

Rosie Yeo launches practical strategy resource in new book



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Rosie Yeo has worked with business events sector leaders over many years helping to frame both policy and strategy.

Now she has launched a book to help organisations transition from COVID-survival mode to focus on preparing for the mid to longer-term future.

Her book is called *Go For Bold* and it provides valuable guidance on how to get the most out of bringing teams together to work on strategic plans.

She has an excellent reputation for designing and facilitating strategic planning in boardrooms, at offsite meetings and in multi-stakeholder environments. She has led the business events sector through forums organised by the Business Events Council of Australia as well as Tourism Australia.

ICC Sydney CEO Geoff Donaghy speaks highly of Rosie Yeo's skills.

"As an on-stage facilitator Rosie is warm, incisive and engaging," he says.

He says she is able to facilitate with a clear sense of purpose.

One of her key strengths is her range of knowledge of industry and governments and her capacity to get the most out of planning sessions in an inclusive and constructive way.

The 180-page book is a handy guide – a "how to" in tackling future planning especially in uncertain and changed environments.

Yeo says many conversations about the future fail to unlock full strategic potential.

She says imagination can be stifled, we don't look far enough or wide enough, clear choices aren't made, we set and forget and we don't believe in our own power.

"Strategy is not a one-off thing. We can't just set and forget, because things are constantly changing inside and outside our organisations," she says.

The opening chapter, *Death by Framework*, covers the familiar dilemmas and barriers caused by definitions. Chapter 7 is a useful summary of an effective approach in which she encourages organisations to "go for gold". It looks at how to work through the process which leads to confirming what is agreed to.

The book is also a pitch by Yeo for her services – and why not? Clever marketing is also about giving of your expertise and in this book, Yeo gives it in spades.

Go For Bold is published by Major Street Publishing and retails for \$29.99.

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