

POWERUP

After a very successful visit last year, international business speaker Peter Irvine, of Gloria Jeans, is coming back to Port Macquarie with his Power Up partner Tony Cattari. Tony was General Manager of Harvey Norman's Computer and Communications division, where he oversaw the growth of the division from \$12 million to \$565 million in nine years. Tony shares the passion behind their seminars to facilitate business success.



You are coming to Port Macquarie for the Power Up seminar. Have you been to the area before?

I have been to Port Macquarie many times! It is a delightful holiday place. My family and I adore the area. I have also done a lot of work there when I was working for Harvey Norman, so I am very familiar with the area and love the beaches.

> How did the concept of the Power Up seminar come about?

We actually felt that there was a great need for very practical, powerful, Australian business building ideas and tactical strategies. It is predominantly aimed at small to medium sized business owners who don't have a lot of money, and gives them a chance to get away from the obscene amounts of money some people charge them for help. Monies that most small to medium size businesses don't have.

So we thought, "how do you help small business owners who are struggling with cash flow and really need some sort of program"?

This whole program was developed not only to be a workshop, but also a business coaching model.

> What do you teach?

The program is about education, motivation and inspiration - but more importantly activation, and that is the essence of the program.

We sometimes mistake knowledge for success. But if knowledge was success, then every professor would be a billionaire. The true essence of success in business is activation.

We all know what to do, we just don't do it, so the program takes you on a path to build activation.

> Who are the facilitators of the program?

The program is delivered by myself and Peter and we have two very different styles of speaking. Peter is 62 years old with experience under his belt. He was involved with Gloria Jeans for many years and has also run a very successful advertising agency.

I will also be delivering my message at the seminar and my history lies with Harvey Norman. We have different styles, different areas of expertise and different views on what we are passionate about.

That really gives the program a dynamic edge because effectively you are not listening to one person for the whole program. There is a lot of writing and role play involved, where we actually stop and get the people to apply what they have learnt to their own business.

The key at the end of the program is applying a 90 day action plan, which involves looking at where your business is heading after attending the seminar. Nothing builds success like momentum, and it is really important to give business owners and their teams a sense of success and achievement.

> How did you meet Peter and decide to develop the program together?

We were both on the speaking circuits and I saw Peter speak. At that stage, I had my own business achievers group and rang him up one day and said "Peter, what are you doing?"

He was about to step down from his day to day Gloria Jeans position, and we had both reached the stage where we wanted a bit of a break. He had just written a book and I suggested we combine forces and come together to do it.

It was a really great idea. We were both on the same path and our personalities suit each other. From there we developed the program.

So far we have done about 10 seminars and have been invited to run them in Singapore, Malaysia and New Zealand. It is becoming a very popular one day program that we will take around the world.

> What has been the main thing people have learned from the seminar?

I think what people like out of it, is that it is born out of the true. A lot of people talk the talk but have never walked the walk. There is a lack of credibility in that.

Both of us have had enormous success, but we

have had our set backs as well, and share both of those experiences openly. We also apply what we have learned, and use this to help others to build businesses.

We don't deliver from the theory book or textbook, but from a very practical, passionate perspective of business - especially a small to medium business perspective which has its own unique challenges.

> The Power Up seminar is being presented by our local charity group Mid Coast Care to raise funds to help people in crisis. How important is getting successful businesses behind local charities?

I think it's very important. I think the essence of life is not what we get, but what we can give. We live in a society that takes nothing in essence and it is really important that we give back in some way.

Everyone has the capacity for giving, it may not always be money, it may be in time and I think that is as important. Business people, to a certain degree, may not have time but they can support charities financially because they are in a better position to do that than an individual employee.

> How do you personally define success?

I would probably define success as the ability to fulfill your passion. I don't actually see success as money, which is the deception out there. I think if your passion was to be a fantastic father or mother and you achieved that, then I would define you as successful.

> What do you believe is the foundation of a good business?

I think the business is always the reflection of the owner. If the owner gets better, the business gets better. I would basically say it's an inside out job in many respects.

The first characteristic of a success business is an owner who is willing to take responsibility, ownership and accountability for his or her business.

The great challenge we have is that we work with many businesses and if a business owner is in denial, there is really nothing we can do to help them until they change that mindset.

That's what we found, and if you can get that mindset right, the other key thing is to have a vision for your business and facing challenges. It's

not that we aim too high and we miss, its that we aim to low and we hit. The enemy is being comfortable.

When you are comfortable, you don't stretch or challenge yourself anymore.

> What is the simplest mistake that business owners make?

Definitely the cash flow situation. Business owners need to understand cash flow - find the old sayings like "turnover is vanity, profit is sanity and cash flow is reality". A lot of business owners mistake turnover for profitability, and profitability for cash flow. Most stop because they don't understand implementation of cash flow. The key message is - make sure you have your cash flow sorted out and then make sure you have a systemised business.

Understanding how to systemise your business so you aren't the business, will give you the opportunity to accelerate by using very low cost sales and marketing strategies.

These strategies will actually have a profound impact on top line revenue. Your financial health is like a soccer game. The scoreboard will determine if you won or lost the game. In business, a profit and loss balance sheet will determine this. An owner should understand these scoreboards, know what they show and how they can be used.

> You will be covering all of these aspects in your Power Up seminar?

Yes I will be, and if you come along you'll also receive a 200 page workbook. We don't go through the workbook page by page, but we do cover a lot. It will be very passionate, lively, entertaining and practical.

It's definitely not a boring seminar!

> Thank you Tony.

**Location: 116 The Ruins Way, Port Macquarie
Cost: \$197 (includes lunch Friday), or \$147 early bird special (if purchased before 1 May)
Dates: 28 and 29 May 2010**

To order tickets contact:

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