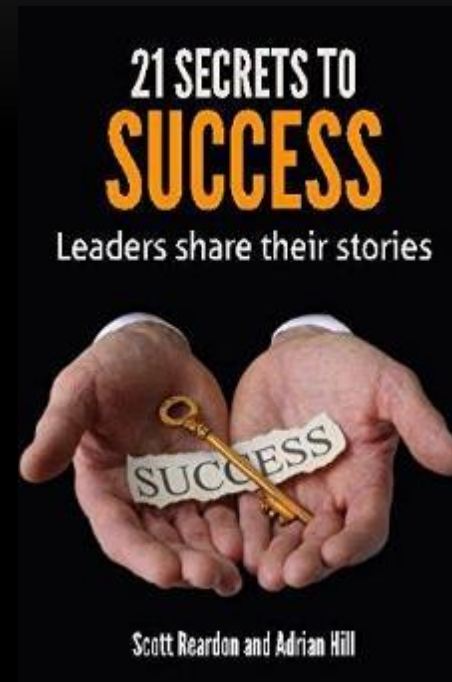


**21 SECRETS TO
SUCCESS**

BY ADRIAN HILL & SCOTT REARDON

THE BOOK

- Introductions
- Why write the book
- Different industries
- Getting started – how to get CEOs
- Sammy D



THE CEOS / LEADERS

- Judy Tucker (Community Choices)
 - Angelique Boileau (Boileau Industries)
 - Natasha Davis (Trees for Life)
 - Maggie Beer
 - Time Vasudeva (RSPCA)
 - Heather Croall (Adelaide Fringe)
 - Justin Lynch (City of Holdfast Bay)
 - Elaine Bensted (Adelaide Zoo)
 - Peter McDonald (Cycling SA)
 - David Moran (Southern Cross Care)
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THE CEOS / LEADERS

- Graham Aitken (Aboriginal Community Care)
 - David Swan (SA Health)
 - John Oliver (Homestart Finance)
 - Mark Withers (Port AdelaideEnfield Council)
 - Robin Hill (Hope Foster Home)
 - Andrew Fagan (Adelaide Crows)
 - Victor Velgush (Refined Realestate)
 - Neil Davis (Sammy D Foundation)
 - Ian Bailey (Springwater Beverages)
 - Phil Hoffmann (Phill Hoffmann Travel)
 - Matt Pinnegar (LGA CEO)
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PEOPLE AND RELATIONSHIPS

- Want to get the best out of people
 - Can't do it alone
 - Emotional intelligence – The capacity of individuals to recognize their own and others emotions to maximise their relationships
 - Networking
 - Likeminded people. Good or bad?
 - Trust people to get the job done even if not how you want it done
 - People want to be lead through the complicated maze of life by someone that does right by them and for them
-

OPPORTUNITY

- Angelique Boileau
- Phill Hoffman

GET OUT OF YOUR HEAD

- Refined realestate first phone calls
 - Ideas and opportunities all day but we don't anything about it
 - You are never going to 'feel like it'
 - Any break from your routine requires force, to be uncomfortable
 - If not now, when?
-

PASSIONATE

- To be sustainable you have to be passionate
- RSPCA
- Community Choices

BE BETTER

- Look for better ways
- Change with the times. Sammy D
- Be flexible
- Be creative – Fringe
- Challenge yourself
- Don't just listen to positive feedback

“The more you're challenged, the more you become innovative, and the more you survive”

PERSISTENCE

- Rejection letters from LGA CEO
- Positive attitude
- “Constantly put yourself out there. Eventually the right people will give you a go”

Mark Withers



21 SECRETS???

- Wash cars, clean their shoes and wait on their tables
- Ongoing journey
- Each leader is the secret

OPPORTUNITY AND FEAR

“There are only 3 types of people in this world. First, those who never recognise opportunities because they are happy to pursue life at their own pace. Second, those who recognise an opportunity but do not seize it or take risk out of fear. Third, those who recognise an opportunity, completely and utterly seize it, then go with it regardless of what the result is”

Angelique Boileau

WANT MORE?

