

## **INTRODUCTION FOR LEIGH FARNELL..PLEASE READ DIRECTLY AS FOLLOWS**

The Harvard University management guru Professor Peter Drucker once wrote : ‘Business has only two functions – marketing and innovation..’

What Professor Drucker was challenging us all with is this - **If you’re not marketing or innovating you’re probably just taking up space..**

Our speaker today is an international author and business consultant who has taken up Druckers challenge. He teaches us how ‘Going mad in marketing and innovation, is brilliant for business...and good fun as well.’

Leigh Farnell is an agent of change and consultant to businesses right around Australia and overseas into Asia and the USA.

He runs his own consulting company Performance Development Consultants and has consulted to 300 businesses in 70 different industries.

From AMP, Colonial, Deutsche Bank, BHP, Telstra and TAFE to Mobitel-Sri Lanka, BP, BankWest, Cash Converters and Catapillar.. our next speaker has a proven track record in the **business of making a big difference to business innovation and results.**

Leigh Farnell is a Wizard of business improvement and innovation.

In the past year his systems have helped his clients generate over \$40 million dollars in **additional** revenue and efficiencies..

He is author of 3 books, 8 audio programmes and 2 videos on personal and business success.

A father of 3 children, husband to one wife and a shocking singer..

So...If you’re ready to go M. A. D and **make a difference** to your business, please welcome Leigh Farnell

(music comes up... Track Number One of Top Gun CD)