

# Dominic Thurbon

Dominic Thurbon has cracked code for making change happen. With the ultimate formula to drive innovation, future-proof your workforce and design brands that really matter.



Dominic is a fantastic, dynamic presenter who really demystified the whole 'technology' thing for us. His presentation was engaging, entertaining and – best of all – really valuable to us in the way we work.

**Glaxo SmithKilne**

Dom Thurbon made us think very differently and we were all buzzing with new ideas at the end of the session. I would highly recommend Dom to work with your team – you will certainly be engaged, challenged and very creative with your approach.

**Australian Broadcasting Corporation**

We need to stop 'managing' change and start driving it. We need to design brands that stretch far beyond the status quo to become the obvious choice for consumers and employees. As a global strategy consultant driving change innovation, Dominic Thurbon challenges the implicit assumptions that are running rampant in our lives and our companies.

Assumptions like how we compete and how we create value. Dom has a proven track record driving real impact and enterprise transformation for global clients including Apple, Commonwealth Bank, Lexus, Microsoft and IBM. As co-founder and Chief Creative Officer at Karrikins Group — a fast-growth consulting firm with over 120 staff delivering projects across 13 countries reaching almost one million people a year — Dom has applied his expertise in community strategy, corporate responsibility and innovation to design some of the largest education and behaviour change programs in the world.

Dom has led research on bestsellers published in over 15 countries and is co-author of the bestselling *Matter: How to Become the Obvious Choice*, released through Random House in 2015. He is also a world top-10 debater, and internationally engaged keynote speaker in the fields of transformation, technology, collaboration and innovation. Dom lives in Sydney, Australia.





# my topics...

## Matter

### Rising above the competition and becoming the obvious choice

It has never been harder to stand out. In B2B, B2C, and even job markets, it's getting harder and harder to differentiate, compete and win. There are many reasons for this: digitisation has flooded the market with content and competition; commoditisation is driving prices and margins down, making it harder to sustainably compete; rising complexity is making it harder for companies to articulate clear, relevant value propositions; and customer loyalty is "so 20th century".

In this changing world, it's no longer enough to be 'good' or 'great', we have to matter. This requires a deep connection to purpose, an ability to understand what our customers really buy, and insight into the true value that we can bring (and that no one else can).

#### Key takeaways:

- ▶ Bring a fresh perspective to the major disruptive forces that are redefining the way business is being done, and value is being created
- ▶ Use inspiring, real-world case studies to show how a diverse array of companies are responding effectively  
Give you the formula for effectively dealing with and thriving in times of disruption and change

## Changenomics

### Making change happen

Companies don't change, people do. We need to stop talking about 'managing' and 'surviving' change, and learn to talk about driving change. Take a look around your business and think about your greatest challenges. I'll bet you they are behaviour change challenges. You might be trying to increase innovation, improve collaboration across teams or silos, sell to customers differently, drive better leadership or enhance your culture... these are all behaviour change challenges.

In a world where change is so constant and so profound, there are few skills more important to cultivate than learning to drive behaviour change in our teams. It's the key to solving our greatest problems and boosting our performance.

## Unleashing the Power of Collaboration If Only We All Knew What We All Know

In today's market, companies that can't innovate can't survive. The market is changing so quickly that our ability to innovate now sits at the heart of remaining relevant and competitive in an ever-changing world. That's probably why 'innovation' is one of the most discussed and debated topics at conferences, off-sites, workshops and strategy sessions around the country.

But most places can't connect all the talk with real action, and in too many places innovation is simply as a buzzword. We need to develop a deeper and more practical understanding of what innovation is, in all its forms, and how we bring it to life. The truth is, innovation is a behaviour: you're either doing it or you're not. And learning the behaviours of innovation, and then finding ways to enable and promote them in your business, is the key to turning innovation from empty rhetoric to real-world change.

#### Key takeaways:

- ▶ Unpack the forces of change that mean we need to challenge assumptions about how we make innovation a living thing in our business
- ▶ Examine the four types of innovation that can be used in your business to drive improved performance
- ▶ Look at the behaviours of innovation, and how we enable and promote them as leaders across the business

#### Key takeaways:

- ▶ Detail the five human responses to change that you will have seen in your business every day, but may never have had a label for
- ▶ Examine a model for change based in the neuroscience of human behaviour that can empower us to more effectively change the way staff and customers think, act and buy in positive and constructive ways)
- ▶ Look at management and leadership strategies to help ourselves and our teams more effectively navigate and promote change