

BRONWYN REID

SPEAKER . AUTHOR . SMALL BUSINESS ADVOCATE

BRONWYN REID . SPEAKER PROFILE . 2020



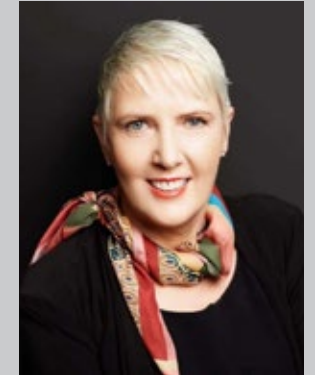


WHO IS BRONWYN REID

Bronwyn Reid small business owner and entrepreneur, whose primary mission is to help small business and big business work together, to create mutually beneficial and valuable partnerships.

As a director of 4T Consultants, an environmental services company in Emerald, Central Queensland, and also her new venture, Small Company Big Business, Bronwyn is a knowledgeable and motivated speaker who has walked the walk of supplying to large organisations for over 20 years.

In particular, Bronwyn's passion is business success in regional areas, where small businesses often have to work with big organisations - think resources and agribusiness companies, as well as government.



Bronwyn Reid

Bronwyn speaks around Australia, and the world, on how small business and big business can work together.

BUSINESS *Profile*

BACKGROUND

Both corporate escapees, Bronwyn with her partner and co-director, Ian Rankine, started their own business when they returned to Australia after many years of living and working in developing countries.

Their consultancy company, 4T Consultants, won its first contract with an international agricultural research organisation back in 1997.

4T has grown to become an award-winning and successful, reliable, and profitable supplier to government, industry, agribusiness and the resources industry.

4T is one of two award-winning businesses created & operated by Bronwyn from the regional Australian town of Emerald.

Small Company Big Business is Bronwyn's third business venture, to which Bronwyn has brought all her experience of supplying to large companies, all levels of government and international organisations together. This expertise is backed up in her comprehensive book of the same name, *SMALL COMPANY, BIG BUSINESS*.

Bronwyn Reid



AUTHOR *Profile*

S MALL COMPANY, BIG BUSINESS - How to get your Small Business ready to do business with BIG Business.

From her own experience, Bronwyn knows that winning that one, first contract with a large organisation is the game-change - the spark that ignites rapid growth for a small business - and allows them to grow out of the "struggle zone".

To help other businesses to do the same, Bronwyn published her book, SMALL COMPANY, BIG BUSINESS.



Bronwyn Reid



"This is a fabulous book, smart, detailed and right on the money to help any small business work with any big business".

Andrew Griffiths

Dent.

Key Person
of Influence



Rural
Business
Collective



THE
HUFFINGTON
POST



PASA



*Featured here are some of
the quality organisations I
have been honoured to
present with.*

Bronwyn Reid

BRONWYN'S IDEAL AUDIENCE



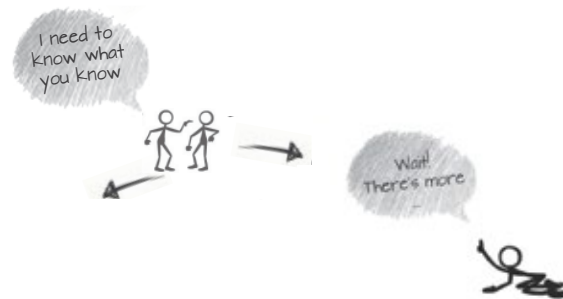
Small business owners who have developed a profitable and growing company, but are now looking to step up to the next level of business growth (and are not afraid of some hard work to make this happen).



Large organisations who realise small businesses can be valuable suppliers and allies, and wish to reap the benefits of becoming a 'customer of choice'.



When it comes to regional Australia, Bronwyn has a unique view on how regional economies can be more resilient, and play a vital role in Australia's future.



Our conference theme was "Dare to be Different" and Bronwyn took this on board and gave a presentation that interpreted the theme perfectly for our needs. She blended excellent research with her broad personal experience to deliver an engaging speech that delivered on our brief and resonated with her audience. Bronwyn was very professional and easy to work with, and I endorse her as a speaker.

Anthea Cuddihy, Alumni Relations Manager, CQ University.

BRONWYN REID

PRESENTATION TOPICS

Bronwyn's extensive business experience, both within Australia and across the world, ensures that she is able to present with authority on a widerange of business topics.

As an award-winning entrepreneur and former University lecturer, Bronwyn is an accomplished and experienced presenter, able to tailor her presentation to her audience needs.

Bronwyn particularly enjoys presenting on topics related to commercial relationships between small business and big organisations, as well as regional development.



Nº 1



SMALL COMPANY, BIG BUSINESS

HOW TO PLAY WITH THE BIG KIDS

At some point, every small business will have to take in a contract with a big business if they are going to grow. But less than 15% of small companies are ready to take this step.

From her 20 years of experience, Bronwyn has identified the 'Three Disconnects' that prevent small and large organisations from reaping the benefits of working together. To overcome this gap, there are 5 essential steps a small business must take in order to attract and retain big buyers as customers.

This presentation is of equal interest to both small and big business audiences; small businesses who want to crack the code of working with big business, and large organisations who want to engage with small suppliers.

Nº2



CORPORATE SOCIAL RESPONSIBILITY IS DEAD

WELCOME TO ITS' NEW COUSIN ... TOTAL SOCIETAL IMPACT

We hear the term 'Corporate Social Responsibility' often, but most of us can't explain what it really means. And now, it seems that it's too late.

Corporate Social Responsibility is dead, but it has a newly evolved cousin - Total Societal Impact (TSI) that you need to be familiar with. Some social philanthropy and a nicely worded environmental policy will no longer cover off on your social responsibility obligations.

Your business profitability, valuation and future workforce depend on your business moving beyond Corporate Social Responsibility to TSI. This presentation explains TSI and how it boosts your business, and how to implement it.

Nº3



BOOM AND BUST

THE ETHICS OF SMALL BUSINESS - BIG BUSINESS RELATIONSHIPS

Having a big-company client can be the spark for rapid growth of a small business.

But this relationship comes with an inbuilt power of imbalance, and sometimes the small business comes off second-best.

This presentation highlights the issues that can arise between the two parties, and how to resolve them.

Nº4



WHAT ARE YOUR SMALL SUPPLIERS SAYING ABOUT YOU ... WHY CAN'T WE PLAY NICELY TOGETHER?

This presentation is specifically for large organisations. When big companies engage small suppliers, procurement sees three main issues that cause problems. What is interesting is that your suppliers see exactly the same problems ... just from a different point of view.

This presentation takes a light-hearted look at a very serious issue: Why can't big companies and smaller suppliers just play nicely together? It is a must-hear for large organisations with an eye on their Corporate Social Responsibility, and reveals the ways they can glean value for themselves by incorporating agile and innovative small businesses into their supply chains.

Nº5



WHEN ELEPHANTS DANCE

**BOOMS AND BUSTS ARE INEVITABLE - BUT
HOW DO YOU SURVIVE?**

Throughout history, economic booms and busts keep happening, and will continue to do so.

2020 has brought us the Coronavirus, causing great uncertainty, and markets to tumble. But there are four things we can do as business owners to prepare ourselves for these inevitable ups and downs. This research-backed presentation describes:

- A. The characteristics of the successful small businesses that survive through recessions, and thrive in the aftermath.
- B. The typical boom and bust cycle, and how we can recognise one is coming.

Nº6



PROFITABLE BUSINESS PARTNERSHIPS

**THE IMPORTANCE OF SMALL BUSINESS
PARTNERSHIPS**

One of the most successful tactics for securing big name companies as customers is through partnerships. Partnerships can bring valuable skills, contacts and size that give access to much more potential work than a small business can attract by itself. But just as in real life, not all partnerships

But just as in real life, not all partnerships are made in heaven, and the fallout from partnership breakdown can be expensive, traumatic, or even fatal for one or both businesses.

There are six ingredients that must be present to create profitable and beneficial business partnerships, and the absence of any one of these is a red flag indicating potential future difficulties. This presentation is ideal for both small and large businesses who are looking to form successful partnerships.

Nº7

YOU'VE WON THE TENDER - NOW WHAT?

PROFITABLE PROJECTS FOR SMALL BUSINESS

It's very exciting when your proposal or tender is successful - but now you have to actually deliver. Project Management is a specialised topic, and an entire academic discipline that is normally way out of the reach of a small business owner.

5 SIMPLE PRINCIPLES

But there are 5 simple principles of project management for small businesses that will stop your project going off the rails, and turning a potential profit into a loss (or a lost contract). Using these 5 simple project management principles will ensure that you deliver for your big customer - on time, every time. This presentation is ideal for SME owners and managers who want a frame-work for keeping their clients happy, delivering their projects on time and on budget.

Nº8



BUSINESS SYSTEMS - GREAT IN THEORY

BUT HOW DO YOU DO IT - PROPERLY?

The first thing your big customer is going to want to see is evidence that you can deliver quality, on time, every time. That requires good business systems. But how do you actually put them in place, and why do most business systemisation projects end in abject failure? Easy - because nobody (except perhaps Bronwyn) ever actually shows you how to do it properly in a step-by-step process. While this may seem to be a rather dry, or even boring topic, Bronwyn's fun & engaging presentation brings it to life. (Watch for Mozart's music, semi-naked men, and some mathematical formulae). This presentation is ideal for small business owners who know they have to get their business systems documented, but don't know how or where to start. Bronwyn's 7 step process ensures that your project is both completed, and successful.



TESTIMONIAL

Some people are driven to networking as a job requirement ... I can state that Bronwyn doesn't fit this mould - she engages and networks with people because she wants to make a difference and to share her learning experience with others...

Kim Harrington, Associate Vice-Chancellor Rockhampton Region, Director of Business Development, CQ University Australia.

REGIONAL DEVELOPMENT KEYNOTE TOPICS

Nº9

THE EASIEST WAY TO BOOST REGIONAL ECONOMIES

Governments are continually looking for ways to boost regional economies. Every election, a raft of new promises appear.

But there is one simple legislative change that will improve regional economic outcomes almost immediately. Our Governments just have to be brave enough to put it in place.



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PRESENTER & SPEAKER



As a Panelist, Keynote or Session Speaker Bronwyn does not just simply do her job and leave. She has a reputation for being easy to work with, engaging with her audience before and after the event. Bronwyn researches and prepares for your event and audience, to make sure your conference is the best it can be.



Bronwyn is an experienced Workshop Presenter for a wide range of business topics, speaking to diverse audiences from small business owners, C-suite executives, through to international delegations. Bronwyn travels in order to deliver specific training to smaller groups, presenting topics from the Small Company Big Business Program.



Technology has made it so much easier to deliver training to large groups. Webinars are fast becoming the platform of choice for business owners to participate in training, and Bronwyn is ahead of the curve, hosting her own webinars, as well as co-hosting with fellow entrepreneurs.



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SERIOUSLY BIG BUSINESS

ADD A BOOK WITH REGISTRATION

Bronwyn has spent a lifetime in the space where big business and small business meet to transact business.

Bronwyn brings her accumulated experience and stories to your event to educate and inspire your audience, making the transaction space a more profitable and valuable place to be.

So that participants don't leave without the tools to put everything they have learned into action, Bronwyn has just the solution.

Her ***Small Company, Big Business*** book provides delegates with a clever practical little handbook on winning customers and keeping them. For big business it's a win-win to leaping tall buildings in a single well-bound perfectly rounded little book that shows how to become a 'customer of choice' whilst reaping untold benefits.

ADD A BOOK WITH REGISTRATION

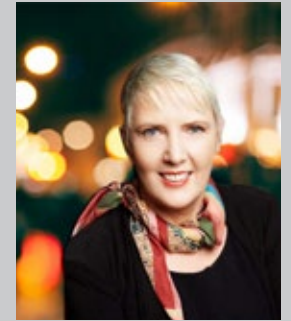
Bulk book purchase options are available at special pricing when booked with your next registration, or presented as gifts for your attendees.

2020 sees an interesting 'twist' to the Small Company, Big Business story ... Bronwyn is growing Big Business and showing large organisations the added potential and value in working with Small Business. Stay tuned, this is a fascinating growth period in the dynamics for achieving milestones, gaining momentum, and doing some seriously BIG business.

Now, if you are convinced that Bronwyn is the person to present to your audience ... wonderful! You are guaranteed an informative, practical and engaging presentation. Please don't hesitate to get in touch with Bronwyn if you have any questions.



SMALL COMPANY,
BIG BUSINESS



“

*I will do everything
I can to make your
event a huge
success*

Bronwyn Reich



MAXIMIZE BUSINESS MARKETING

When Bronwyn speaks, audiences sit up and listen. A compelling communicator and highly recommended.

Eric Winters | Chocks Away Mind Skills Consulting

Bronwyn Reid is a powerful speaker. Her years of experience in business and willingness to share so honestly, the ups and downs of life, create a compelling and inspiring presentation style.

Clarissa Rayward | The Happy Family Lawyer

Bronwyn Reid is a captivating Speaker, combining her extraordinary business experience with wisdom and powerful storytelling. Bronwyn brings to the stage a highly informative and moving presentation that will leave you wanting more.

Kate Reardon | Natural Instinct Healing

BUSINESS DEVELOPMENT

Bronwyn provided fantastic facilitation of a sustainability panel at my Mass Participation Asia conference in Singapore.

I was delighted with her ability to steer the topic in an industry that she is not familiar with and then calmly manage the interjections of a protester from the floor.

Kim Harrington | University Director of Business Development

Associate Vice-Chancellor -
Rockhampton Region CQ

MASS PARTICIPATION ASIA

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Chris Robb | PASA
Facilitator . Speaker . Presenter



*I What people are
saying about Small Company*

BIG Business the Book!

Bronwyn Reid

WHY BOOK BRONWYN?

There are a lot of presenters out there presenting on small business. Asking business owners to take time out of their business to listen to yet another workshop or conference presentation is getting harder and harder. They simply don't have the time or money to waste listening to yet another feel-good speech or poorly prepared workshop.

By booking Bronwyn for your event, you can be sure that your audience will be hearing from some who has credibility, loads of passion and has 'walk the talk' in her own successful businesses.

Bronwyn is an experienced presenter who delivers her content in a thoroughly engaging and captivating way.

"Great and interesting content... a pleasure. I took away information & plans for the future".



TESTIMONIAL

An experienced presenter who delivers her content in her own upbeat and energetic way to leave your audience enthusiastic, energised and ready to take action!

Bronwyn is easy to work with, and on board to get your message across. Bronwyn is committed to the success of your event - to make it the very best it can possibly be.

WHAT BRONWYN WILL BRING TO YOUR EVENT!

- ★ Over 20 years “walking the talk” brings business practice - not just business theory.
- ★ Born and bred in Regional Australia - not just another FIFO Adviser.
- ★ Responsive and easy to work with. No stage diva syndrome here!
- ★ Engaging presentations, with a touch of humour to reinforce the message.
- ★ Professional presentation aids - no ‘Death by Powerpoint’.
- ★ Experience in working on both sides of the Small Business, Big Business divide brings understanding of both parties.
- ★ Business experience in Australia and across the world - not a ‘one-trick pony’.
- ★ Commitment to tailor all presentations to your audience.



Bronwyn Reid

THINKING ABOUT BUSINESS DIFFERENTLY



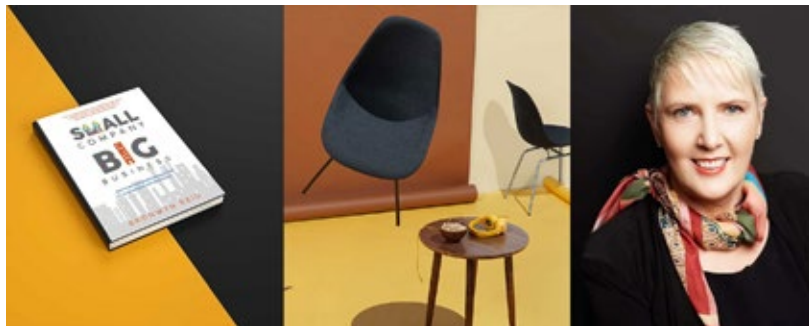
*“Not just another FIFO
presenter who
teaches theory and
doesn’t know what it’s
really like”*

*Alan Power
Workshop Participant*

PRESENTATION SERVICES

Bronwyn can be booked to present keynote presentations, panels, workshops, retreats and webinars. She can even be the MC at your next conference.

Her promise is that if you put your trust in her to be a part of your event, she will do everything in her power to make it as successful as possible.

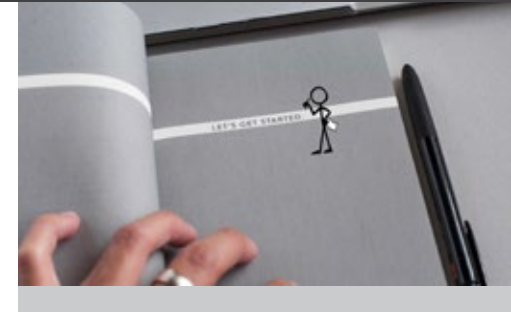


- ★ Conferences
- ★ Workshops
- ★ Webinars

TESTIMONIAL

Bronwyn is a proven champion and out-spoken advocate for small businesses in regional areas. She has lived experience of the vagaries and impacts of regional economies - the droughts, floods, commodity prices and downturns. Her driving passion to lift resilience in small businesses, to develop understanding, capacity and preparedness for the next massive impact, is the game changer regional Australia needs.

*Alison Mobbs, President,
Queensland Rural Regional
& Remote Women's Network.*



SPEAKER TESTIMONIALS



Bronwyn has a diverse range of experience across multiple industries and this has ensured that her workshops will suit a wide range of business owners.

Bronwyn is truly dynamic and engaging in her workshop delivery and continues to be a preferred workshop provider with the Local Buying Foundation.

Tracey Cuttriss-Smith, General Manager
C-Res (Qld) Pty Ltd



Bronwyn is a person who speaks from the heart when she talks about her engagement with business and industry – loads of knowledge and experience from her business background, passionate about innovation and dedicated to regional growth and home grown businesses and skills development.

Sandra Hobbs, General Manager
Central Highlands Development Corporation



For small business wanting to crack a big corporate contract, Bronwyn Reid shares her years of experience in an easy to read format, the risks, the benefits and the whole process from whoa to go (or not).

Amanda Fisher
The Connected Accounting Practice &
Connected Technology, Author of Numbers
Matter - Unscramble your Numbers



BRONWYN REID - INTERNATIONAL SPEAKING
EVENTS . GUEST PRESENTER .
PANEL SPEAKER

MPA Conference Asia
PASA Conference
Press & Media



CHANNEL 7 . NEWS . Bronwyn Reid

GIVING EVIDENCE AT THE PARLIAMENTRY INQUIRY -

'HOW THE MINING INDUSTRY CAN ASSIST REGIONAL BUSINESS'.

ROCKHAMPTON . AUGUST 2018

Photographs Courtesy of Photographers : MPA & PASA Official
Photographers



 **MPA . PASA**

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*Professional consultancy
helping small businesses to
become successful,
reliable and profitable
suppliers to large organisations.*



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