



# EXCELLENCE

**SHOWING UP AS THE BEST VERSION OF YOURSELF EVERY DAY**

*Raelbricker.com*

# I work with people (and companies) on their journey to excellence by enabling them to show up as the best versions of themselves every day.



*Hi, I'm Rael Bricker*

*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.*

*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 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. 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 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 (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).*

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

Call or email to see how I can work with you on your journey to Excellence.

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# EXCELLENCE

**Perfection is not attainable, but if we chase perfection we can catch excellence - Vince Lombardi**

**Excellence is showing up as the best version of yourself every day.**

Every organization is on a different path to excellence and each solution I provide is unique to your particular point on the journey.

In working with you, I utilize many models to assist your team on their journey to excellence. Each model, on this page represents a series of workshops, keynotes or tools designed uniquely and specifically for your organization and team.

These have all been developed by me through synthesizing 30+ years of business and entrepreneurship with emerging trends and real world pragmatism.



Your Business Excellence Indicator

Adapting to the current world requires agility. The workshop and keynote series represents an accumulation of many years and multiple companies and experiences. They are a combination of proven tools and techniques to help companies not only survive but thrive in these



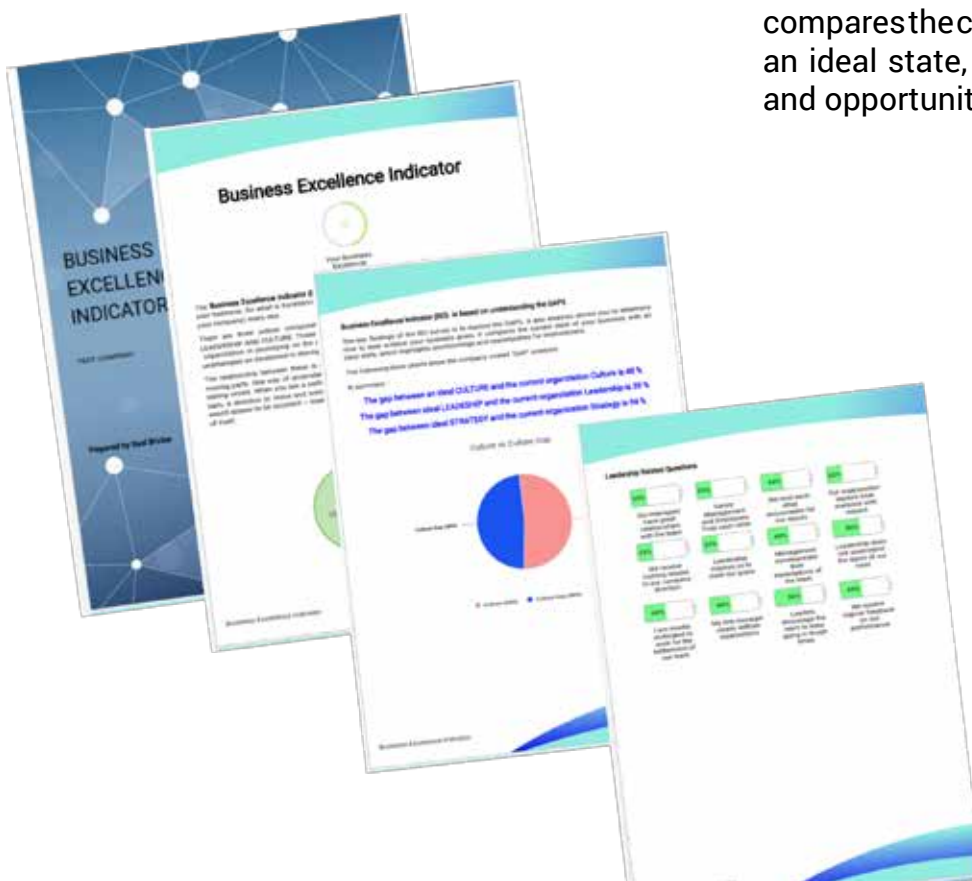
# BEI BUSINESS EXCELLENCE INDICATOR

The proprietary BEI (Business Excellence Indicator) is exactly what the name says : A measure of the excellence of your business.

Many financial measures use performance ratios to determine corporate wellness. These ratios only make sense when compared to either a "standard value" or the previous value. The latter is then used to indicate a trend. The BEI uses a score of 100% as the standard value and measures the differential from that "standard".

The BEI is a practical tool gives a fast aggregated measure of three critical soft areas of business performance that are not traditionally measured.

The key purpose of the BEI is to explore the GAPS. A gap analysis allows you to determine how to best achieve your business goals. It compares the current state of your business with an ideal state, which highlights shortcomings and opportunities for improvement.



Your Business  
Excellence  
Indicator



# SOME WORKSHOPS /KEYNOTES ON EXCELLENCE

## **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. Detailed analysis of the three critical business areas lead process.

## **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 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

*"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

*"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.

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