

THE MICE THAT ROARED and THE LIONS HEARD A Seminar that will Raise Thinking to Raise Profits Thursday 31st May 2012

Australian CleanTech has teamed up with Aspirall, a strategy consultancy, to deliver this one day seminar to members of the Sydney CleanTech Network.

Aspirall and its founders, John Harradine and Tanya Diesel, have helped leaders of some of Australia's leading listed companies to make step changes in their thinking and overcome barriers that previously felt insurmountable. The results can be exceptional.

Solving the Cleantech Marketing Puzzle

"Change takes a minute; resistance takes a lifetime" (old Hebrew proverb) and what we resist persists. Your Cleantech innovations are asking the world to change so you will no doubt encounter resistance, including your own – believe it or not.

We have some amazing innovations in our Cleantech community to show the world. We need to get the world to want to see their value. Does it ever feel as if you are speaking a different language and that you are not understood?

Robert Kegan's 'levels of thinking' research (Harvard University) helps explain why:

- Egocentric – "It's all about me."
- Socialised – "What do you think about me?"
- Independent – "I'm true to my beliefs and principles and I accept yours."
- Integral – "We find synergy in our beliefs and lead together for a greater good."
- Unitive – "Together, we sustain the longer term greater good for the planet."

Kegan's research shows that approximately seventy-five percent of your audience operate from "I can't or won't" (Egocentric/Socialised). Given your own innovation it is likely that you have already accessed some 'Independent' thinking ("I can and will") and wonder why others can't simply get the value you are offering. Their thinking paradigm is unable to see your perspective. Other priorities, often hidden from you, are driving them.

Having a strategy to move past any resistance, yours and theirs, is essential if you want to both secure funding and have customers buy or invest in your innovation. This workshop is designed to help you do just that and more.

Seminar Content

The Seminar will include:

- Clarity on the vision for your innovation
- Exploration of what is getting in your way of communicating more effectively
- Guidance around speaking others' language and understanding their mindsets
- Identification of your current level of strategic thinking
- Action planning and tools to lift your strategic thinking
- Problem solving in new ways with new tools
- Networking with industrial partners interested in technology adoption

We want you to be focussed on getting your world ready to buy what you have. We are very excited to be offering this unique opportunity to our members and look forward to your attendance.

For more information about Aspirall www.aspirall.com.au

As Einstein so aptly said, "The thinking that got us here isn't going to be the thinking that gets us out of here" (paraphrased)



How to Register

Complete and return the attached registration form by 18th May 2012.

Where

The Offices of Clayton Utz at
Level 15, 1 Bligh Street, Sydney

When

Thursday, 31st May 2012
10am-4pm

Cost

Individuals: \$295

Groups of 3 or more: \$195 per person

Workshop Agenda

- Welcome and introductions
- Accessing the wisdom of your beliefs
- Breaking through when no one cares
- Lifting your strategic thinking
- Applying strategic thinking to gaining investors and customers
- Your next steps

*Nice, forgiving, tough and clear guys
finish first! (Paul E. Plsek)*



SEMINAR - REGISTRATION FORM

Registrations close 5pm, Friday 18th May

Please complete and return this registration form to:

- Scanned copies emailed to mouse@auscleantech.com.au
- Faxed copies to 08 8272 5180

THIS FORM BECOMES A **TAX INVOICE/RECEIPT** WHEN YOU MAKE PAYMENT - A SEPARATE TAX INVOICE WILL NOT BE ISSUED.

Organisation Name:			
Organisation Address:		State:	Postcode:
Contact Name:		Title:	
Email:		Phone:	

TICKETS:			
Individual Tickets at \$295 per person	No:	Group price of \$195 per person when booking three or more	No:
	Sub-total: \$		Sub-total: \$
TOTAL COST:	\$		

Payment Method	Full payment is required before the event.		
	<input type="checkbox"/> Cheque: I enclose a cheque made payable to AUSTRALIAN CLEANTECH for \$ _____		
	<input type="checkbox"/> EFT: Please email mouse@auscleantech.com.au with remittance advice Account name – Australian Cleantech, ABN – 66 124 840 491 Bank - ANZ, 123 Unley Road, UNLEY SA - BSB: 015-208 - Account: 2578-32267		
	<input type="checkbox"/> Credit Card:		
	<input type="checkbox"/> MasterCard <input type="checkbox"/> Visa (Amex and Diners Card are not accepted)		
	Credit card number _____ Expiry date _____ Amount \$ _____ Name on Card _____ Signature of Cardholder _____		
Australian CleanTech Pty Ltd ABN 66 124 840 491 This form becomes a TAX INVOICE/RECEIPT when you make payment. A separate tax invoice will not be issued.			

ATTENDEES (Please provide name and organisation):			

<p>Terms and Conditions</p> <ol style="list-style-type: none"> 1. Please ensure you provide an email address in order for us to forward written confirmation of your registration, which will be sent one week prior to the event. 2. Please contact us if you do not receive confirmation. 3. Should registrations be closed you will be contacted immediately. 4. Cancellations received by 5pm, 18 May 2012 will be refunded in full. 5. Full payment is required for cancellations received after this date or for non-attendance on the day. 6. Substitutions may be made at any time. 7. All cancellations and changes must be forwarded in writing (by email or fax). 8. Australian CleanTech collects personal information to conduct our business. This information will not be passed on to other organisations. Photography and audio recording may take place at events and may be reproduced in our publications or on our website. <p style="text-align: center;">For further information phone John O'Brien on 0419 826 372</p>
