



people  
make the  
difference



# people MAKE THE difference

It doesn't matter how great your products or services, or how sophisticated your processes and procedures, or how flashy your online presence, or how clever your marketing or social media campaigns are. If you don't have great people, and if they are not being led by great leaders then you're not going to be realising your company or organisation's full potential.

People make the difference between an average experience with a company or organisation and a great one. People are the key to building strong relationships with your partners and customers. People are the key to building your brand and expanding into new markets.

People who are inspired by great leaders are more willing to go the extra mile when needed. This will ensure your business partners and customers have a truly memorable experience every time they engage with your company or organisation.

The good news is you can develop great leaders who are not only good at running a business but

have the emotional intelligence to understand what it takes to bring the best out of their leadership team, which in turn bring out the best in all employees.

When you get everyone in your organisation working together as one, and when leadership is providing a clear direction for the company, then incredible things can be achieved. We have seen this happen all over the world and the ingredients are the same - great people and great leadership.

This experience spans working in Australia, Asia, Japan, Europe and North America. Everything we talk about has been experienced and comes from a place of success and lessons learned. We can help your senior leaders be super leaders and in doing so help the ongoing success of your leadership teams and the business as a whole.

If you're looking for a flexible program that will support your leadership development or for members of your leadership team, contact us. Let's talk about how People make the difference can make a difference for you.



Leadership Coaching



Leadership Speaking



Coach on Call



## Leadership Coaching Program

All of the content for our coaching and speaking program comes from first-hand experience. It's not from theory, what we've read in a book or from someone else's shared experience. Our content and practical advice is based on our having been successful leaders of Australian and international companies.

### How to be a Super Leader

What does it take to be a super leader? It's a combination of operational excellence and a high level of emotional intelligence. It's a self-awareness of your leadership brand and knowing how to use that leadership to influence and motivate those around you. To be a super leader, you need to think about the deeper issues in your organisation. You have to be able ask the tougher questions to better understand what employees need and to build stronger relationships with stakeholders and customers. Our program helps leaders like you become super leaders.

### Leading through Change

Every organisation goes through change; some more often than others. Depending on your definition of change there are a range of issues and opportunities you can take advantage of to support your team through tough times which will ensure business continuity and foster loyalty. We can help you develop a toolbox of tactics that will allow you to effectively manage through these situations.

### Leading in Asia

Have you been or about to be relocated to Asia? Leaders who are successful in one country or culture are not automatically going to be successful leaders in another. We can prepare you for new geographies and markets in Asia Pacific and Japan, so you can have immediate impact and operate with long-term confidence and success. We can help you to understand the culture differences, so that you can lead respectfully, confidently and successfully.

*"An executive development survey found that 43% of CEOs and 71% of senior executives reported that they had worked with a coach. Most telling, 92% of leaders being coached say they plan to use a coach again."*

*Fast Company*

### Leading a Not for Profit Organisation

As the person in charge of the operations of a not for profit organisation, an Executive Director has many unique responsibilities. If you're an Executive Director of a school, or higher educational organisation, or running a not for profit for a charity or community group leadership, this program will help you to navigate the challenges and opportunities to maximise the success of your organisation.

### Leadership and Managing the Matrix

Many organisational structures are based on a centralised model where functional leaders in each geographical region or country don't report into the local leader but roll up to leaders who are often located in the company's headquarters or other countries. Getting things done and influencing managers and leaders who do not report directly to local leaders can be a challenge. But you can successfully navigate the matrix structure, and we can give you the skills to do so.

### Leading difficult conversations

Having difficult conversations is never easy, but it's always important. To lead effectively you need to be able to engage in these conversations in order to address any issues and achieve the best results. Whether it is with the CEO, Chairman of the Board, or an underperforming employee, every difficult conversation needs thought, preparation, consultation and often an ongoing communication plan to ensure the right outcome.



## Leadership Speaking Series

Are you looking for a speaker for your team meeting, company meeting, leadership offsite or annual kick-off? Our leadership talks will engage and motivate your people to think about what's important to them as leaders. The talks will help them be a better leader and representative of your organisation. At 20 minutes in length, these presentations are suitable for small or large group events, either seminars or company conferences, and teambuilding events. You can mix and match presentations to create something tailored for your needs. You can also contact us to work on a presentation that is specific to your organisation's motivational needs.

Presentation topics include:

- How to be a super leader
- Leading change across your organisation
- Leading through tough times
- Leading and adapting to different cultures and countries
- Making the matrix work for you
- Leadership and uniting the troops
- The leadership benefits of giving back
- Being successful at work and home

*Presentations will be delivered in English. For Japanese organisations, we can present in English with simultaneous or consecutive translation if required.*



## Coach on Call



You've made it to the top, but you've discovered that it can be a bit lonely. It can be hard to find the right person to share your thoughts and concerns in a confidential and independent environment.

Our Coach on Call service allows you to pick up the phone anytime and speak with a business savvy coach who can listen to your challenges, concerns and help you come to the right decision for you and your team.

Coach on Call works on a monthly fee and gives you the ability to arrange a face to face meeting or call anytime you need it. Coach on Call is a great follow up after going through a leadership program or just to have it place when needed. **For more information please call or email People Make the Difference.**

# people MAKE THE difference

Craig Tegel has more than 30 years of experience in leading and building businesses in Australia and around the world. With a management career that has spanned strategic planning, merger and acquisition integration, crisis management and executive-level leadership, he knows first-hand the challenges and rewards that leadership brings.

Craig is now sharing that experience with other leaders through People Make the Difference. This consulting business is based on the premise that people and leadership make the difference to the success of any business or organisation.

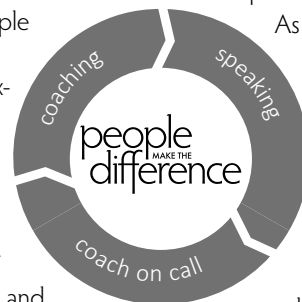
Many businesses make the claim that “people make the difference” but don’t deliver on that promise. Through his many years of experience, Craig knows that when leaders commit and put in the necessary hard work to truly deliver on that promise with consistent action then businesses rapidly create significant, sustainable value.

Craig has used his leadership skills to build and transform businesses – from small, locally-focused companies through to large regional organisations. He is a sought after coach and mentor to senior leaders, and strategic thinker with a dedication and commitment to teamwork and developing leaders at all levels. Craig is now sharing his experience with others so that they can be stronger leaders who bring out the best in their teams and foster a culture of success.

Prior to founding People Make the Difference, Craig had a 17-year career with Adobe Systems. Highlights include:

- Six years based in Tokyo, as the President for the Japan and Asia Pacific (JAPAC) region, responsible for the channel and enterprise sales, as well as overseeing all functional areas to provide high quality

- service and support for customers across the region
- Overseeing Adobe’s transformation from the desktop to the cloud and a Software as a Service (SaaS) business model
- Growing Adobe’s JAPAC revenue to almost \$1 billion for the first time
- Closing the biggest digital marketing enterprise deal in Adobe’s history
- Prior to his stint in Japan, Craig lead Adobe’s operations in the UK and Nordic regions including sales, marketing, channel distribution, customer support and professional services



As Managing Director for Asia Pacific, Craig oversaw Adobe’s operations in 10 countries managing 105 staff, and expanded the business in emerging markets including China and India. Before joining Adobe, Craig worked for Sun Microsystems as Marketing Director for the ANZ region and also ran his own company, Innovative Learning for four years. He has lived and worked in Beijing, San Jose, London, Tokyo and Sydney.

In 2014 Craig was invited to join the council of The Hills Grammar School, a well-respected independent co-educational school in the Hills district of Sydney. As a director on council, Craig’s experience working with boards and Executive Directors provides a great platform to support other Executive Directors looking to enhance and expand their leadership skills and presence.

In 2015 Craig also joined the Advisory Board of a for profit company in the Financial Services industry based in Sydney.

## CONTACT

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