

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.



We need to stop 'managing' change and start driving it. In a world of increasingly rapid and profound disruption, our ability to understand the forces of change that are reshaping our markets, and build strategies to respond to them, is critical to our ongoing and sustainable success

Dom Thurbon is a partner at EY with over 13 years' experience helping global organisations make sense of and navigate change. He is an internationally engaged thought leader in the fields of innovation, behaviour change, education and community investment, and his work has spanned Asia-Pacific, the Americas and Europe with clients such as Apple, Commonwealth Bank, IBM, Microsoft and Johnson & Johnson.

Dom was founder and Chief Creative Officer at Karrikins Group, a behaviour change agency he grew from the ground-up to over 100 full-time staff delivering programs in over 15 countries. A business leader 'in the trenches', Dom has lived first-hand the practical, day-to-day challenges of growing a business in a rapidly changing market, and creating a purpose-driven company that makes a real impact on the world. He is also a founder of Educator Impact, a technology company driving improved teacher performance through 360o data-driven feedback.

Dom has been architect of multi-award winning behaviour change programs that reach nearly 1 million people per year, and researched and authored best-sellers and white papers on subjects as diverse as purpose-driven leadership, strategy, innovation, competitive advantage and behaviour change.



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



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