



# EMBRACING FUTURE TECHNOLOGY

**AI & PRACTICAL STRATEGIES FOR DRIVING  
BUSINESS GROWTH AND EFFICIENCY**

*Raelbricker.com*

Adapting to the current world requires agility.

**AI practical Strategies for Driving Business Growth and Efficiency** evolved from a background in software engineering and 30+ years of entrepreneurship combined with a passion for utilizing technology to make business more efficient. It is a tale of proven tools and techniques, backed by practical case studies, to help companies thrive in these challenging times.

This talk can be delivered in multiple formats depending on your requirements, a keynote speech of under sixty minutes or a longer more interactive workshop.

Both formats utilise real world pragmatic case studies to demonstrate the use of existing and emerging AI tools. Practical company specific examples are included to highlight the power of the applications.



*Hi, I'm Rael Bricker*

*From being 6000ft underground in a mine, to starting an education business (that grew to have 4000 plus students) to spending years working in venture capital, I have has seen it all. I have listed companies on multiple international stock exchanges, and my financial services group has settled more than \$3bn in loans over 21 years.*

***The common linkage between all these experiences has been the use of the best available technology to maximize growth and efficiency.***

*In 2013, I was given a rude awakening when after a season of triathlons, I decided to run a marathon as part of my plan before I turned 50. Each time I ran, I experienced neck pain and it was discovered that I had two blocked arteries.*

*I was the lucky one as I managed to dodge a bullet and ended up with two cardiac stents. Today I am probably back to close to my fitness and strength from 2013, but I have much more self awareness of listening to my body.*

*This experience helped me to find my purpose in life; sharing the experiences of journeying and achieving excellence with business owners and entrepreneurs around the world.*

*My diverse work history combined with unique global research interviews with companies in more than 25 countries makes me perfect to work with leaders and managers on achieving excellence, as I have experienced the rollercoaster myself, and know how to navigate the twists, turns and loops.*

*If you need me to have academic qualifications, I hold two Masters degrees; an MBA and an MSc (Software Engineering) and am currently a Fellow of the MFAA, a Certified Speaking Professional (CSP) and a Member of AICD.*

*My first book - "Dive In - Lessons learnt since business school" was published in 2018*

**I work with people and companies on their journey to excellence.**

**Phone: +61 8 6184 7817 | +61 408 600 330**

**Email: [rael@raelbricker.com](mailto:rael@raelbricker.com)**

# USING AI

## PRACTICAL STRATEGIES FOR DRIVING BUSINESS GROWTH AND EFFICIENCY

**“AI is the key to unlocking efficiency, accuracy and new possibilities for companies, enabling them to stay ahead in a rapidly evolving business landscape.”**

The buzzwords of early 2023 are amongst others ‘ChatGPT, OpenAI and Dall-E”.

For a few years I have been experimenting with many different AI tools to bring efficiencies into my businesses. Many of these earlier tools have been overshadowed the hype of AI and ChatGPT.

In the last few years, I have trained countless people and companies on utilizing AI tools in various aspects of their business. AI is more than ChatGPT and “Bard”.

and a background in engineering, specifically software. I am passionate about sharing my knowledge and experience with others and I am committed to helping businesses understand the power and application of these technologies.

I bring a unique, practical and valuable perspective to the topic.



The integration of AI apps in the business world has revolutionized the way we work. It has made it possible for companies to streamline processes, make better decisions and increase efficiency in ways that were once thought impossible.

Some of the key learning from these presentations include :

- Embracing task efficiency
- Using creative starters and ideas
- Ideas for improving customer experience
- Understanding ethics & transparency in AI
- Strategies for implementation & challenges

I look forward to working with you on your journey to excellence with AI technologies.



# OTHER WORKSHOPS /KEYNOTES ON EXCELLENCE

## **DEVELOPING A STRATEGY FOR TEAM and BUSINESS GROWTH**

A critical aspect of organizational success is having a group understanding and buy in to the strategic plan and process. This workshop can run from half a day to two days and incorporates understanding all the elements of a strategy and alignment with values and purpose for the entire team to move forward together.

## **TURNING THE PLAN INTO A PAGE (POP)**

All aspects of developing a strategic plan that is dynamic and flexible form the bulk of this program. This includes a detailed analysis of the three critical business areas - the resources required to deliver on the value proposition to the customer base and deep understanding of each area.

## **COMMUNICATING (MARKETING AND SELLING) IN FULL COLOUR**

This program focuses on dealing with different personalities and behaviors. Participants will learn how to consider each person's behavior and modify their communication style to match the behavior. We will learn to stop selling and create an environment that makes it easier for people to buy.

## **TEAM DYNAMICS**

Teams are the basic building block of successful organizations. Team dynamics is fundamentally about creating the elements of those blocks. Many leaders believe they could be losing control and need to simplify systems and processes. Additionally they want a strong culture with communications and ethics as core elements.

## **CREATING YOUR RICH AND ROBUST CULTURE**

This program features unique global culture research and provides a future view of culture and the future of work. This program includes the use of the exclusive BEI (Business Excellence Indicator) tool that allows organizations to quickly determine areas of excellence and concern in three critical non financial measures - being Culture, Strategy and Leadership.

## **STRATEGIC AND CHANGE LEADERSHIP**

Leading self, leading other and leading teams are the three fundamental cornerstones of developing great leaders. This program is an intensive look at organizational leadership development. The program focuses on a few key fundamental areas such as understanding one self before leading others and teams and understanding communication styles and behaviors.

## **SUPERCHARGE YOUR BUSINESS**

Business owners and managers face multitudes of challenges daily. Sometimes the solutions are clouded by the emergence of other problems. These challenges are not unique. This program utilizes 30+ years of business building, coupled with the ideas explored in "Dive in" (Published in 2018) to develop the tools to supercharge your business.



# WHAT DO PEOPLE SAY ABOUT RAE ?

*"Rael brought a thoughtful, intelligent and heartfelt address to the Vow Financial Conference in Whistler Canada. Rael's ability to present and weave stories that are thought provoking and motivating is artistry in motion. Myself and more than 200 guests were compelled by Rael's business and management insights and the message of following your dream and staying true to yourself. Rael is an charismatic and inspirational person, listening and meeting Rael was truly an uplifting and positive experience, his perspective on issues was a breath of fresh air. Rael, has made a lasting impact on my life, and am sure many others as well."*

Stephen Lambert Senior Financial Planner – Crown Wealth

*"You know you have joined a great company if in your first month you get to attend a company function and Rael Bricker is the speaker. Rael has such a nice way of connecting with his audiences through relevant content, good humour and his great storytelling ability. I was very lucky to be near the front of the audience and jump at the opportunity of getting Rael's book "Dive In". The book has such great insight into a variety of great practical business principles that we don't always gravitate to first."*

Matthew Hindley – Dariel - Johannesburg

*"I have known Rael in a professional capacity for approximately 5 years. During the past 12 months I have worked closely with Rael on two specific projects. The 1st being in a Business Owners Academy in which Rael co-ordinated and ran. The Academy ran over several months and it was very well organised and run. Subsequently to the Academy and its success we engaged Rael to facilitate the annual strategic planning process that we undertake at Supervision Group. Rael is a highly effective communicator who I have found to always be professional. Rael did a fantastic job is preparing, facilitating and ensuring we achieved our desired outcome from the strategic planning day and subsequent follow up session. As an experienced businessman, Rael was able to utilise his own experiences and extensive knowledge to add value to Supervision Group."*

Clinton Reid Managing Director - Supervision Group

*"I have heard Rael present at professional meetings, seminars, workshops and conferences over 100 times. He's a regular presenter and greatly sought after and is invited interstate over a dozen times each year. Rael engages with the audience and has the rare ability to break complex financial issues into the layman's language. It's fascinating to see the audience respond to him and enjoy his presentations. He is never dull. Despite having heard him over 100 times I find he rarely repeats himself, changing the presentations content and style to suit the audience. He speaks with great passion and a sense of humour so that he never loses the audience. His presentations are always interesting and informative. The fact that he's always sought after to present at various forums is a testament to his skills"*

Harpal Ahluwalia – Perth

*"Rael is a billion dollar business man who cares about leaders. His strategic sense is staggering. As someone who has also built a successful educational enterprise, when he speaks - leaders act. That is a gift. "*

Louise Karch – Award Winning Brand Expert – Melbourne

*"Rael Bricker is a passionate business leader, with a strong strategic focus. He has successfully run his own business for over 16 years, and due to his insights and strategic vision was invited to join the CEO Advisor Group during my tenure as the MFAA CEO, the peak industry body for mortgage and finance brokers in Australia. Rael has always be willing to give up his time, so that others can learn and succeed."*

Siobhan Hayden - Board Advisor

*"We hold an annual conference to bring our large membership together. We are very grateful that Rael Bricker has provided his MC services to us for each of the seven years. This is a vital role to see that the conference runs smoothly and with the right amount of humour. Rael handles this difficult job with professional ease. Rael continues to earn this task by popular demand from our members. No matter which city we hold the event in Rael always makes himself available and is a font of knowledge on assisting in the organisational effort prior to the event. I am more than happy to recommend Rael as an MC for any event."*

Kevin Young - President of Property Club.

*"As a Conference Chair, it is a considerable risk to recommend someone as a speaker. With Rael though, I will recommend him without batting an eyelid. The amount of sincerity, hard work and customization he did for a talk he delivered in Chennai is beyond words. He took all the content he had and gave us the best to all of us. You don't come across such a nice giver in your life. He is not The Excellence Guy, He is... An Excellent Guy."*

Lokesh Rajendrababu - The Profit Maximizer - Chennai

*"Rael hit a chord because I found his presentation full of practical and real advice that made me think there were some things I'd done well, and other areas that I could do better"*

LP - Perth

Phone: +61 8 6184 7817 | +61 408 600 330

Email: [rael@raelbricker.com](mailto:rael@raelbricker.com)