

## Rael Bricker – Speaker, Author, Mentor, Facilitator and Coach

### Why, How and What !

I am driven by *BUSINESS EXCELLENCE*. Organizations that embrace the ideas of excellence will achieve their growth potential. My passion as a speaker, author, facilitator and coach is to work with organization to maximize their growth potential by embracing the components of business excellence.

#### Building the blocks of business excellence

I was inspired by watching children enjoying the simplicity of building structures using coloured wooden blocks.

Children instinctively know that any construction with these blocks needs to have solid foundation, walls and a roof. Or maybe not those specific terms, but they'd know that if the base isn't stable, then everything else will crumble. We can apply these same principles to building business excellence.

Each component is a critical part of the strength of the overall structure. The challenge is to understand the various blocks and to determine which are strong and robust and which need some reinforcement

Each of these blocks forms one of the areas where I work with companies to achieve business excellence.



#### THE FOUNDATIONS

At the core of any structure is the foundation. This provides the solid platform on which to build.

There are two components that make up the foundations.

The first of these is *CULTURE*. Culture has become the strategy of the next decade. Culture forms the central piece of any organisation, and the piece that determines its resilience.

Strongly linked to culture is *ETHICS*. The organisational ethics, shaped by the culture, determines how team members make the right decisions when at a crossroad. Ethics draws the proverbial line in the sand, determining the boundaries for the team

The core provides the stability and structure of any organisation. It relies on having a strong foundation to support it.

Organisational SYSTEMS and STRATEGY become critical for BUSINESS EXCELLENCE as organisations evolve and grow and the requirements change. Understanding, simplifying and applying systems and strategies allows for controlled growth to enhance the stability and strength.

## THE ROOF

All of these components are embodied in “The Business Excellence Guy” speaking, coaching , training and facilitating.

Elements take on various forms from stand alone Keynote presentations to ½ day to 5 day specialised corporate programs, 5 month Business Academies and ongoing monthly masterminds and leadership development and one to one coaching.



Previous Corporate speaking, training and coaching:

If Culture ate strategy for breakfast – What's for Dinner?	Keynote and ongoing coaching
The Organisation of Culture	Keynote
The Ethical X factor	Keynote
Supercharge your Business	Keynote and Workshop
Climbing to Diversity	Keynote
Team Dynamics	One and two day corporate programs Ongoing Coaching
Inspire your team to excellence	Keynote and one to 2 day workshop
Sales and Communication in Full Colour	One and two day corporate programs
Negotiation and Networking in Full colour	Keynote and ½ day workshop
Financing your future / Financially Fit and Focussed	Ongoing wealth and mortgage coaching
Tips and Traps from the Trenches.	Keynote and ongoing SME coaching
Integrus Academy	Five month business Academy
Leadership Development	Five day intensive program
Coaching and Mentoring	Ongoing Coaching

**The WHY!**

After 30+ years as a serial entrepreneur, dabbling in everything from education to finance to fitness, I've now made it my mission to share my knowledge and expertise with others. Seeing that light come on, and connections being made in people's heads as to how they can weave my experiences and advice into their businesses reinforces that this is where I need to be.

**The HOW!**

The learning is best practice, combined with practical experience to achieve business excellence. People who have attended keynotes and workshops have positively changed their attitude to business growth and business excellence. They have found inspiration in the simple and practical approaches to managing, growing and succeeding in business. They leave the sessions with new, practical and effective strategies that can immediately be put into place.

I deliver custom designed keynotes, workshops, mentoring and coaching that all fall under the umbrella of "Business Excellence". We all recognize that perfection is not possible, and that excellence is being the best we can be with the resources we have. I work with people who are passionate about being on the journey toward achieving the best level of business excellence that they can.

I draw my inspiration and content from many sources. This allows me to develop and deliver keynotes, workshops, mentoring and coaching that is uniquely customised to every audience and client. Some of these are listed below

### **My Experience**

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 19 years. I have a diverse work history combined with unique global research interviews with companies in more than 25 countries. Taking this knowledge and experience makes me perfect to advise people on growing and achieving excellence, as I have experienced the rollercoaster myself, and know how to navigate the twists, turns and loops.

### **My Background**

I hold two Masters degrees; an MBA and MSc (Engineering) and am currently a Fellow of the MFAA (Mortgage and Finance Association of Australia), a Certified Speaking Professional (CSP) (Professional Speakers Australia) and a Member of AICD (Australian Institute of Company Directors). Additionally, I am the first inspirationalist in Australia with Integrus Global and a Mentor with both *Mentored With Mark Bouris* and *Mastermind.space*

### **My Book : Dive In – Lessons Learnt since business School**

This book, published in May 2018, was intended to be a guide for people to take my experiences and be able to put the lessons into practice. As the blurb says:

*"Business does not have to be complicated. Business can be simple.*

*Take a breath, dive in, and adjust the course while you are moving.*

*This book looks at 30+ years of work and business on two continents through startups to listed companies. It is a collection of business principles that underline the idea of sometimes just taking a leap of faith and Diving In is all you need to succeed"*

### **Integrus Global**

Integrus takes a completely holistic approach to business. We believe that you cannot try and change only one aspect to achieve excellence. We take behavioural colours into every aspect of your business. These are known as the 12 keys to Success, and form the backbone of the Academy program, and many corporate programs.

## Testimonials

"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 Group.*

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*

"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 gave a brilliant thought-provoking talk that encourages one to do a daily introspection to continuously align oneself with one's own moral compass. His presentation skills were superb and one walks away feeling that this advice can change one's life

*Malcolm Rabson – Group Managing Director – Dariel - Johannesburg*

"We hold an annual conference to bring our large membership together. The highlight of this is the Saturday evening dinner with a live band or an orchestra. 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 evening 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.*

"Thanks for today's starting session! Even though it was in the middle of the night it was totally worth it. I liked the content and the way you guys presented it. The 2.5 hours just flew by."

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