



## Learn from the best And master your business

Canberrans are raving about the Master Mentor Program. Here is what some of them said recently:

*“The **best** business course I have ever attended.”*

*“Just **brilliant!** Thank you so much!”*

*“Very interesting. **Valuable.** Interactive. **Informative.**”*

*“**Fabulous** morning. Thank you!”*

*“It was **funny.**”*

*“Was a great program!”*

*“This was a **sensational** program: content,*

*and presenters were all exceptionally well prepared, **relevant,** interesting and vibrant. Mood in the room was **exciting – friendly,** warm. Something to learn and take away and **reflect** on for everyone. Well done!”*

*“This is the **first course** I have attended since university over 12 years ago.*

*Thank you for a **fun,** informative morning I have thoroughly enjoyed.”*

Sign up for this intensive half-day Master Class and take the leap from business survival to business prosperity. Discover:

- How and why business planning really works
- What your money personality is and why this is important to know
- How leaders model behaviour and conduct relationships
- Why you need to know more about digital communication and what it is you need to know
- Fascinating and relevant anecdotes about counter-terrorism, an entrepreneurial children’s circus, Glenn McGrath and a man’s world

<b>WHEN</b>	Thursday November 8, 2012 8.00am – 1.00pm
<b>WHERE</b>	Australian Institute of Management ACT Ground Floor, 14 Childers St (Corner University Avenue) CANBERRA ACT 2601
<b>COST</b>	\$195 (early bird before November 1) \$225 (regular)

Places are limited and sell out quickly.

# Who should attend?

**Anyone who is serious about business.**

This event is aimed at professionals of all ages and at all stages of their careers who want to gain knowledge and apply it to their future advancement.

## Meet the presenters



### Master of Intent

**Mary-Anne Waldren, CEO, MAW Action**

“Believing forward.” This is the term Mary-Anne has coined to describe what happens when you set goals or postulate your future. The first business plan Mary-Anne ever wrote set out three-year goals. She achieved all of them within 12 months. Hear how you can do this too.



### Master of Conscious Leadership

**Shane Horsburgh, Consultant, Effective People**

Shane’s life used to be a Boy’s Own adventure. He skipped a young Glenn McGrath in the Under-16s Backwater cricket team. He grew up to become a counter terrorism operative and instructor in war-torn Iraq where he was commanding US\$550 a day. It was there he met “The Professor”, a wise man who told him: “You’re either guided by your soul or driven by your ego.” The Professor reminded him of the story of Moby Dick, and Shane realised he was, along with most of his colleagues, Captain Ahab, a man driven and ultimately destroyed by his own anger. “Most men are merely boys in adult bodies,” the Professor told him. This information changed Shane’s life. He learned to listen to himself and eventually wrote the book, Fighting Blind. Today Shane trains everyone from executives to school boys. “The crux of leadership is modelling behaviour and developing relationships,” he says.



### Master of the Online Business

**Tim Hyde, serial entrepreneur and CEO, The Riot-ACT**

Tim’s first entrepreneurial foray was masterminding a circus when he was 6. He charged neighborhood children 20 cents for both entry and to dress up and act in the circus. He made about \$10, which he spent on one-cent lollies for consumption and marked up resale. His profit was a large stack of gold coins, a gut ache and a lifetime habit of starting new ventures. He has since created more than 10 start-ups and almost 100 websites but his most successful, [www.The-RiotACT.com](http://www.The-RiotACT.com), a formidable Canberra-based media outlet, started out a dozen years ago as a blogging hobby. While pursuing online ventures Tim attained sensible qualifications in finance and IT, and forged a successful career in IT project management. He discovered that what he enjoys most is sharing his wealth of knowledge to help other businesses achieve success online.



### Master of Wealth Creation

**Lynette Murray, Managing Director, ActonAdvice**

Lynette will launch her insightful book into money personalities, Pretty Rich, this month. She is whiz financial planner, but her career pathway took a few hairpin bends. She wanted to be an accountant. This was thwarted when she was told she would not be able to take clients out for lunch because she was a woman. She then applied for work, fully qualified, as a computer programmer. Again, she wasn’t suitable as it was suspected she would run off, get married and have children. So she worked in finance until her potential as a financial planner was spotted. “I love it. It was the best thing that ever happened to me,” she said. Lynette will outline your money personality and that of everyone you know, and explain why they are responsible for most partnership tensions and breakups.

**Are you ready to get higher results  
from your frontline teams?**

**Complete the registration form today  
and secure your company's place**

## Registration Form

Once completed this form constitutes a tax invoice



Title:	First Name:	Surname:
Position:		
Organisation:		
Phone (w):	Mobile:	
Email:		
Name and business name for name tag:		

### Payment Details

Early Bird:

Regular:

Cost of Event: \$ \_\_\_\_\_

### Event Specific Details

Event you are registering for: \_\_\_\_\_

Date / Time: \_\_\_\_\_

Location: \_\_\_\_\_

Credit Card:	_____	Visa:	_____	Mastercard:	_____
Card Number:					
Name on Card:					
Expiry Date:					
Signature:					
Cheque: Payable to MAW Action Pty Ltd P.O. Box 9549 DEAKIN ACT 2600			Direct Deposit: MAW Action Pty Ltd BSB: 032 719 Account Number: 327 051		
Further Contacts: Mary-Anne Email: Maryanne@mawaction.com.au Mobile: 0412 340 622 Fax: 02 6295 0229					



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