

Speaker



January 2021

Profile



WHO IS BRONWYN REID?

Bronwyn Reid is a 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.

EXPERIENCE

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.



BUSINESS

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.



BACKGROUND

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

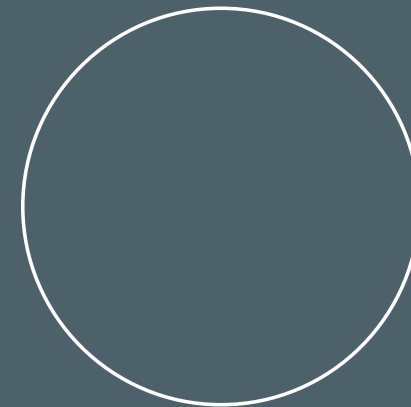
Small Company Big Business is Bronwyn's third business venture, to which Bronwyn has brought all her experience of supplying to large companies, all levels of government and international organisations together. This expertise is backed up in her comprehensive book of the same name - Small Company, Big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



PROFILE

Small Company, Big Business

How To Get Your Small Business
Ready To Do Business With Big
Business

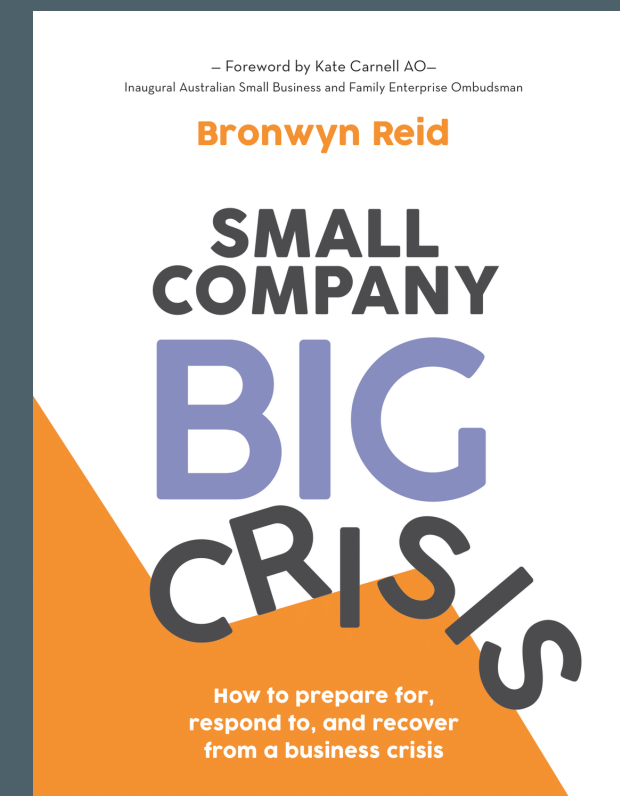


Author

Bronwyn is the author
of two bestselling
business books.
Add a book for your
attendees. Bulk orders
available.

Small Company, Big Crisis

How To Prepare For,
Respond To, and Recover
From A Business Crisis.



Bronwyn's Ideal Audience

SME Owners

SME 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).

Big Business Owners

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

Regional Organisations

Given her experience, when it comes to regional Australia, Bronwyn has a unique view on how regional economies can be more resilient.

SME Keynote Topics

Speaker Profile 2021 /06

I am a small business enthusiast, or nut, depending on your perspective.

Now, my presenting and writing combines my two life-long passions of teaching and small business. I am able to share with you and your audience my experience as a successful small business owner and entrepreneur.

Having supplied to national and international companies and all levels of government for over 25 years in my own businesses, I am able to share with you my experiences, trials, tribulations and successes of attracting, working with, and keeping, big business clients.



2021

Speaker Profile 2021 /07

I present on ...

these
topics ...

- The new business paradigm. If you're not a business with purpose, you're not a business.
- There will be life after COVID 19. How we can use what we learned to make business better.
- How to get a small business ready to work with a big business.
- Business crises are inevitable. Why do we always treat them as "abnormal" and how to survive them?

and
these...

- Understanding how big corporates buy, and what they want.
- After COVID 19. What happens now? Snapback, Recovery ,or Reinvention?
- Corporate Social Responsibility in business. It's now a critical success factor.
- The ethics of small business, big business relationships.
- Unfair contracts between big businesses and their smaller suppliers.

and
these as
well.

- The Circle of Control – the things you can actually do something about.
- Project Management for small business owners.
- Why partnerships are the most powerful weapon your business can have.
- Business systemisation – why it is necessary, and how to do it (properly).

A little bit more detail ...

SMALL COMPANY, BIG BUSINESS

HOW TO PLAY WITH THE BIG KIDS

At some point, every small business will have to take on 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.

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.

BUSINESS ETHICS

THE ETHICS OF 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.

Keynote Topics



THERE WILL BE LIFE AFTER COVID - HOW WE CAN MAKE IT BETTER

The global Covid 19 pandemic made us all think about our future. Suddenly, the impossible became possible. Governments spent millions of dollars where they were previously reluctant to spend cents. The world faces some insanely difficult problems, and continuing to do and act as we have always done certainly won't solve them. This presentation explores how we can approach these problems, and make our businesses, communities, and society in general, better places to be. The content is based on research conducted during the Covid 19 pandemic via LinkedIn and Facebook.



WHEN ELEPHANTS DANCE

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 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.



PROFITABLE BUSINESS PARTNERSHIPS

A successful tactic for securing big companies as customers is through partnerships. They can bring valuable skills, contacts and size and attract more potential work. But just as in 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. This presentation is ideal for both small and large businesses who are looking to form successful partnerships.



BUSINESS SYSTEMS - GREAT IN THEORY

The first thing a big customer will 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. Bronwyn's fun & engaging presentation brings it to life. 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.

Regional Development Keynote Topics

Speaker Profile 2021 /10

Regional economies are beset by boom and bust cycles. We have climate booms and busts. We have floods and droughts. We have commodity booms and busts – coal, iron ore, wheat, cotton, beef ...

I've seen these cycles play out over my lifetime. Sometimes, an area is permanently crippled when an industry dies or a natural disaster strikes. Mostly, life returns to “normal” after a time, but not without a degree of collateral damage. Families leave the area, businesses close, mental health issues arise, facilities close ...

To me, the key to minimising these deleterious effects is the local small business community.

Vibrant local small businesses, connected to the “outside world”, are the mainstay of these regional economies – helping to smooth the ups and downs.

And without robust regional economies, Australia has no future.

This is why I do what I do.



Regional Business topics ...

Regional



- Building resilience in regional communities.
- The easiest way to boost regional Australia.
- Regional Australia facing a low-carbon future.
- How we can use the Circular Economy to build regional resilience.
- The magic that happens when a regional area cooperates.
- How big companies can boost regional economies with a proven local-buying model.

Business



Corporate Keynote Topics

Speaker Profile 2021 /12



The other side of the small company, big business transaction is the large corporate or government organisation. They also struggle with the relationship. My research has shown though, that both parties have exactly the same 3 problems – they are just looking at those problems from a different point of view.

These topics will help decision makers to glean value for themselves by incorporating agile and innovative small businesses into their supply chains, while fulfilling their Corporate Social Responsibility obligations.

Corporate topics ...

- What your small suppliers saying about you.

This presentation is specifically for large organisations. When big companies engage smaller suppliers, procurement sees three main issues that cause problems. 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..

- Safety in the supply chain - from the small business point of view. They DO care about safety, but with an important proviso.
- How to attract a group of loyal, efficient suppliers that will give you a competitive advantage.
- Business ethics - How the power differential affects commercial relationships between you and your suppliers.

- Corporate Social Responsibility - it has to be more than a feel-good statement.

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.

Surviving A Business Crisis Topics

Speaker Profile 2021 /14

The 1987 stockmarket crash, the 1990-1991 Tech Wreck, the GFC, Bushfires, Floods, Coronavirus pandemic ...

Crises keep turning up. It seems that we just get over one, and another one comes along.

And that is exactly what does happen, but we treat the good times as “normal” business conditions, and the crises as the abnormal times. These topics turn that thinking on its head. The next crisis will be along soon, so we should be preparing now.





THE NEXT BOOM ...

How booms and busts work, and why there is always going to be another one.



ARE WE THERE YET?

Understanding where you are in a boom and bust cycle.



BUSINESS RESILIENCE 101

How to create your Business Resilience Plan.



BUSINESS CRISES

How to prepare for, respond to, and exit from a business crisis.



How to survive a business crisis.

Presenter & Speaker



Conference

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.



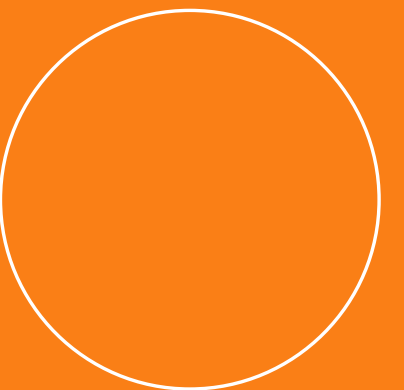
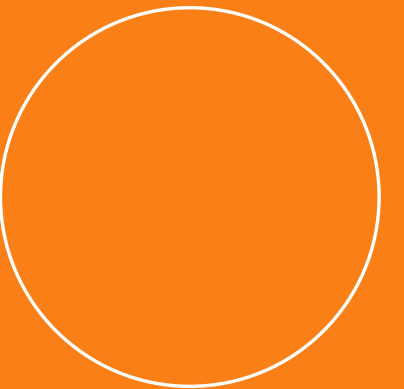
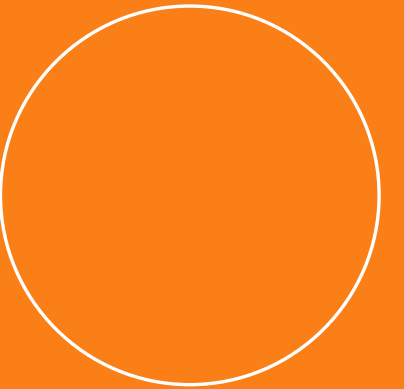
Workshop

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.



Webinar

Post 2020, we all know how valuable online technology is. Bronwyn is an experienced webinar presenter and honed her skills as a Virtual MC during the covid pandemic.



Why book Bronwyn?

Speaker Profile 2021 /17

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 someone who has credibility, loads of passion and has 'walked 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".



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 across the world - not a "one trick pony".
- Commitment to tailor all presentations to your audience.
- Bronwyn can be booked to present keynote presentations, panels, workshops, retreats and webinars. She can even be the MC at your next conference.

Testimonials



Anthea Cuddihy
CQUniversity

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. Bronwyn was very professional and easy to work with, and I endorse her as an experienced and passionate speaker

Tracey Cuttriss-Smith
CEO, C-Res Pty Ltd

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.



Janice Moriarty
Councillor CHRC

Bronwyn is a dynamic and accomplished business woman having worked and owned her own businesses in many different countries. Combined with her quick wit and keen sense of humour, Bronwyn is as vibrant and effervescent on stage as she is in person.

Testimonials



Chris Robb. CEO Mass Participation World

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.



Andrew Griffiths. International Speaker & Author

The thing I love the most about Bronwyn Reid is her conviction. She is smart, informed and aware, putting her in the right position to not only help educate her audiences but also inspire them. If you want a speaker who is a total professional, look no further than Bronwyn Reid.



Shane Stockill, Manager WHSQ

Bronwyn is an engaging and direct speaker who uses real-life examples to demonstrate key business challenges regarding health and safety management. This approach resonates well with the audience and initiates further participation through open discussions and questions.



Margaret Young

We found you to be an engaging and skillful MC, with a deft ability to balance energy, knowledge and compassion – particularly on a topic like safety law! I want to acknowledge and thank you for all the hours you put in during the Speaker Training sessions, and for being so capable with the numerous tech platforms, documents and links we were using. Moreover, you were able to meaningfully connect with speakers and that truly showed, even in the virtual format.



TESTIMONIAL - CONFERENCE MANAGER



From your bold earrings for Alena, to the band name suggestions for the Musical Four – it's moments like that, that show the audience that these discussions, and these people on the screen, are human. Whilst we did have a technical glitch, you handled that with composure and apparent ease. The audience was minimally disrupted by this, and we owe that to your professionalism. Finally, your knowledge of the challenges that small businesses face was clear, and it was such a crucial perspective to bring to the discussion.

Informa Connect

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



Bronwyn