

JASON CUNNINGHAM – Business Growth Expert

Keynote



Jason Cunningham is one of Australia's leading business growth experts. He's driven to help business owners get the full financial and lifestyle rewards they deserve for all the hard work and risk. His experience, viewpoint and personality make him a unique and relatable voice in the SME space.



As a business owner, author, media commentator and keynote speaker, Jason has inspired thousands of business owners to make more profit and create the lifestyle they've always dreamed of. He combines over two decades of experience advising business owners with lessons from his own business-owner journey, along

with cutting-edge insights from world-class experts.

His practical content and engaging style create presentations that entertain and inform in equal measure. The audience get practical, proven and actionable tools and tactics they can implement in their own business.

Jason was a member of Channel 10's *The Living Room* for over six years, was the finance guru on Triple M's drive-time program *The Rush Hour*, and spent nine years talking money on SEN1116's *The Run Home*. He's been featured on *Sky News*, *Hinch Live* and *Studio 10* as well as in print media and multiple blogs.

Jason's latest project "Save My Business", is a podcast dedicated to serving business owners looking for inspiration from various industry leaders and celebrities across hospitality, entertainment, real estate, health & fitness and elite sport.

Business is in Jason's blood. At 24, he co-founded *The Practice* (www.thepractice.com.au), a business and personal wealth advisory firm which turns over \$15 million per year and serves a diverse client base.

His latest book, *Have Your Cake And Sell It Too: The 7 Key Ingredients of Business Success* gives owners a roadmap to live the dream: build a profitable business they love owning, and grow an asset that others will pay top dollar to buy.

SPEAKING TOPICS INCLUDE:

Retail is tough... so fight back!

Challenging retail conditions require an even greater focus on the key drivers of business success. Jason taps into his extensive retail experience – from working at Ford Motor Company to advising national franchise groups – to provide practical tactics to help you grow your cash flow, build a loyal customer base, and develop a high-performance team that delivers a consistently amazing customer experience.

'Love you life-time': how to engage with customers to grow sales and loyalty.

To increase client engagement and create lifelong customers, every customer experience must be exceptional. The holy grail for business owners is when your people continually deliver amazing customer experiences, even when you're not there. This requires skilled and resourced people operating within a high-performance, customer-centric culture. Jason combines his real-world experience with insights from elite sports teams and world-class experts to give business owners of all types – including corporates, professional services, retail and franchises – the tools to develop a winning team.

'Get sacked!' Step back so your people can step up.

Most owners do it all – sales, marketing, strategy, delivering the product or service, customer support, and the full-time job of managing people. Jason argues that while business owners are the most important factor in a business' success, they're also the biggest barrier holding it back. You need to step back so your people can step up. Using case studies and practical examples, and sharing his own business owner journey, Jason gives owners the tools and framework to move from *manic* to *manager* so you can guide and mentor your team to higher levels of performance.

Building a winning team: what businesses can learn from elite sport.

KPIs, benchmarks, performance reviews, strategic plans, brands; many business concepts are used by elite sports teams to get the edge that can be the difference between hero and zero. Jason reveals the philosophies and habits of the world's most successful sports teams, and shows you how an elite team mindset can transform the skills and capabilities of your people.

The 7 key ingredients of business success.

You can have it all: build a thriving business you love; enjoy the lifestyle you went into business for in the first place; and grow an asset you can one day sell for top dollar. Jason's latest book, *Have Your Cake And Sell It Too*, condenses his 20-year career of helping business owners (and growing his own) along with insights from world-class experts to create a recipe for business success. This practical and inspirational presentation will give you the tips, tactics and confidence to build the business of your dreams.

TESTIMONIALS

"Jason's positive energy is contagious... he kept the audience engaged for a full hour over Zoom, while also keeping the content relevant and relatable. Every interaction with Jason leaves you feeling lifted and energized."

Kristy Rogers, Equinix Australia