



# FORTNIGHTLY BULLETIN

24 April 2018

BULLETIN 7

Dear Scholars

Welcome to the seventh Fortnightly ILFSN Bulletin.

Please note all invitations for ILFSN functions and events will be sent via the ILFSN Bulletin.

## COMING EVENTS/DATES

**Tuesday 8 May** **INVITATION**  
**ILF Applicant Information Evening**

Held at: ILF, Level 1, 45 Greenhill Road, Wayville  
Time: 6.00pm to 8.00pm (Includes Canapés & Drinks)

The MC is David Jucha (ILF 2017)  
The two speakers for the evening are:  
Victoria McClurg (ILF 2015) and Danny Le Feuvre (ILF 2017)

**We encourage attendance by Scholars to assist new potential grant applicants with their course choices, and understanding the application process.**

*The following teaching institutions are participating:*

Australian Institute of Company Directors  
IESE Business School, Barcelona, Munich, New York, Sao Paulo  
IMD Business School, Singapore, Switzerland  
INSEAD Business School, France, Singapore, Abu Dhabi  
Said Business School, University of Oxford  
Shinka Management  
The University of Adelaide, Business School  
University of Melbourne, Business School  
University of SA, MBA & School of Management  
University of SA, Centre for Business Growth

Please RSVP to Suzi: [suzi@industryleaders.com.au](mailto:suzi@industryleaders.com.au) by the end of April.

## **Tuesday 15 May**

**The South Australia Dinner**, at the Naval, Military and Air Force Club of SA.  
**'Innovative wines and the best Italian style cheeses'**

**Corrina Wright** has inherited a huge responsibility in taking the helm at 6th generation **Oliver's Taranga Vineyard**. Famed for great McLaren Vale reds and more recently for innovative whites, Oliver's has carved out a strong reputation amongst well educated wine drinkers and the public at large. Corrina will talk about her passion for Oliver's, what has contributed to Oliver's special place in a crowded market and her work in the industry more generally.



**La Casa Del Formaggio**, established by **Claude Cicchiello's** Italian migrant father and mother, was established as a small backyard operation in 1988. Since then it has moved to a factory in Glynde and now provides work to over 130 employees. The company's handmade soft cheese products have built an increasing following throughout Australia and can be found in supermarkets and specialty shops worldwide. Claude will be able to relate the excitement and risks he has experienced in growing the business, his plans for the future and provide some informed views about the future of cheese-making in SA.



Corrina has generously offered to supply the club with some of Oliver's most innovative wines so members can see why Oliver's has such a strong following. Claude has similarly agreed to provide some fantastic cheese which will be carefully added by our highly skilled Club chefs to the menu to ensure we all experience a gourmet evening.

Time: 1800—2000

Location: 111 Hutt Street, Adelaide

Price: \$60.00 - Includes two-course dinner and Club beverages

Dress: Jacket and Tie

RSVP: By Friday, 11 May 2018 Please contact Sarah on 8223 2422 or by email

[sarah.lewis@navmil.org](mailto:sarah.lewis@navmil.org)

\* Late booking fee applies

## **Monday 4 June **ILFSN INVITATION****

**DIGITAL MARKETING PLAN 360 WORKSHOP with facilitator Geoff Kwitko**

Held at: ILF, Level 1, 45 Greenhill Road, Wayville

Time: 12.30pm to 6.30pm (Includes lunch, afternoon tea and networking drinks)

This 4 hour workshop is for business owners who want to gain a high level understanding of digital marketing so they can better lead and manage their marketing team. The workshop includes a concise and practical explanation of every important aspect of digital marketing. You will immediately apply your new knowledge by quickly creating a five page internet marketing plan, based on easy to use questionnaires and checklists. This workshop will cover the following topics

1. **Start a digital relationship**
  - a. Social Media
  - b. Blogging
  - c. Video Marketing
2. **Attract website traffic**
  - a. Search Engine Optimisation
  - b. Online Advertising
3. **Capture leads**
  - a. Copywriting
  - b. Web Page Design
  - c. Content Marketing
  - d. Competitions
4. **Nurture leads**
  - a. Webinars
  - b. Email marketing
5. **Convert sales**
  - a. Sales Automation
  - b. CRM systems
6. **Reactivate sales**
  - a. Customer Retention Strategies
  - b. CRM Systems
7. **Strategic Review**
  - a. Internet Marketing Plans
  - b. Funnels / Data / Metrics / Goals

Read about Geoff Kwitko:

<https://industryleaders.com.au/wp-content/uploads/2018/03/About-Geoff-Kwitko-Digital-Marketing.pdf>

Please RSVP to Suzi: [suzi@industryleaders.com.au](mailto:suzi@industryleaders.com.au)

## **RECAP ON PREVIOUS EVENTS**

**PRACTICAL EXPERIENTIAL LEARNING ON PEAK PERFORMANCE AND CONCENTRATION WORKSHOP WITH DR DANIEL BROWN held on Thursday 12 April & Friday 13 April**

**Testimonials**

### **Victoria McClurg (ILF 2016)**

*The concept of meditation can often feel like an indulgence in our busy lives but having taken time to listen and learn with Dr Daniel P Brown on Friday 13<sup>th</sup> April, I now realise it's not that simplistic. Through a series of guided learnings around mind control during the meditation process, we were taken on a pathway that explores concentration and controlling the mind to achieve an outcome of awakening. Daniel's approach to teaching certainly gave me insight into the poor habits I have developed over the last 20 years and ways I will be able to utilise learnings to overcome the distractive thoughts that are otherwise limiting.*

### **Andrew Kay (ILF 2014)**

*Where to start with Daniel Brown? The man has led an extraordinary life and has worked with so many leaders along the way – whether as a student of the Dalai Lama's personal meditation trainer, or in training Olympians and elite US athletes to develop their minds through visualisation and other key performance triggers. The Thursday 12 April session was quite dense - and draining - in the sheer weight of information being communicated – all in Brown's relaxed, measured tones – what you would expect of a man who has practised Buddhism at a high level for over 40 years. He talked the group through a number of concepts and principles, before we undertook various visualisation exercises to put those principles into practice. The full impact of the session is unlikely to reveal itself for some time and not without significant review of the notes and presentation slides. As the man himself would say, that is all part of training the brain. "Use it and it will develop. Don't and it becomes diminished."*

### **Geoff Vogt – CEO Industry Leaders Fund**

*I attended both days of the summit and there was plenty of material to develop a more efficient and happier me.*

*Key points included:*

- *Universities in the USA now include community contribution as a key indicator of likely success for students seeking admission. Pleasingly the ILF has had this criteria since it commenced offering grants.*
- *Being positive is an important ingredient in success. If you think positive you will have a heightened state of attentiveness.*
- *In the western world peak performance is thought to come in short spurts and is performance oriented. In Eastern cultures is considered to be a continuous state of mind. The eastern approach is likely to be more successful over time.*
- *In the USA there is one Football Team and one Basketball team that have peak performance coaches, and both of these teams outperform. Performance coaching is likely to become a key ingredient in business success in the future.*
- *It is important to establish realistic goals. If they are too hard you will get anxious, if too easy you will get bored. This is relevant to strategic and business planning and budget setting.*
- *There is a difference between a meaningful life and a happy life. A key lesson is that self-importance is not important.*
- *40% of happiness is genetic. There is still 60% to work on, and one of the best ways is to voluntarily do good for other people. Other methods include socialising, eating,*

*achieving success and social approval, exercise, and at the lower end but still very helpful education and good housing. The ILF encourages education as a method to achieve a number of the higher end happiness generators, including success and social approval.*

- *Meditation teaches the mind discipline and allows stronger focus in meetings by enabling the mind to avoid distractions.*
- *Successful meditation is facilitated by correct posture, keeping the mind on one track, concentrating hard on that track, and avoid thinking while doing steps one and two. This is very hard for people from western cultures but pays huge dividends.*

## **RECOGNITION OPPORTUNITIES**

### **New Award for SA's Business Leaders**

InDaily has launched a new award to find and recognise the next generation of business leaders and entrepreneurs, called 40 Under 40. Applications close 26 April – so be quick. Find out more [here](#).

### **SCHOLARS IN THE MEDIA** *(Click on the link to read the article)*

**Century Engineering, David Heaslip (ILF 2012), growing defence capability.**

<https://industryleaders.com.au/wp-content/uploads/2018/04/Century-Engineering.pdf>

**Darren Turner (ILF 2015) and Minijumbuk feature in The latest from Brank SA News.**

[https://brandsanews.com.au/no-small-success-for-minijumbuk/?utm\\_source=Brand+South+Australia+Mailing+List&utm\\_campaign=bf640502e9-EMAIL\\_CAMPAIGN\\_2018\\_02\\_06&utm\\_medium=email&utm\\_term=0\\_7a7f63c749-bf640502e9-268309449&mc\\_cid=bf640502e9&mc\\_eid=255b1be8c0](https://brandsanews.com.au/no-small-success-for-minijumbuk/?utm_source=Brand+South+Australia+Mailing+List&utm_campaign=bf640502e9-EMAIL_CAMPAIGN_2018_02_06&utm_medium=email&utm_term=0_7a7f63c749-bf640502e9-268309449&mc_cid=bf640502e9&mc_eid=255b1be8c0)

**SAAB wins big contract and trusts David Jucha (ILF 2017) to manage the project.**

<https://industryleaders.com.au/wp-content/uploads/2018/04/SAAB-Tiser-180420.pdf>

***Please send us your news for inclusion in the bulletin – copies of news, articles published in papers or magazines or MP3 recording of live interviews preferred.***