

Ian Berry's strategy in a sentence and tactics on a page - last updated January 2015

Strategy (How): Rolls-royce relationships lead to rolls-royce clients.

Reasons (Why): (and driving focus and legacy).

Significant contribution to the new world of work; Increased number of remarkable workplaces; Giving impact; Lifestyle choices; Fun; Family/friends fortune and freedom.

Relationships (Who):

Raving fans lead to 1:1 high value briefings and participants in Boardroom Briefings which lead to more 1:1s; JV partners lead to NI (my non-involvement) clients; JV partners lead to tailored talks and these are the key generator retainer clients.

Roles (also who, and what and when):

Author | Speaker | Strategist | No BS Mentor | Board chairperson | Board member | Teacher | Husband | Father | Grandfather | Friend | Facilitator | Advocate | Referrer.

Rituals (What and When) Execution/Standards:

Maintain metrics/lead measures every day; Do regular webinars and more value giving videos that I posts as blogs.

Results (Where) (consequences of above):

Good combination of Retainer, Tailored talks, and NI clients; Reasons fulfilled.



Ian Berry - Author | Speaker | Strategist | No BS Mentor

moving with you from what is to what can be in your world of work

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