

IMPORTANT INFORMATION

Anyone here from ASIC?

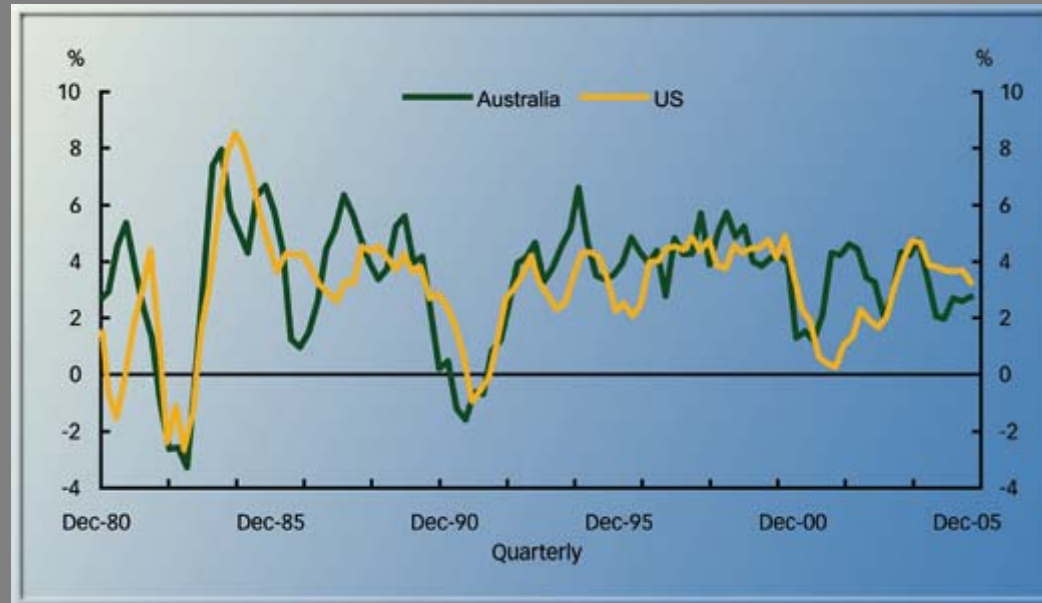
This presentation has been prepared without taking account of the objectives, financial situation or needs of any particular individual. Before acting on the information in this seminar, you should consider its appropriateness to your circumstances and, if necessary, seek appropriate professional advice.

Examples used in this presentation are for illustrative purposes only.

If you don't want to take my word as an

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Don't be complacent about old relationships!



- This economic story is relevant to advisers now.
- We tracked US closely.
- Lag was 6-9 months.

A Hugh Grant economy?

- In the wrong place at the wrong time
- Like Hugh Grant, I think we will...

**How did US banking CEOs
make such big mistakes
ahead of the GFC?**

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A take on Wall Street bank bosses!

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The adviser challenge for 2010

- A 'storm', not in a tea cup
- The consumer view — Andrew Inwood
- The Cooper Review on super
- The Ripoll Review on advisers
- The Henry Tax Review
- An election year
- The adviser's world will be different
- “A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty”
(Winston Churchill)

Advisers need to think laterally!

- In challenging times, think laterally...
- Put yourself in customers' shoes
- Anticipate their needs
- Become their trusted partner
- KO complacency
- Get out of your comfort zone
- It's the year to change — go from good to great!

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Winners need partners and focus to help them win!

“There were times when deep down I wanted to win so badly I could actually will it to happen. I think most of my career was based on desire.”

– Chris Evert, tennis great

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The start of the change process — be realistic and do a SWOT!

- Neil Perry gave away half of his business!
- Advisers have to do business like never before

Businesses must go from good to great!

- Leadership
- People
- Being world class
- Confront the brutal truth
- The simple but GREAT plan
- Seek expert help

Leadership is vital

- For the long-term
- Lead yourself first
- Ask questions
- Want debate and truth
- Look for bigger business role models

Have you got the right people?

- Not great by accident!

Tip from top Australian!

Dr Fiona Wood

“If I have seen further it
is by standing on the
shoulders of giants.”

On talent:

“Don’t compromise on
2nd best!”

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The marketing headache

- Answer the most important marketing question: “Why should I buy from you?”
- What’s your unique selling proposition?
- Transparency?
- Honesty?
- Track record?
- Insights?
- Customer care?

Tim Pethick and Nudie took on Coke, etc.

- Went tribal
- Used online well
- Became very visible
- Listened to customers

What a marketing coach would ask you

- Are you a purple cow?
- What is your USP?
- Is your team on board?
- Are you networking professionally?
- Do you need expert help?

Your message must become 24/7

- My message to you is to become FOCUSED with a capital F!
- Like KYM ILMAN!

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ILMAN OUTFOXES BRANSON

Switzer

Once your offering is right, let passion take over!

- “What innovations, partnerships, networks can we establish to create a loyal customer base and return visits?”
- “First you have to believe you can make it happen.”
- “I have always lived my life by making lists of people, lists of ideas, lists of companies to set up and lists of people who can make things happen.”

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Most frustrations need systems!

- Use the external challenges to fix your internals!
- Do you have any frustrations in your business?
- List them and create systems?
- Do the SWOT and if you can't change things, get someone else to help you.
- You are the best asset your business has, so don't be afraid to invest in it!
- Work out what you want. Work out the price you have to pay to get it. Pay the price!

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