



Keynote Speaker

Author &
Executive Coach

Leadership
Specialist

Blue Ocean
Strategist

MICHAELYACOUB.COM

Achieving High
Performance For Your
BUSINESS And Your
LEADERSHIP

THE THINK BIG IGNITOR

IGNITING YOUR MILLIONAIRE MINDSET FLAME...

Michael is the big idea catalyst to hundreds of entrepreneurs who have great ideas and the desire to sustain a high level of success. Using a proven process for thought leaders and visionary entrepreneurs, Michael's approach to thought leadership will give you the power to greatly improve your business and transform your lifestyle!

THE SPEAKER

Michael Yacoub has given more than 2,000 presentations, received many awards in professional keynote speaking and is represented by the best speakers association. He is considered both a motivational and business speaker with a diverse range of topics covering everything from Blue Ocean Strategy to communication and leadership.

THE COACH AND CONSULTANT

Michael Yacoub serves as advisor to some of Australia's best corporate leaders sharing his extensive business acumen and entrepreneurial spirit to help their companies grow and thrive.

THE AUTHOR

Michael Yacoub has written more than thirty publications and books on leadership, sales, communication, corporate culture, branding and employee engagement. He also authored hundreds of client-customised products, tools and resources.

THE EDUCATOR

Michael Yacoub is the CEO and Founder of Advantex Consulting school of management, a business and leadership institution dedicated to the advancement of business leadership and management through internships and work experience.

THE BUSINESSMAN

Michael is the CEO and Founder of Advantex Consulting and the President of the Fortune Group. He has been the founder and managing director of several highly successful multimillion dollar enterprises. Michael has a Bachelor of Architecture (BA) and Master in Business Administration (MBA). He has also won awards for his business excellence including the Telstra Business Award and ASX Enterprise Market Award.

KEYNOTE SPEAKER

There are many keynote business speakers who can teach an audience about the tools and tactics of strategy. However, Michael invites and inspires audiences to reinvent themselves by applying unique Blue Ocean Strategy tools that create a sustainable and scalable framework.

Michael unravels how to recognise opportunities that create value innovation, to develop products and services that customers want, and to make a genuine difference by getting closer to the customer. His job as your speaker is not only to help you out-think and beat the competition, he also articulates how you can make the competition irrelevant.

Michael can chunk-down complex business strategies into straightforward and bite-sized examples. He can help your audience discover how to convert red ocean problems into blue ocean opportunities and reap the rewards of outstanding success. Michael's approach to keynote speaking includes:

01

TELLING A STORY

People love stories. Michael uses anecdotal situations to convey his message making the delivery a memorable presentation.

02

SHOWING TRUE PASSION

Michael is passionate about all subjects that have to do with business. He lets his enthusiasm come through in his delivery in a contagious manner all whilst engaging the audience.

03

UNDERSTANDING PSYCHOLOGY

Michael understands the psychology of his audience and prepares his message accordingly to appeal to the audiences emotions and get maximum results.

04

APPELLING TO PEOPLE'S IMAGINATION

Michael appeals to his audiences imagination by using visualisation techniques to simplify complex concepts.

05

LEAVE A LONG LASTING IMPACT

Michael always leaves a long-lasting positive impact on his audience so that they will remember and act upon key messages.

KEYNOTE SPEAKING TOPICS

Michael's innovative programs define the new economy that's upon us. It's about fresh ideas, creative strategies for success and how to use innovation effectively to outthink the competition now and in the future.

Here are some of Michael's most popular speaking topics:

The Rites of Passage to Success

This keynote speech is a must to all entrepreneurs who aspire to become true leaders with executive presence and immense wealth. This ground breaking speech addresses a strategic approach to being, doing and having with outstanding mind mapping, goal setting and visualisation skills.

Success Built for the Present and the Future

As a successful business owner, who built several multimillion dollar enterprises, Michael's message represents the experience of being in the trenches, in the marketplace and the boardroom. This is a very powerful message for every business owner and established entrepreneur and everybody who is looking to outthink the competition and establish a strong sustainable competitive advantage now and in the future.



The Psychology of Success

How to recognize, act on, and produce favourable outcomes from defining moments in our lives. This program is perfect for groups seeking a great message. It explores the challenges of creating and/or building a successful business career in a highly competitive environment, and still keep your sanity and enjoy life.

Blue Ocean Strategy; Winning the Innovation Game

This is a keynote speech for groups to learn and understand proven strategies of innovation, to improve, or re-invent marketing, sales, management, product development, systems and systems integration, processes and management of people, places and things. It is about how to increase productivity and profitability.

Think Outside the Box

How to achieve new breakthroughs in a very fast, changing, highly competitive world. Because our world is very complex and changing rapidly, we need leaders who will take risk and innovate effectively. Get out of your comfort zone and to give deeper consideration to all the changes around us and the possibilities and opportunities it offers.

Seven Ways to Unlimited Success

How to Get What You Want ... And Enjoy It This Keynote Speech covers innovative goal setting techniques and goal achieving, plus mind-mapping, strategic planning, developing visualization skills and mission statements.

Winning Your People by Engagement

In times of massive change and uncertainty, you will need to understand that there are certain things you can control, and the rest you cannot control. This program will assist you to focus on the right things, take the precise steps and make the best moves at the right time. Discover how to engage your team by giving them Mastery, Autonomy & Control

From Surviving To Thriving!

After years of a declining economy, most entrepreneurs have accepted the reality of simply surviving in this economy is the key. However, there are some who have figured out how to truly reach record levels of production, in spite of market conditions. This program will guide you step-by-step on you cannot just survive, but truly thrive and have your best year ever!

Contact Michael to discuss other keynote speaking themes.

SEMINARS & WORKSHOPS

Michael is one of Australia's leading business strategists with powerful solutions for leaders, managers and business professionals. Providing immeasurable impact on the business and the people; Michael's seminars and workshops are geared towards achieving a competitive advantage, an exceptional performance and superior business knowledge.

"Our seminars and business conferences have contributed to the superior performance in the market place for numerous organisations" says Michael Yacoub, award winning speaker, author and leading business development specialist.

Michael takes the time to prepare, plan and design a customised professional presentation that delivers tangible outcome to your delegates.

Michael addresses current strategies, technologies and philosophies to ensure that his message is relevant, timely and impactful.



Topics

- > Business Planning
- > Communication
- > Creativity and Innovation
- > Blue Ocean Strategy
- > Branding
- > Corporate Culture
- > Marketing Strategies
- > Strategic Planning and Analysis
- > Making the Competition Irrelevant
- > How to Build a Referable Business
- > Decision Making
- > Blue Ocean Leadership

BUSINESS COACHING

Michael's keynote speaking and coaching solutions focus on unlocking your potential and maximising your own performance to become the best you can be.

Michael takes into consideration the uniqueness of your existing skills, motivation and commitment to create radical shifts in your thinking and actions, with follow-up support for what you've learned.

You will experience a high level of personalised business coaching to help you create choices that are most effective for you and your team.

Michael's business solutions together with his unique structure of continued support, reinforcement and complete customisation can provide the powerful results missing from traditional forms of self-improvement. His coaching process bridges the gap between knowledge and practical application using proven principles to provide the long-term benefits you seek.

Sales Coaching

-  One-on-one sales coaching
-  Customised coaching
-  Sales team leaders' coaching
-  Group coaching
-  Corporate sales coaching

Executive Coaching

-  Setting & achieving goals
-  Attain a balanced life
-  Increase business profitability
-  Empower your employees
-  Improve communication skills

“ Working with a highly talented strategic thinker like Michael Yacoub was the best strategic decision for Dominic Versace Wines and its brand.

Armando Verdiglione – Managing Director, Dominic Versace Wines

BUSINESS PROGRAMS

Take your business to the next level with solid strategies, high level professional guidance and a great deal of persistence.

The benefits of Michael's business solutions are not limited to the comprehensive set of professionally developed set of strategies that clearly define what you intend to do and how you plan to accomplish it; but with a further follow up to implement and measure the effectiveness of your strategies. These tactics become your 'Road Map' that allow you to think strategically, to act operational and to effectively communicate your vision and outthink your competition.

Michael provides you with a set of valuable tools and resources that you will have in your possession. He assists you in assessing your company's past performances, highlights areas of your company that require attention, confronts issues that are hindering your company's growth and provides the foundation for the strategic and operational planning process. These processes are an integral and crucial part of the process to bridge the gap between your company's current position and the desired future position that you have envisioned for your business.

BUSINESS CONSULTING PROGRAMS



BLUE OCEAN STRATEGY

Blue Ocean Strategy is the international best practice in innovation strategy. It liberates businesses from the costly battles of head-to-head competition (red oceans) to create untapped demand and profitable growth away from the competition (blue oceans).

Michael is a qualified and accredited consultant in Blue Ocean Strategy. He delivers in-house training workshops, consulting and keynote presentations based on the Blue Ocean Strategy framework.

Blue Ocean Strategy Consulting helps leaders create value innovation strategies for greater business growth. Michael believes that innovation starts with a strategic mind-set geared towards building a scalable foundation based on the principles and theories of Blue Ocean Strategy. You will learn skilful thinking and know how to apply it to create innovation in your business unit or company. You will learn how to create leaps in value for customers and breakthrough growth and profit.

Michael's Blue Ocean Strategy breakthrough concepts train you to unlock the value in your business, stay relevant to your customers, create uncontested market space and make the competition irrelevant.

“You will never again see your competitors in quite the same light” -

Carlos Ghosn- President & CEO, Nissan Motor Company

In Michael's Blue Ocean Strategy workshop you can expect to:

- Learn how to systematically apply Blue Ocean Strategy principles, frameworks, tools and methodologies using real-world case studies and examples.
- Immediately apply your learning to your existing business and work on ideas that have direct relevance to your business within the workshop environment.
- Directly experience the Blue Ocean Strategy formulation process under the guidance of Qualified and Accredited Practitioners.
- Learn how to create defensible, uncontested market space.
- Work in a highly interactive, dynamic, small group, team-based environment.
- Create profitable ideas and expand your business acumen.

ABOUT MICHAEL YACOUB

CBS, BA, MBA

Michael Yacoub offers keynote speaking, business coaching, training and consulting services that deliver valuable results for individuals and teams by improving their performance and productivity.

Michael can help your business to:

- Fast track learning on the job without loss of time while enhancing team enjoyment and retention.
- Improve relationships and interpersonal skills.
- Encourage creative suggestions from all members of the team.
- Uncover hidden talent and resources as well as solutions to practical problems.
- Create greater flexibility and adaptability to change.
- Discover self-motivation. People perform because they want to, not because they have to.

“Nothing can prevent your ultimate success if you have a clear vision of what you want to be with high integrity as your compass” .

- Michael Yacoub,
The Success Coach

CLIENTS MICHAEL HAS WORKED WITH

Ace manufacturing
Brooks Financial Group
Cellucovers Australia
Dana Aristocrat & Associates
DesingTech
Dominic Versace Wines
Efrim Group
Elders Realty
Evolve
Foretune Group
Four Seasons Resort
Fab Wholesale & Distribution
Fine Printing
Gaudi North Transport
Gant Australia
Gillette International
Goldwins Estate
Global Document Solutions
Great Horizon Financial Group
Haslewood Architects
Just Coolers
Kalvin & Roach Builders
Kendore Group of Companies
Klement Developers Ltd
MapDot Australia
MPC Communications
Olympia Design and development
Peters Group
Phoenix Glass
Phonetech Services
Refco Manufacturing
Ron Hayes Kitchens
Ruby PR
Sas Auto Repairs
SA Accounting
The Golden Touch Press
Xrcise Fuel

Michael speaks at numerous events each year and has amassed numerous successful relationships with his business clients, many of whom have testified to his valuable contribution. Here is just one of many success stories.

“

I cannot thank you enough for all of your brilliant work prior to and during our RMA Conference last week at the Sheraton Mirage Gold Coast, you have far exceeded our expectations. The time you spent with our team researching our needs and learning about our group's challenges definitely paid off.

Our delegates all feel that you had displayed a great understanding of our business challenges. Your presentation was the perfect mix of a serious business based message, along with a very funny and engaging delivery. The professionalism and efficiency of you and your team made our conference an outstanding event.

As an organisation we had plenty to worry about in our annual conference, so it was nice to know that you were well prepared and your team was available at all times. We hope to have an opportunity to work with you again in the future. This was truly an enjoyable experience.”

Michael O'Brien, General Manager,
RMA Group

SCHEDULE OF FEES

as of 1st July, 2017

MICHAEL IS AN INTERNATIONALLY RENOWNED MOTIVATIONAL BUSINESS SPEAKER. ENGAGE AND INSPIRE YOUR AUDIENCE.

PRESENTATION	FEE	LENGTH
Keynote	\$3,500	60 Minutes
	\$4,200	90 Minutes
	\$5,000	Half Day - up to 3hrs
	\$7,000	Full Day - up to 6hrs
International Keynote	\$25,000	90 Minutes
	\$30,000	Half Day - up to 3hrs
	\$35,000	Full Day - up to 6hrs
Optional Extras		
Panel Participation	\$1500	
Consulting	\$350/hr	Minimum 2hrs

Types of events covered by above fees:

- A speech, seminar, workshop or training session.
- An executive forum, open discussion with leaders, top performers, or high potential future leaders of an organisation.
- A facilitated retreat such as a planning session, or a post-project review session.
- A special appearance at a sponsored event.

Payment Options

1. 50% deposit upon confirmation of booking. Balance to be paid 2 weeks prior to event.
2. Pay upfront and in full 30 days prior to the event and receive an early bird 10% discount from the entire quote.

Terms and Conditions

1. Change of event date may incur additional fees.
2. Business class travel expenses, accommodation and meals are in addition to the fees outlined above for events outside of the Gold Coast.

CONTACT MICHAEL YACOUB



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Navigating your business and leadership towards amazing potential and profitability is my passion.



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(07) 5574 3453**

“

It was an absolute pleasure to have Michael Yacoub at our head office in Doha Qatar where he worked with our management team to develop our ERP-CRM & SRM platforms.

Michael is an outstanding business consultant, he introduced new ideas, great strategies and cost saving measures to our regional operation.

Michael also helped coach our team in the implementation process and installed change management channels which increased our output efficiency factor by 35%. I have no hesitation in recommending Michael Yacoub and look forward to continue working with him.”

Amjad Talhouni, COO - Gillette International