



BRONWYN REID
Small Company, Big Business

MULTI-AWARD WINNING Speaker & Author

Leverage Bronwyn Reid's 25+ years of expertise to build resilient, future-ready business strategies. Walk away with practical, proven methods to safeguard and elevate your business in any market condition.

"Regional economies are beset by boom and bust cycles. We have climate booms and busts. We have floods and droughts. We have agricultural commodity booms and busts - wheat, cotton, beef and of course mineral resources such as coal, iron ore etc. The footprint of the resources industry in some of our regions is so much larger than the footprint of other industries.

"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 ...The key to minimizing 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.

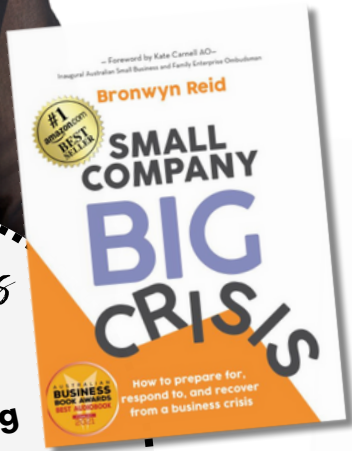
Without robust regional economies, there is no positive economic future. This is why I do what I do."



My Presentations

**Usually Keynotes
45-60 minutes long**

But can also do workshops
and breakout sessions
based on your
requirements



KEYNOTE SPEAKER & WORKSHOP FACILITATOR

THE GAP EFFECT

The relationship between SMEs and their big counterparts (and government) is critical to our economic success. We need them both, and they need each other, but they just don't speak the same language. I call this The GAP Effect™ and that's what I'm all about helping companies of all sizes to resolve.

NAVIGATING CRISIS

I provide a 7 step framework for planning what needs to be done, who is involved, and the rebuilding strategy to recover and get back to business quickly. Regardless of what impacts on your business-as-usual, having a clear plan ready to roll out means faster recovery, better resilience, and more peace of mind for everyone involved.

GOVERNANCE & SOCIAL RESPONSIBILITY

What it is, how to plan for it, and why it is critical to business in 2024.

“ Riveting from start to finish, with powerful stories that were relevant and with lasting impact Everyone loved Bronwyn's presentation! ”
CEO, EY Aus



“ Bronwyn gave our audience a lot of reassurance along with real tools and immediate actions we can all take to improve our sustainability! - Highly recommended ”
CEO, Brisbane Hub

**BOOK BRONWYN TO SPEAK
TO YOUR AUDIENCE IN 2024**

+614 1760 2981 | www.bronwynreid.com.au/speaker



2023 REVISED EDITION

SMALL
COMPANY

BIG
BUSINESS

How to Find, Win and Keep Big Customers.

BRONWYN REID

KEYNOTE SPEAKER WORKSHOPS & PROGRAMS



“ As a business owner who struggled with growth, getting the pitches right, and understanding why we were losing so many tenders, Bronwyn had insights and expertise to clarify exactly what we need to do, how to do it better, and get bolder and better at punching well above our weight. We have valuable tools we can put to use immediately and are already seeing tangible value from having listened to her and seen her present. Highly recommended ”
Jodie Griffiths, CEO Farmlink.

THE GAP EFFECT™

Being a smaller supplier to very big organisations has been part of my whole life. I grew up in regional Queensland, a descendant of a long line of farming entrepreneurs - selling their produce to those very big companies.

After a time in Corporate - where I saw the other side of the Small Company - Big Business transactions - I spent a decade living in underdeveloped parts of developing countries. There, an entire region can be dominated by just one, large, industry - or even just one company.

The relationship between SMEs and their big counterparts (and government) is critical to our economic success, especially in the wake of the COVID pandemic. We need them both, and they need each other, but they just don't speak the same language. I call this The GAP Effect™ and that's what I'm all about helping companies of all sizes to resolve.

Some people refer to me as the
“Google Translate App
for SME's & Big Business”

because I help them to understand each other, and create valuable, profitable commercial relationships.

BOOK BRONWYN TO SPEAK & GET THE BRONWYN REID GUARANTEE!



Before we start:

I'll grasp your needs and understand your audience through a thorough briefing, ensuring your key messages and communication goals are seamlessly integrated into my presentation.

I'll arrive well in advance, potentially the day prior, depending on the location and the scheduled time for my live appearance.

I won't sell from the stage, dress inappropriately, use questionable language, or engage in audience engagement that leaves anyone feeling uncomfortable - ever.

After the Applause:

I'll stay for a while to ensure anyone wanting to chat during breaks or meals can access me for further conversation.

Post-event, I can record ongoing positive messages for your group to be delivered as a reminder or to implement further positivity when they get home.

I'll follow up to discuss further how I can enhance your organization's experience, ensuring you're fully satisfied with your investment and my contribution to your event.



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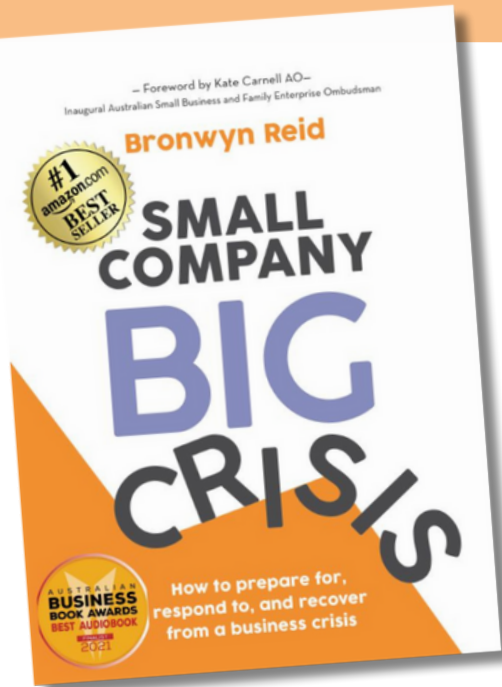


SIDESWIPE!

BUSINESS CRISES: INEVITABLE YET OFTEN UNEXPECTED.

What ever names you want to give it, the reality check of being ready and resilient in the face of a crisis will matter to you, and your entire community.

**T-BONED
JOLTED
SHATTERED
PULVERISED**



From natural disasters to pandemics, business crises vary in form but share a common threat - they can severely impact your business. From cyclones, flooding, fire, security breach, competitor brutality, loss of major contracts, pandemic, supply chain disaster, divorce, death or illness of key people, family crisis or just about anything that might impact on your

business, having a smart and workable action plan is what you need. In the same way a pilot can rely on his cabin crew to get the passengers off the plane, or a ships captain can ensure the lifeboats are manned and ready, the plan is what matters. I can show you how to easily create one for your company, to accommodate just about anything that strikes your business.

The BONUS is that having a competent RISK MANAGEMENT PLAN makes your business even more attractive for bigger and better opportunities in supply chain and contracts available.



MY BOOKS:

Customizable editions available. As the Author, I can provide tailored editions or a condensed version of either book in digital or print format. If you're interested in providing copies to your audience, please don't hesitate to reach out.



**60 MIN KEYNOTE
30-90 MIN BREAKOUT
1-3 HR WORKSHOP**



WHEN YOU HAVE WORKED THROUGH THE COMPLEXITY, THE WIND FALLS IN BEHIND YOU...



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