



PRESENTS



EA MASTERS 2018



Josh
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Speaker, Trainer, Coach. Australia

PRINCIPAL PARTNER



How to have a much bigger future than your past

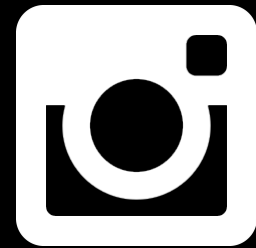
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INSTAGRAM



FACEBOOK



TWITTER

A photograph of Ginni Rometty, CEO of Microsoft, speaking at a podium. She is wearing a brown leather jacket over a black top. Her hands are raised in a gesture of emphasis. The background is a blurred blue stage setting.

GROWTH AND
COMFORT
NEVER CO-EXIST.

GINNI ROMETTY

CHANGE THE CONVERSATION

HIGH ST VS ONLINE
PRESSURE ON FEES
BREXIT
TENANT FEE BAN
HOUSING MINISTER

CUSTOMER EXPERIENCE
VALUE PROPOSITION
LIFE STAGES
FIXING BROKEN SYSTEMS
DEVELOPING YOUR PEOPLE



CONSUMERS PAY
FOR RESULTS.

PEOPLE PAY MORE
FOR KNOCK YOUR
SOCKS OFF ALL THE
TIME SERVICE.



FEEES = PRICING
OF YOUR
SERVICES.

NO ONE BUYS AN
IPHONE BECAUSE IT'S
THE CHEAPEST. THEY
BUY THE APPLE
EXPERIENCE.



An aerial photograph of a beach with waves crashing onto the shore. The water is a deep blue-green, and the sand is a warm, golden-brown color. The waves are breaking in a curved pattern, creating white foam as they meet the shore. The overall scene is serene and natural.

HOW TO BEAT A GROWTH STALL:
INCREASE SPEND OF YOUR EXISTING CUSTOMER
DECREASE CHURN (LETTINGS AND PAST
CLIENTS)
ENTER NEW MARKETS
CUSTOMER EXPERIENCE
PRODUCTIVITY

A woman with blonde hair is sitting in the driver's seat of a car at night. She is looking down with a thoughtful or slightly sad expression. The background is dark with out-of-focus city lights, creating a bokeh effect. The text is overlaid in a bright blue, sans-serif font.

SHORTEN THE
ETA FOR YOUR
CUSTOMER.



WE NEEDED NEW
ROLE MODELS.



IF YOU WANT TO BE
A PLAYER, PLAY
EVERY SINGLE DAY.

KOBE BRYANT

A photograph of a bar interior. In the background, a large wall-mounted wine rack is filled with numerous bottles. In the middle ground, a bar counter is visible with various bottles and glasses. In the foreground, several dark wooden chairs with light-colored fabric seats are arranged. The text is overlaid in a bright blue, sans-serif font.

DOING THE RIGHT
STUFF = DOING THE
PROFITABLE STUFF.

A person wearing a brown jacket is sitting at a desk in a workshop or laboratory. The background is filled with various equipment, including a chalkboard with diagrams, a desk with tools, and a brick wall. The text is overlaid in a bright blue, sans-serif font.

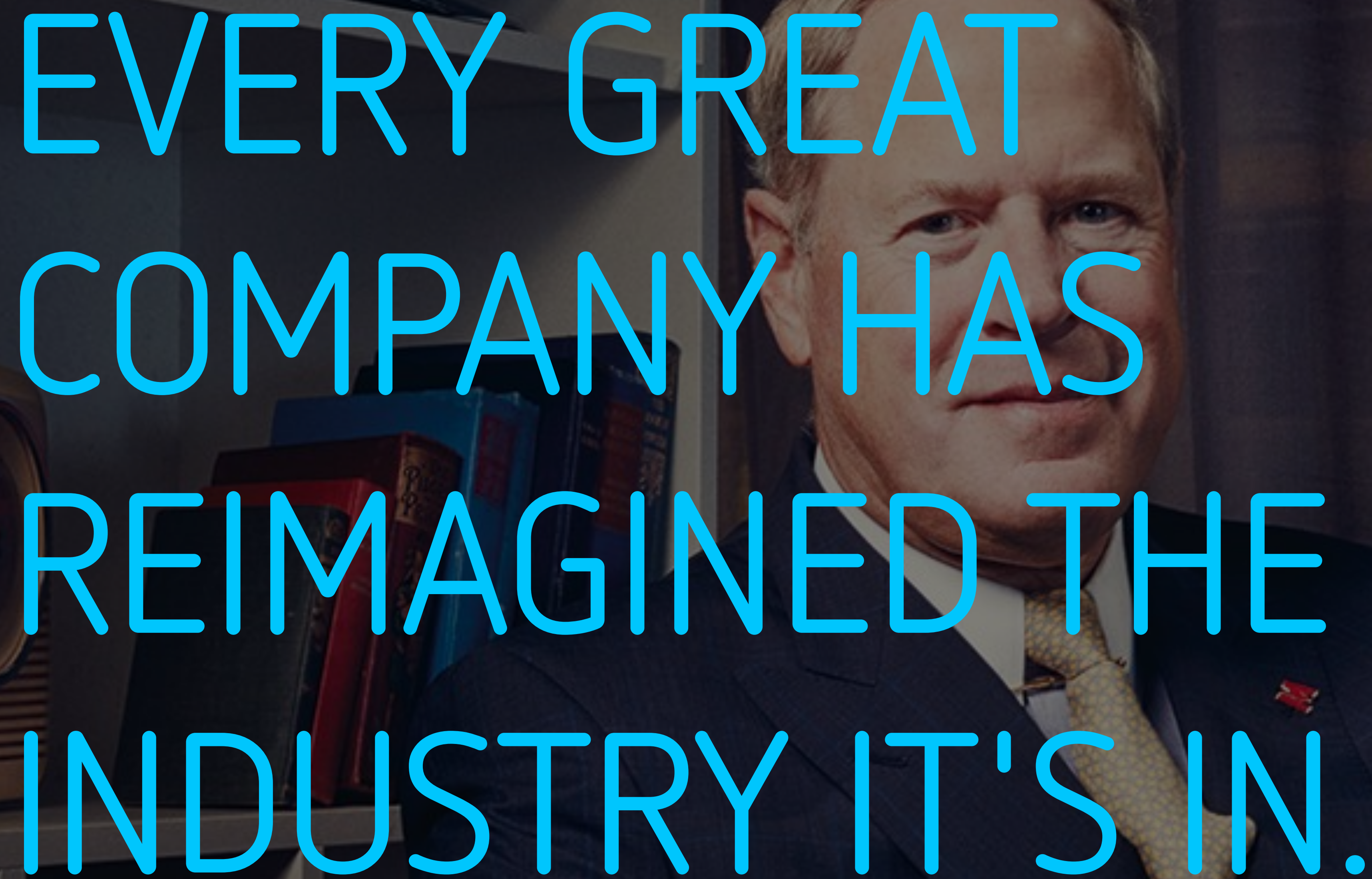
YOU MASSIVELY
UNDERINVEST IN
CONTINUING
BUSINESS.



YOUR CUSTOMERS ARRIVE
AT YOUR DOOR EACH DAY
WITH AN ARMY OF
EMOTIONS AND NEEDS TO
BE SATISFIED.

A close-up photograph of a dog's face, likely a Shetland Sheepdog, with its tongue hanging out. The dog's fur is a mix of light brown and black. The background is dark. Overlaid on the image is the text "COMPETE ONLY BY MAKING IT EASIER FOR THE CUSTOMER." in a bright blue, sans-serif font.

COMPETE ONLY BY
MAKING IT EASIER
FOR THE CUSTOMER.



EVERY GREAT
COMPANY HAS
REIMAGINED THE
INDUSTRY IT'S IN.

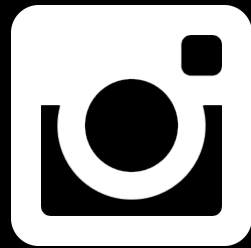
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