

# Key Note

Life of Business + Business of Life

NICHOLAS BATE

Now with Bear The 2008 Recession  
• New Edition 2008 •

# Business of Life + Life of Business

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If you are looking for a key-note speaker for your next conference, 'AwayDay' or event, spend a moment considering: why?

Probably to motivate, inspire, get people thinking differently. All well and good. In many ways, that is the easy part. But following the event, will they follow-through, will they take action? Yes - with Nicholas Bate.

Nicholas has pioneered an approach which brings the best of the power of the keynote combined with the subtleties and shifts of the intimate workshop experience. So that action does happen. Follow-through does occur. And behaviour shifts are noted.

To speak to Nicholas Bate contact him:

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The following pages illustrate the main key-notes we deliver.

Contact us to talk further about what you wish to achieve and if you are looking for a special variation.



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# Beat The 2008 Recession

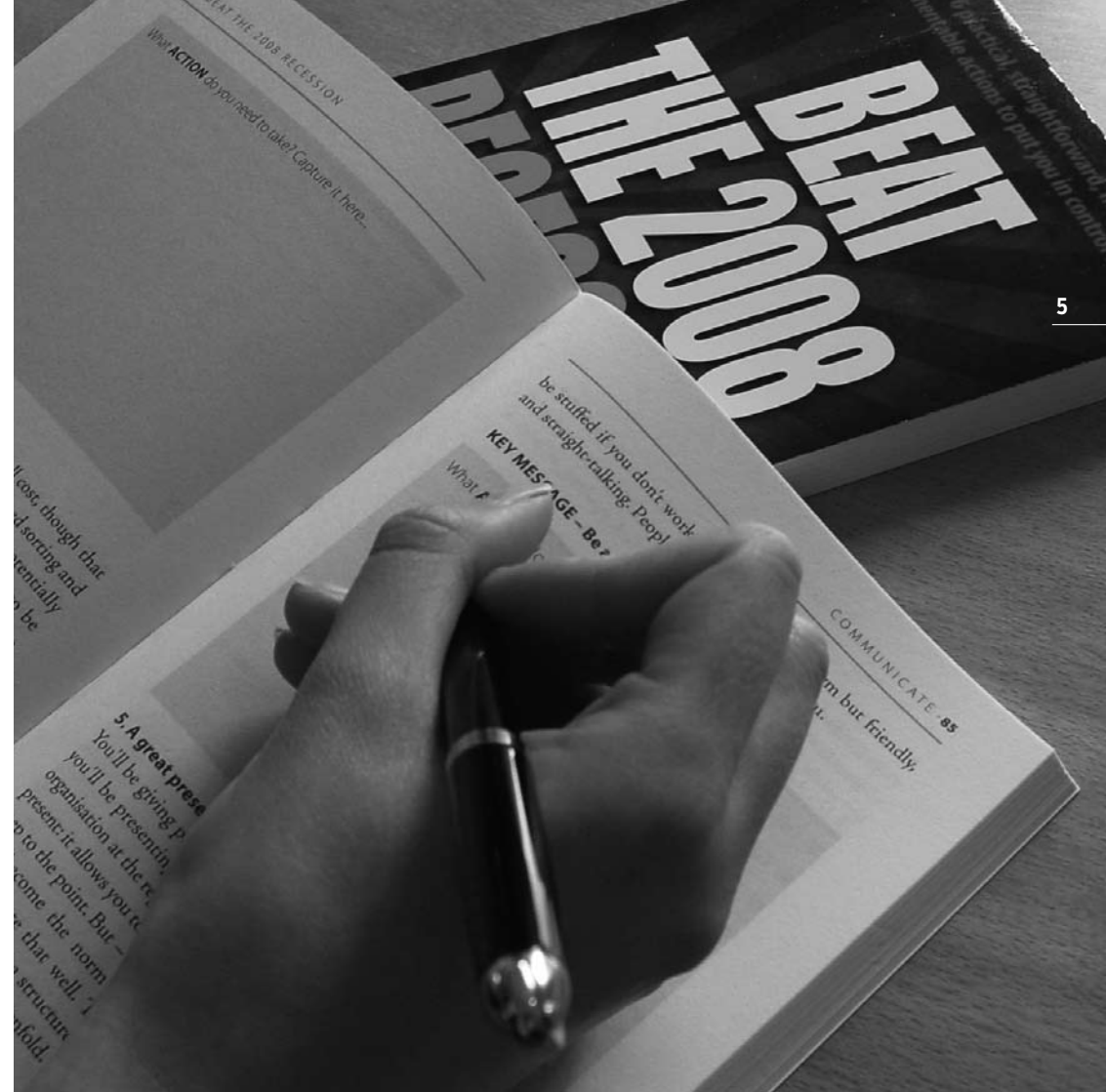
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Most commentators agree: the financial out-look for 2008 isn't good. And for those of us actually in business, whether it becomes a full-blown recession, continues as a down-turn or a credit-crunch is immaterial: for plenty of us, it's hurting.

The Beat the Recession 2008 Key-Note is delivered by the author of the acclaimed book of the same name. It can be positioned to address the whole company or just the sales teams. It is always positive, up-beat and 'can-do' and is likely to cover areas such as:

- The key areas where you can make or break your business
- Practical steps that can be done immediately
- Tricky areas such as pricing and discount fully explained

And lots, lots more.



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# Excellence in Action

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It only gets tougher out there. Markets. Customers. Demands. The commute. Excellence in Action shows why excellence is a necessity if we are to do more than just survive, but thrive and prosper and how to make excellence a minimum standard.

## CONTENT

Why excellence?

- What's happened in the New World of Work
- Excellence is the new minimum standard
- Being the best version of you

## HOW EXCELLENCE?

- It's all about choice
- Raising standards
- Finding time
- Maintaining momentum



# Work-Life Balance

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Is it possible to get what we really want? Or will the relentless demand of e-mail, longer commutes, fear of job loss destroy any possibility of authenticity and tranquillity on our part?

So, is it possible? The answer is yes and this session show how.

## **PART 1: WHAT WENT WRONG?**

- Where did it all go wrong? The impact of factors such as fast rate of change, increasing ambiguity...

## **PART 2: THE TOOLS OF WORK-LIFE BALANCE**

- Including choice, managing state, saying no, zoning, focus management

## **PART 3: OUT OF THE SWAMP TO THE HIGHER GROUND: SETTING YOUR PERSONAL COMPASS**

- A powerful tool devised by Nicholas over the last few years: get absolutely clear on what you want and how to achieve it



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# Brilliant at the Basics

The art and science of selling in the New World of Work

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All you need for great selling is to be brilliant at the basics.  
That's what this short sharp seminar does.

## THE SCIENCE

- Create difference
- It's never about price
- Have a structure and manage your funnel
- Present and forget powerpoint
- The 5 minute negotiation course
- Every objection is your next objective

## THE ART

- Up-grade your personal (mental) software
- Raise your standards
- Start learning again
- Start leading again
- Start changing again



# The Approach

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The key-notes Nicholas runs are different and effective.  
As inspiring as a key-note, as change-inducing as small group workshop.

- 3.5h immersive
- Brilliant to open a conference or meeting (say 0930-1300)
- Phenomenal to end a conference or meeting (say 1300-1630)
- Practical
- Experiential
- Interactive
- Action orientated
- Fun
- Enjoyable
- From 50 to 500 delegates



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# Nicholas Bate CV

14 Nicholas Bate is passionate about supporting people to ensure they realise and release their true and full potential.

After a career in sales and marketing in the IT industry, culminating in leading sector marketing for Research Machines, Oxford, Nicholas launched Strategic Edge. A small, premium consultancy, Strategic Edge specialises in creating long-term competitive advantage for its clients through work with individual performance. His clients include Barclays, BG Group, Computacentre, GSK, Lilly, Marks & Spencer, Microsoft, MSN, PC World amongst others.

He is author, designer and facilitator for the ground-breaking 'Personal Excellence' seminar, a programme used as the basis for cultural change in many organisations, in addition to many pioneering development concepts in leadership, team-building and sales training.

Consistently rated as an inspirational yet highly pragmatic speaker, Nicholas teaches around the world and is particularly skilled at working with large audiences in an experiential and engaging manner. He is the author of seven acclaimed published books:

- Being The Best: how to realise and release your true potential
- Get A Life: how to achieve the work-life balance you are seeking
- JfDI: Just Do It: the definitive guide to enabling your vision
- Unplugged: the time for personal re-invention is now
- Beat the 2008 Recession: a blueprint for success
- Have it your way: how to influence
- Instant MBA: MBA thinking quickly

He is a visiting lecturer on the Warwick MBA Programme (full-time, part-time and IBM) and a personal coach to many senior people in the industry. He works in all environments from 45-minute key-notes to 2-day workshops and across all cultures.

Nicholas carried out research in the field of Molecular Biophysics at Magdalen College, Oxford University and is an NLP Master Practitioner, MBTI (levels 1 and 2) accredited and a qualified (PGCE) teacher. As well as instigating the Strategic Edge research programme, he has spent time studying with many of the recognised practitioners in the fields of business and personal development.





‘It’s not how  
good you are.  
It’s how good  
you want to be’

PAUL ARDEN



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