



## FORTNIGHTLY BULLETIN

27 March 2018

BULLETIN 5

Dear Scholars

Welcome to the fifth Fortnightly ILFSN Bulletin.

Please note that invitations for ILFSN functions will NOT be sent out separately, you will have to read the bulletins to find out and enrol for training workshops, cocktail functions and any other events.

See below for your invitation to the next ILFSN Training Workshop on Digital Marketing with Geoff Kwitko. Also your invitation to the Information Evening.

### COMING EVENTS/DATES

#### **Wednesday 28 March**

Closing date for nominations for Telstra Business Awards nominations, see below.

#### **Thursday 12 April & Friday 13 April**

**PRACTICAL EXPERIENTIAL LEARNING ON PEAK PERFORMANCE AND CONCENTRATION WORKSHOP WITH DR DANIEL BROWN**

**New accolade from ILF Scholar**

*"I had the incredible pleasure of meeting and learning from Daniel Brown in Auckland 2017. Mind training has two benefits: less energy is expended, and more thinking time becomes available. I am less tired and more productive. We do physical training for its benefits – I now do mind training as well."*

**Dr Douglas Fahlbusch (ILF 2015)**

Click on this link to view full details on the flyer: <https://industryleaders.com.au/wp-content/uploads/2018/02/Dr-brown-Perfromance-Excellence-final.pdf>

**If you missed out on the Industry Leaders Fund limited opportunity for a 33% Early Bird Discount please call Suzi on 8394 0017 to see if arrangements can be made to receive the reduction.**

### **Associate Clinical Professor Daniel P Brown of Harvard Medical School (HMS):**

- Dr Brown has been on the faculty of Harvard MS for 37 years in various roles including running two departments in one of the HMS teaching hospitals for a decade. For over 30 years he has been teaching the extended education program for entrepreneurs, executives, doctors and judges on performance excellence which includes peak performance and concentration training.
- The training for C-Level executives, entrepreneurs and executives has been run in Amsterdam, Auckland, Berlin, India and Nepal. Dr Brown has taught top VC's and right through to Unicorn Founders.
- As legal expert he is a world acclaimed expert in memory, trauma and child abuse. Where he worked on 70 priest abuse cases, and over 200 child abuse cases. At the war crimes tribunal in The Hague, Dr Brown helped set the standard of evidence for reliable memory for victims of war atrocities. Robert Redford's Sundance films is currently making a documentary about one of his high-profile cases at present to be released by Sundance, Showtime, and Netflix in the middle of the year.
- As an author he's written 16 books, covering various areas of psychology and Tibetan Buddhism of which he is fluent in Tibetan & Sanskrit. He has co-authored two books with H.H. The Dalai Lama, and four books of translations of advanced Indo-Tibetan meditation texts.
- Combining his knowledge in western psychology to synthesize Eastern and Western knowledge around performance excellence and vital engagement of everyday living in a way western minds can understand.

*"Daniel Brown is a world class teacher I have been following around the world for the last 5 years. He is a world renowned expert in psychology and has synthesised western science with eastern concentration practices to produce courses that are used by entrepreneurs, doctors, Supreme Court judges and more. I can unhesitatingly commend his training."*

**Greg Siegel, Entrepreneur and Founder of YourDC**

### **Friday 20 April**

#### **Adelaide Universities Regiment (AUR) Exercise Goma, Timings TBC.**

This is the second DRSCSA opportunity for Scholars to join Supportive Employers. ILF Scholars are invited to join other employers to observe an exclusive Army Reserve Officer Training session conducted in a field training environment at Murray Bridge Range. The day includes participation in selected activities and an opportunity to observe the many benefits that Army Reserve Officer Training can provide to your employees and your organisation.

The day's activities include:

A rifle shoot under supervision

- Observation of an Officer training tactical leadership activity followed by a Q&A session
- Conduct of a critical decision-making, team building activity
- Participate in a military tactical equipment demonstration
- Speak with current serving soldiers.

Please email your interest to [sa.drsc@defence.gov.au](mailto:sa.drsc@defence.gov.au), cc [Suzi@industryleaders.com.au](mailto:Suzi@industryleaders.com.au)

**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)

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

**Tuesday 15 May**

**The South Australia Dinner** at the Naval, Military and Air Force Club of SA.

The guest speakers are Corinna Wright (ILF 2012), Winemaker & Director, Oliver's Taranga Vineyards and Claude Cicchiello (ILF 2014) La Casa Del Formaggio.

Time: 6.00 pm to 8.00 pm

Location: 111 Hutt Street, Adelaide

Price: \$60.00

Dress: Jacket and Tie

RSVP: Please contact Sarah on 8223 2422 or by email [sarah.lewis@navmil.org](mailto:sarah.lewis@navmil.org)

**Monday 4 June    *INVITATION*    -    *NEW***

**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)

## RECOGNITION OPPRTUNITES

- Nominations for the highly prestigious **Telstra Australian Business Awards** close 9 April.  
A number of businesses of ILF Scholars have won awards previously including Redarc (Anthony Kittel ILF 2010), Bowhill Engineering (Jeremy Hawkes ILF 2013 & 2014), and Shane Kelly (ILF 2013).  
It is an excellent way to successfully promote your business. For more information please go to: <https://telstrabusinessawards.com/>

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

Congratulations to Barossa Valley Cheese Company, **Victoria McClurg** (ILF 2016) on winning back to back bronze awards for Excellence in Food Tourism at the 2017 Qantas Australian Tourism Awards.

<http://barossacheese.com.au/wp-content/uploads/2018/02/Australian-Tourism-awards-press-release.pdf>

**Kris Lloyd** (ILF 2014) featured in GoodFood, Wild women of food.

<https://industryleaders.com.au/wp-content/uploads/2018/03/GoodFood-Kris-Lloyd.pdf>

Laucke Flour Mills, **Peter Cobb** (ILF 2016) has started producing single origin flours.  
<https://industryleaders.com.au/wp-content/uploads/2018/03/Laucke-Flour-Mills.pdf>

SA Mushrooms, **Nick Femia** (ILF 2017) announce big growth plans.  
[https://brandsanews.com.au/south-australias-mushroom-men-in-the-market-for-expansion/?utm\\_source=Brand+South+Australia+Mailing+List&utm\\_campaign=7ef2ca643f-EMAIL\\_CAMPAIGN\\_2018\\_02\\_06&utm\\_medium=email&utm\\_term=0\\_7a7f63c749-7ef2ca643f-268307769&mc\\_cid=7ef2ca643f&mc\\_eid=626889e7b5](https://brandsanews.com.au/south-australias-mushroom-men-in-the-market-for-expansion/?utm_source=Brand+South+Australia+Mailing+List&utm_campaign=7ef2ca643f-EMAIL_CAMPAIGN_2018_02_06&utm_medium=email&utm_term=0_7a7f63c749-7ef2ca643f-268307769&mc_cid=7ef2ca643f&mc_eid=626889e7b5)

Edible Blooms, **Kelly Baker-Jamieson** (ILF 2016) wins Canstar Award as No1 Online Florist in Australia.  
<https://industryleaders.com.au/wp-content/uploads/2018/03/Edible-Blooms.pdf>

Edible Blooms, **Kelly Baker-Jamieson** (ILF 2016) featured in a great article in “Inside Retail” weekly recently.  
<https://industryleaders.com.au/wp-content/uploads/2018/03/Edible-Adv-180317.pdf>

ColdLogic, (**Eddie Lane** ILF 2012 and **Dr Michael Riese** ILF 2012) have had two articles published.  
<https://industryleaders.com.au/wp-content/uploads/2018/03/Defence-Business-Issue-42-March2108.pdf>  
<https://industryleaders.com.au/wp-content/uploads/2018/03/03-18-HVAC-001.pdf>

Discovery Parks, **Grant Wilckens** (ILF 2014) on track to become a \$1 billion concern.  
<https://industryleaders.com.au/wp-content/uploads/2018/03/Discovery-Adv-180322.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.***