

The POWER of Thinking BIG!

*"Champions
achieve their
full potential
by playing a
bigger game."*



Brad Tonini
Australia's Champion Entrepreneur Coach

Introduction

Welcome to *'The Power of Thinking Big'*.

This is not the first time that 'Thinking BIG' has been talked about in various business books. I am so passionate about the effect that "Thinking BIGGER" has on all of us in achieving our goals.

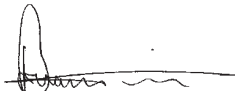
By thinking big we really do open ourselves up to what is truly possible - What can really be achieved when we apply ourselves!

Are you playing too small a game - Do you follow the laws of scarcity or abundance?

This e-book will cover step-by-step learning around these subjects:

- 1: *What Is Thinking Big?*
- 2: *The Power of Making Decisions*
- 3: *Making Empowering Choices in Your Life*
- 4: *Filling Up The Funnel of Opportunity*
- 5: *Follow Through in Your Commitments*
- 6: *Take Action and Keep Positive*
- 7: *Focus On What You Really Want*

I welcome you to a journey of discovery where literally anything is possible - Get creative and think big!



Brad Tonini

Australia's Champion Entrepreneur Coach



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1. *The Power of Thinking Big*

So what's stopping you? What are your self-limiting beliefs?

By virtue of the fact that you are reading this book means that you want more than your current circumstances.

You may have already achieved some great things in your career or some things you are really proud of in your personal life but you want more.

I really don't believe there is anything wrong with wanting more from your life, whether that be -

- Better Relationships
- More Wealth
- More Loving Connections
- Better Health
- Healthier Income
- More Spiritual Fulfillment.... And the list goes on.

The very fact that you are searching is a pro-active approach.

Now that you grow you want more, what's stopping you from having it?

Perhaps you have ceased some **self-limiting beliefs** - those things that certainly appear real that don't enable you to take the next step.

Are you not skilled enough? Are you not able to get a better job? Are you not able to develop a lasting relationship?

What is the belief for you? Here's a secret, it's really just

False Evidence Appearing Real = FEAR

That's all that's stopping you.

Why Think Big?

Imagine what you could be missing out on? You could only be living half a life currently - not allowing yourself to experience all that life has to offer.

How would your life be different if for a moment you could actually have those things you dream of?

Bottom Line

Allow yourself to dream - To ask "WHY NOT"? Other than accepting what other people want you to accept.

The Power of Thinking Big

ACTION PLAN

1. *What are your current self-limiting beliefs that are not allowing you to move to the next step?*

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2. *Why aren't they really true?*

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**LET'S GET TO WORK NOW AND DEAL WITH A NEW REALITY BY
PLANNING YOUR GOALS!**

2. *Goals with feet*

*Great time management is simply goals with feet.
Such goals are specific, attainable and dated.*

People who have no goals are a passive force, sidetracked by every new opportunity, relevant or not. Nowadays, every serious business person sets goals regularly and reviews constantly.

Many goals are just one cliché after another – public expectations of what you “should” be thinking and feeling. For example, most lists of goals show an unrealistic devotion to the organisation.

People write what they feel they are supposed to feel or say. They set the wrong goals! No wonder they finish up being corporate victims.

Your ultimate goal is unlikely to be what you do for a living. Be honest to yourself and write a list of goals that you believe in – a list of goals with feet.

The likelihood of achieving your real goals will be significantly increased if you start planning your path right now.

By the time you’re ready to make your move, you should have the space, the people and the resources all in place.

Visualisation

Close your eyes and imagine where you would like to be in 20 years’ time – in terms of location, family and freedom.

Find the image of yourself that you like best and make that the self that you now aim to become. As you visualise this self – what city are you in? Are you in the country? Or living near the sea? What people surround you? – children? Grandchildren? What activities do you see yourself performing? Are they for business or pleasure? Create a full mental picture and fully enjoy it. This is your long term goal – write it down now.

Now let’s bring it back to 10 years – how do things look now? Are you doing anything differently again? Living in a different place?

And now let's look at the next 3-5 years (which really is short-medium term even for the most impatient). Are you still in your current field? Are you an employee or small business owner, or champion entrepreneur?

This is the stuff we can get to work on immediately. It's amazing how quickly 3-5 years just flies by. Write these things down. This is what you must aim for. Don't get caught on the treadmill.

Take Home Pay

Firstly, know what you want, then plan how you can go out and get it. There are three parts to this equation:

- **Figuring out what you want** – If you're not sure what you are aiming for, spend some time experiencing life and find out what excites you. Sometimes you've got to work backwards; get an understanding of what you don't want. When you figure out what you want, don't settle for anything less without a struggle.
- **Figuring out how badly you want it** – Ask yourself: "What am I prepared to put on the line to actually make it happen?" "How badly do I want it?" If it's a "whatever it takes" sort of goal, then you've got to follow it right through to the max.
- **Figuring out how you are going to get it** – Here's the fun part. This is where you start forming a plan and then rewarding yourself along the journey. Set up a master Personal Action List and then tick off each action along the way. When you break this stuff up and reward yourself on the journey, it's amazing how much momentum you will experience.

The Real Key

Many years ago, I attended a Brian Tracy seminar at the Dallas Brooks Hall in Melbourne. (Brian Tracy is a world authority on peak performance and achievement strategies.)

He asked that everyone write down 10 things they wanted to achieve in the next 12 months. The 3,000 - strong audience wrote down their goals on the back of their workbook. He then asked those people that had seen him speak some 3-4 years previously, to stand. Approximately 500-600 people rose to their feet.

He then asked how many of those standing had achieved 6 or more things from their original list. Only a handful of people sat down and on average, of those still standing, 8 out of 10 things had been achieved on that original list.

The message here is simple - it's not good enough to know what you want, you must write it down and put it in a place that you can see it each and every day. This is what gets goals going!

The Last Word

The most important thing about goals is having one. If your goals are not on paper, they're not on this planet. Goals are just dreams with a date, and we can all dream...

Tom O'Toole,
Breadwinner

Goals With Feet

ACTION PLAN

1. *What is it I really want?*

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2. *How would my life be different if I could have this thing / these things?*

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3. *How am I going to get it?*

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3. *Fork in the road*

Take a fork in the road and stop procrastinating.

Most people think that when they've chosen a path, that's it – that's the path to follow. This is far from the truth. There are many forks along every track.

Some may prove to be unproductive detours, others may lead to destinations that would have been un-dreamable had you never veered.

The key in overcoming procrastination is taking some action and making a choice. Chances are you have been putting things off for a whole host of reasons:

- the task is just overwhelming;
- you have a fear of success or failure;
- you seek perfection in everything you do, so you never get started;
- you fear a lack of control – you've always done it yourself and no one could possibly do it better;
- you're not sold on the benefits of getting started because there's either not enough pain associated with it, nor sufficient pleasure to be gained from completing it.

The difference between "sidetracks" and "opportunities" will already be reflected in your goals. If it doesn't appear on your Personal Action List, it's a sidetrack.

- **Defining moments** – "In the moment of decision, your destiny is shaped," says Tony Robbins in *Awaken The Giant Within*. How true is this? Where you are now and where you've been really are a sum total of the decisions you've made.

Dr. Phil McGraw says in his book *Self Matters* that, "Life comes down to approximately 10 or so defining moments – some you can probably control, like career choice, choice of partner, place of residence, etc, while others fall outside your sphere of influence."

It's funny how life works. Ten years ago I would not have believed that the universe sends us messages. Today, I firmly believe that we are surrounded by messages all the time, which are manifested by the actions we take on a daily basis. In other words, the people that we meet and the opportunities that come our way, are the sum total of having an open mind and an enquiring radar which gives us insight into what path we could take. In other words, it's not enough to say that we were in the right place at the right time.

- ***Beyond your conscious control*** – A second category of defining moments are those beyond our conscious control. For example, the time when ex-Beatle drummer Pete Best bugged John Lennon one too many times. Never knowing the importance of that casual moment, Best got dropped from the most successful band of all time.

Another example: when someone said, “This glue doesn’t stick right” and unwittingly caused the invention of Post-It Notes. These are some of the forks in your road. Control them, be curious, but never dismiss them. Some are clearly worth taking if there is a bridge between your goals and the fork.

But I just can’t get started

Here are five ways to beat procrastination:

- ***Get leverage on yourself*** – tell a great number of people about what you propose to do – they will keep you accountable.
- ***Make it impossible to do anything else*** – turn off the phone, shut the door and put a “do not disturb” sign up. Now you have no choice.
- ***Do it now!*** Just take a fork and then you’re committed.
- ***Understand your standard excuses*** – we all have them: “I just didn’t have the time”, “I’m waiting on my boss to get back to me”, etc. Just excuses.
- ***Break into portions and reward yourself*** – How do you eat an elephant? One piece at a time. Some projects are just plain big – as you are making progress, reward yourself with a break, a gift or a longer than usual lunch.

Take Home Pay

With hindsight, some of your business decisions may be more important than they seem at first glance. You may have to:

- take on a new client;
- move into a new building;
- develop a new product line;
- pick the right price for a product;
- find a loyal distributor, etc.

Make the decision now and take a fork in the road. When you look back at it, you may find that some of those forks were defining moments.

The Last Word

Two roads diverged in a wood, and I took the one less travelled by, and that has made all the difference.

Robert Frost,
The Road Not Taken

Fork In The Road

ACTION PLAN

1. *What are you procrastinating about?*

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2. *How will you beat procrastination? Which strategy?*

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4. *Start Thinking Differently*

Frame your thinking in a ball park that requires big, audacious thinking.

Some people teach “the little things are the big things” and I can see where they’re coming from...

But I am telling you that the big things are the Biggest Things.

The people who achieve in life are those who believe it is possible. When we limit our self-belief, we limit ourselves.

In order to succeed big, we need big, audacious goals connected to big, audacious actions – things that show we mean business and that we mean to deliver our best performance.

Too many times, people fall short of their dreams and their ultimate goal in life because the dream-takers around tell them what “can’t be” rather than what is truly possible.

People spend hours dreaming up ways to expand their business. That’s what everybody in business does. So think bigger than the norm – find a way to make the whole township bigger! Other people have done it – just look at Tom O’Toole with his famous Beechworth Bakery.

As a way to make their business work better, he turned the whole town around! Be a private detective, as a way of stimulating “big” thoughts:

- Reading the balance sheet of Australia’s most successful public company will tell you more than their Secrets of Success book.
- Read about contemporary trends, and ask: “Where do I fit in?”
- Stay with the technology – things will continue to advance here.
- Imagine what a 50 per cent or a 100 per cent increase in your profits or salary would allow you to do, rather than just the normal 7 to 10 per cent increase.

- Feed big. Give your thoughts the time it takes. Read about others who have thought big and learn how they did it. Dare to be different. Find something that has been done before but could be done better.

Think of a new spin on the concept, the way it is delivered, packaged or promoted. Big thinking will increase your desire to get rid of the bottom 80 per cent of your tasks because you will be working on something really inspiring and empowering.

Unfortunately, our living and working environments can stunt our growth in this area – choose now not to listen to others but follow your own heart. Build a fortress around your ideas.

Take Home Pay

Thinking big builds confidence. Making big decisions puts you in a position to continue as the decision-maker. As a business leader, people look to you in the running of the venture. As the leader of your own solo enterprise, you are the decision-maker and the visionary: that's your role.

- **Think bigger** – Universal? More comprehensive? International? Heavier? Stronger? A bigger-ticket item?
- **Think smaller** – Localise? Minimalise? Shorter? Thinner? The smallest? The most specific?
- **Think general knowledge** – Who else has tried something like this? Copy, borrow or adapt their formula. Who else might use it, with slight changes? Why don't they use it now?
- **Think of other possible uses** – What is it like? Who else likes things similar to this? Modify? Adapt? Link?
- **Add a dimension** – Put wheels on, take the wheels off? Add a function? A radical colour change? Scale it up? Scale it down? Scale part of it up, part of it down?

- **Combine it** – An assortment? A blend? A fusion? Merge it with something else – what has it now become?
- **Add another context** – Put it in unlikely situations – what has it become? Who does it serve? How does it serve?
- **Rearrange it** – Take it apart and put it back together in a different way. Reverse it? Turn it upside down? Turn it inside out? Separate it? Disassemble? Reassemble? Prefabricate? Change, add or subtract one element.
- **Change aspects of time** – faster; slower; later; earlier; more frequently; less frequently; synchronise; synergise; renew; recur; alternate; compulsory or optional?

The Last Word

Real success lies in a basic confidence in oneself.

Clare Loewenthal,
Risky Business

5. *Control the interruptions*

Control interruptions, even if you have to micro-manage your immediate environment.

Do as you plan and don't let anybody steal your day. People can try to steal your day with their negative emotions or by flooding your mind with thoughts you didn't wish to face right now. And they do it unexpectedly.

While you're working on big, audacious thoughts, they want to borrow the stapler that you can't find inside a 15-minute hunt. Next you're worrying about a stapler theft – yet you were feeling so great before this person walked through your door!

Controlling interruptions simply means keeping a tight rein on your day. It means sticking to your plan, while also admitting that interruptions must come and your availability to deal with them reasonably is all part of your job.

Certain interruptions present new opportunities, and you wouldn't want to be so blinkered by your Personal Action List that you become one of those super-efficient people who can't see past their tidy desk.

Controlling interruptions does not mean eliminating them. It means making a quick assessment of what's going on, then slotting them in at your convenience. If the interruption has an immediate bearing on what you are working on, you'll want it now.

If it is a small problem, deal with it in a couple of hours, by which time it will have probably sorted itself out. Remember: there's not much stuff that can't wait.

Drop-in visitors

Do you make your own day sing the way it should? Or do people drop in constantly? You could say, "I've only got a couple of minutes. You've caught me between meetings right now...." (in other words, you've indicated to the person that they are important, but you've also indicated the perimeters). Or you could stage an interruption – have your assistant ring through and say, "Hey, you're required right now." I've often seen people in work environments grappling with this idea, as they don't want to appear "rude."

Unfortunately, if you don't have a strategy for dealing with the visitor who wants to discuss the weekend minute by minute, you really will create an ongoing problem for yourself.

Have a non-verbal signal

When someone is meeting with you, give a non-verbal signal that lets them know you've finished the meeting now. Most people pick up on the cues – for example, gather the relevant papers and clear your desk for your next task. They'll get the message.

Meet at reception

Meet people at the reception desk when appropriate and cover all salient points. Don't let them come back to your office – you'll lose 20 minutes if you do, and if you offer them a coffee you'll lose 30 minutes.

Telephone control

Unless you control it, the telephone can be another type of drop-in visitor. It can steal your day and fill your mind with thoughts you don't need until you finish the priority task at hand.

So call in a businesslike way – set a time frame and get to the point. Set an agenda for your phone call: before phoning, scribble on a piece of paper all the things you want to discuss. Screen calls. Return your calls in batches or call from the car when driving home. Don't wait on hold; set a time to ring back.

Stand up

When you want to take control of the phone conversation or when talking to someone important, you want your physiology to be right. Standing up when taking a phone call makes you pro-active and assertive.

Problems with email

Email is an abridged communication medium. It is great for tight yes/no communications, but it never imparts good manners, grace and style. Being so terse, it sometimes gives misinformation.

Have you ever been received by the other person in the wrong way? Follow-up all important emails with a phone call before responding formally. Say, "I've received your email – just to get everything clear, is this what you meant?"

And most of the time you will find people don't exactly mean the way it came across in the email. As I travel around, I'm getting a number of people agreeing on this point. As much as the email makes things more instantaneous, it has its challenges in delivery.

Develop a system with emails such as, filing them so you can get to them. "Action" subjects and "C.C." them onto those who could benefit from the information.

Take Home Pay

Don't fill your day with one task after another. Leave some room for interruptions – group them up and if possible, deal with them all within the same hour.

Don't routinely dismiss the small stuff, some may be opportunities and others might be simple staff motivators.

The Last Word

I'm not in right now.

John Gilmore,
Small Business Soldier

6. *Make a better choice*

*Always look for the better choice. Remain open to new suggestions, new technology and exciting new times.
There's always a better way.....*

Events will happen, but how you respond is totally up to you. Everything you do in life is a choice. Success is about passing through a maze of Yes/No decisions, and making the right choices!

People who are stagnant in their lives really don't see the choices they truly have. They think there is no other way - they are a victim, not making a responsible choice.

Listen to those around you - the language they use. Is it empowering or defeatist?

If you are not making choices, you must be "going with the flow." If you are not making choices, you have no impact. If you are not making choices and speaking out, there is no reason for you to attend the meeting.

If you are not making choices, you are making no impression.

We make conscious and unconscious choices in everything we do. Our choice of what time we wake up, our preferred means of transport, our greeting to fellow workers, etc.

We have so many choices it's not funny. It's just a matter of making the right ones. The more choices (correct *and* incorrect) you make, the more you demonstrate public leadership.

In recent years, we've seen CEO's make choices which have impacted upon thousands of people. How about the CEO who spends all of the worker's superannuation entitlements or fudges the books to make shareholders happy?

A smart performer will make the choice between tasks not worthy of attention and tasks on which to focus. A peak performer will follow the same process, and check to see whether something better isn't in the offing before making a dedicated start.

High performers understand they make constant choices each day and hence they expect better outcomes.

High performers recognise that making the choice means they're following a definite direction. But they also understand that their decision is something that can be altered down the track when a new fork appears.

Choice creates our destiny. If you don't like the choice you've made, change it. Avoid the wah wah wah's. Ideal circumstances never present themselves. There is always a reason not to do something.

- "I'll do it when I'm with my family..."
- "I'll do it when I've got more freedom..."
- "I'll do it when I've got more money..."
- "I'll do it when I've actually got time on my hands..."
- "I'll do it when somebody gives me the information"

...wah wah wah.

What are you actually putting off? Winning starts with beginning, and so many people don't get started towards achievement, and they always have an excuse.

Being honest is usually easier. Face the problem and motivate yourself through the task itself.

If you can overcome the tendency to classify it as a chore, the task will be easier to face. Get interested in your work. We can whinge and whine all day but let's get off our butts and actually do the stuff!

Take Home Pay

Choices phew! What are the choices in your day, every day? What choices are you making right now? What are the better choices in terms of where you're going?

- The relationship you are in?
- The choice of having children?
- The choice of where they will go to school?
- The choice of preferred brands?
- The choice of the path you drive to work everyday?
- The choice of what you eat for lunch?
- The choice of whether you're going to have exercise in your life or not?

The Last Word

Save energy, money, time and disillusionment; measure everything in terms of outcomes – or as they used to say in the goldfields: check the paydirt. That's what peak performers do.

Brad Tonini

Make A Better Choice

ACTION PLAN

1. *What decision do you now need to make?*

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2. *What choices do you have at your disposal to achieve this decision?*

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7. *The Law of Scarcity and The Law of Abundance*

Produce a sufficient business for all participants & reap a good harvest

The Law of Scarcity is an idea that produces insufficient business for all participants reap good harvest, so when we throw out the life jackets there will always be a couple of people who will drown along the way.

That's a narrow way of looking at business because it actually cuts out a number of opportunities. Operating under the Law of Scarcity means you will be unable to take advantage of opportunities that present themselves. As a result you will either:

- (1.) Try to make something of that opportunity, to everybody's disadvantage or,
- (2.) Just give away what ought to have been your profitable venture.

The Law of Abundance is an idea with an sufficient profit margin to make equitable for all participants. You can also afford to be generous, so that you can use your skills to pass that opportunity onto someone else in your alliance network who is better suited to take advantage of that opportunity.

The Law of Abundance also says that there are multiple opportunities - all good - and your strategic alliance partners will welcome what you have given them, which makes you a winner.

The Bottom Line

Do you come from The Law of Scarcity or The Law of Abundance? The first is a tight-fisted lose-lose opportunity, the second is a generous win-win.

ACTION PLAN

1. *Are you giving yourself every chance?
What do you need to do to increase your funnel of opportunity?*

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2. *Where can you live by the "Law of Abundance" and not the
"Law of Scarcity"?*

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8. *The Funnel of Opportunity*

Networking in your life to maintain consistency

What are you putting into the funnel right now that is going to create opportunities for you in the future? What are you putting in the top of the hopper?

A lot of people (especially in service businesses) get to the end of the day, or year - and they are so exhausted that they haven't thought about marketing themselves in the future.

The problem is that they're busy in their business, they're not busy creating more business. Now, it's very hard for people to do both - when you're trying to deliver in the business as well as looking out and trying to create more business.

But it's very important because your business will fall in a heap unless you have more business coming in the future, from your funnel of opportunities.

I suggest that if you aren't able to do new business calls because you're so busy doing it, doing it, doing it - then get other people to make some of those calls for you. Get other people to create the future opportunities so the funnel is always full, so the funnels of opportunity just keep feeding into the system.

The Bottom Line

In your personal life are you networking and meeting people? Are you making the effort? Keep the funnel of opportunity full.



Brad Tonini
Australia's Champion Entrepreneur Coach



Coaching Champion Entrepreneurs

1/11-13 Lakewood Boulevard, Braeside Victoria 3195, Australia
Ph: +61 3 9580 9994 | Fax: +61 3 9580 9229 | Email: info@toninicoaches.com.au

coaching | workshops | learning products

Brad Tonini has had over 12 years experience running his own businesses - **NGT Executive Diaries** is one of Australia's leading Diary / Organiser companies whilst **Tonini Business Coaches** runs workshops on Time Management and Entrepreneurship. Brad also writes monthly newsletters and delivers many keynote presentations at conferences each year on business building strategies.

Brad is the publisher of the highly practical and successful newsletter "**Time Management**" and has written two books "**Time for Life**" and "**Make it Happen NOW!**".

Tonini Business Coaches has numerous businesses coaching clients who work with Brad to achieve their personal goals and the goals of their organisation.

There are three levels of coaching available to small and medium sized business:

- **Platinum Coaching Program**
- **Gold Coaching Program**
- **Silver Coaching Program**

Depending on your preferred investment level and outcomes you are striving for, we can tailor-make our coaching to your needs.

Coaching packages can consist of face to face visits as well as telephone consultations to fax, email and phone support month to month.

In each individual coaching session a number of outcomes will be achieved:

- A review of previous actions from the last coaching session.
- An overview of the current business situation.
- Strategic decisions that need to be under-taken.
- Brainstorming for a range of solutions
- New actions developed for next month's coaching.

A number of areas can be covered in the monthly coaching program:

- A Strategic Game Plan for the business.
- A Business Success Audit.
- Cash flows, budgeting and projections.
- Marketing the Business
- Developing a C.R.M. (Customer Relationship Management System).
- Personal and Team issues
- Entrepreneur Leadership issues
- Customer or Supplier issues

What Clients Say About Brad:

"On behalf of the Australian Institute of Management and the City of Manningham, I would like to take this opportunity to express our thanks. The feedback has been excellent, and the evaluation forms are indicative of how well you presented the evening"

Judy Brook - Corporate Membership
Australian Institute of Management

"Just a short note to thank you for the terrific job you did for Corporate Express this year. The feedback from the twelve branches you visited has been very positive."

"As a result of your animated and enjoyable training sessions I am sure we will get even more people volunteering for your sessions in the future."

Sentoria Blackwood - National Training Manager
Corporate Express

".....As the workshops were held in November and December, the staff were able to start the New Year in a more effective and productive manner."

"The Workshops were of great benefit and thoroughly enjoyed by all those who attended"

Jennifer Claudet - Bondor - Sales Support/Administration
James Hardie Building Systems

NEW E-BOOKS AVAILABLE ON-LINE

"How To Create A Customer Relationship For Life!"

"Outsource or Perish!"

"The 80/20 Rule of Time Focused Achievers."



“7 Keys to Creating More Time, Happiness and More Success”

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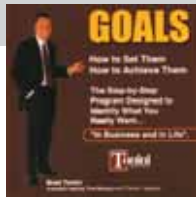
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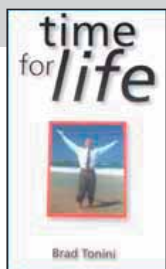
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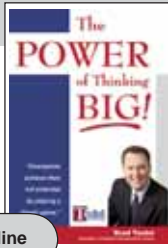
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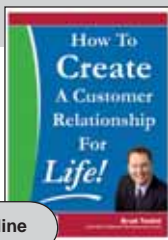
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Tel: +61 3 9580 9994 Fax: +61 3 9580 9229

Email: info@toninicoaches.com.au