, and only then is it a 'good presentation'."*

- Peter Rowe, Director Profitune Business Systems



While every presentation we make is tailored to deliver the specific results required by our client, the following recurrent themes are favorites among our clients. Each of the following topics can be tailored to a time ranging from 45 minutes to a full day.

- **Guerrillas in the Marketplace**

Marketing as an innovative, low-cost, high-impact skill. Learning to use the environment rather than raw dollars to create a desire for your products and services.

- **Customer Care Commitment**

Creating the next sale out of thin air, and the next, and the next through the development of real, honest relationships with your customers. They'll love it!

- **Time & Self Management**

What makes some people so much more productive than us, despite the fact that we all have exactly the same amount of time in our lives? The secrets to huge productivity gains - and lower stress.

- **Ethical Selling Skills**

Reframes the whole concept of selling into an ethical exchange through which all parties benefit. Bonus: Increased recurrent business; referred clients; clients who become advocates!

- **Solving the People Puzzle**

Got a staff problem? Really? Were they like that when you hired them? Getting the right people on the bus; the wrong people off the bus; and the right people in the right seats - then getting out of their way so that they can drive it like mad!

- **Minefield**

A team building workshop that is very different! Tons of fun, but life-changing. If you're looking to lift your team's performance, this will do the trick. Participants talk about this one for months afterwards, and the lessons just keep coming!

## Transformational Topics

- **Leadership in 6 V's**

The things that they don't teach at the Harvard School of Business (and that you won't learn in the School of Hard Knocks). Every team leader needs to know the 5 V's that form their Job Description.

- **Meeting Halfway**

How do you disagree without being disagreeable? How do you get the best price - always? How do you get what you want? Why "negotiation" is one of the least practiced business skills - and yet one of the most fun and easiest to master. And one that offers instant payoffs!

- **Goal Setting for Business**

The reasoning behind Vision, Mission and Purpose statements; what they were really meant to deliver. Creates clarity about who should be doing what and how, at every level of the team.

- **Values in Business**

Why Values matter in a business; how to elicit them from the team; how to gain buy in; how to equip every person in the business with an in-built compass which points to 'the right thing'.

- **Fit for Business**

If you don't have a pulse you don't need a profit. There is not much point being rich and dead, so here's the clearest picture you will ever gain of how your mind and body can be used to the best effect, in a business context.

- **Dashboard Design**

Business isn't complicated - people make it that way! How to reduce the clutter and detail of the engine room of your business to a few simple key performance indicators and speed up your perception of opportunities, and your ability to make informed decisions.

- **Building Systems-based Businesses**

Understanding the role of systems in powering the reduction of expenses and the growth of revenue, productivity and profits. Where to start and how to develop great, simple systems.

- **Growing Pains**

Why do most businesses fail to make the leap beyond 5 employees to teams of 20 or 200? The answers are stunningly simple - to grasp and to apply.

- **The Great Escape**

You've built a great business, now how do you cash in and get out - alive - to enjoy the fruits of your labors? A positive and stimulating look at why you get into business in the first place; and how to run a business as though you were getting ready to sell it.

## Custom Topics

We create and tailor presentations to achieve the desired end result you present to us. Before talking to us on this one, ask yourself, "*What do I want to be different at the end of the presentation?*" and be very clear on the answer. We'll then do our best to deliver in spades!

*To see Peter's presentations please visit [www.profitune.com](http://www.profitune.com), simply click the 'Video' tab and you will find ten videos to view.*



## A Sample of Peter's Clients

Some of the clients Peter has enjoyed working with include:

-  nab
-  Robert Bosch
-  Bosch Australia Service Dealer Network
-  LEGO Australia/New Zealand
-    Leading Edge Telecoms, Computers & Electronics
-  Victorian Automobile Chamber of Commerce
-  Department of State Development and Trade
-  NSW Department of State and Regional Development
-  Redcliffe Economic Development Unit
-  Pine Rivers Shire Council
-  Technology Leasing Pty Ltd
-  Citroen, Northern Ireland
-  Bakers Delight
-  Hourglass Jewellers
-  Cartridge World
-  Brisbane Catholic Education
-  Business Enterprise Centres
-  Harvey Norman
-  Repco Authorised Services
-  Steve Parish Publishing



## The Business Side of Things

### Our Unique No-Risk *Guarantee*

For more than 10 years we have assumed all of the risk of ensuring that our clients gain a return on the investment they make in our presentations, and so we offer the following Guarantee:

*If, at the conclusion of our presentation, you (our Client) are not entirely satisfied that we have achieved the goal negotiated with us and have gained full value for money, we will refund our presentation fee - in full and without question - and provide you another presentation of equal length at no charge.*







## The Next Step

Before you contact us, may we ask that you give a few minutes thought to the following questions, and jot down your answers? They'll make a world of difference to our discussion and ensure that you get from us the results you are looking for:

- When:** What dates do you have in mind for your presentation? What duration?
- Where:** We'd like to know the location and venue
- Who:** Jot down a thumbnail sketch of your audience (employers, managers, employees; age; industry; etc)
- What:** What subject would you like presented?
- What:** What result would you like to see flow from our presentation?
- Do you want them to see things differently?
  - Have a good time?
  - Take a course of action?
  - Be energised and motivated to change?
- How:** Do you have a preferred format?
- Keynote speech?
  - Seminar?
  - Mini-workshop?
  - After-dinner speech?
- KPI's:** Is there a key performance indicator by which you (and we) will be able to measure the effectiveness of our presentation?

Please contact our dedicated team and they will ensure all the booking arrangements are taken care of.

ProfiTune Business Systems

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E: [info@profitune.com](mailto:info@profitune.com)

W: [www.profitune.com](http://www.profitune.com)

For your convenience, we have tried to keep this document brief. However if you require more information, background or would like to view video clips of past presentations, please do not hesitate to visit our website [www.profitune.com](http://www.profitune.com) or to speak to one of our friendly team members.

Thank you for your time, we look forward to the opportunity of working with you to make your next event a success!

**Peter Rowe**

Managing Director

ProfiTune Business Systems



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