

Make strategy
simple

to achieve big leaps





Are your people exhausted after constant change and upheaval?

Are you hesitating to make big moves because the ground keeps shifting?

Is your plan sitting on the shelf - unloved, outdated and irrelevant?

It's time to:

- Build optimism about the opportunities for growth
- Promote a sense of urgency for fresh thinking
- Achieve big leaps forward in 2024 and beyond

**Aim higher,
plan smarter,
act sooner.**

Go for Bold: How to stop managing in the moment and start leading for the long-term

Every business needs an ambitious long-term strategy but not every business knows it.

The world is moving fast and doing what you've always done is not enough to guarantee future success.

"If you're not looking ahead, you're lagging behind."

In uncertain times we need more boldness, not less.

You can't wait to be certain of everything before making big decisions, because that day will never come. But you can build the confidence to take bigger leaps by getting the right information, thinking creatively about how to do things differently and being committed to your end goal. Be inspired to create your own brave, original, lucrative, and doable strategy.

"When you want big results, build a BOLD plan."

The best strategies aren't based on buzzwords: they are powerful stories created by the people who know your business best.

The keys to making big moves are right in front of you. So inspire your people to think bigger and act sooner.

"The way we talk about the future determines the future we create."

Make strategy simple: Three powerful questions to transform your conversations and decisions, everyday

Every one of us is a strategist but we don't appreciate or use these skills enough.

If we want to succeed in an uncertain world we need to change our thinking. Strategic thinkers are clear about their long-term ambitions. They are more imaginative, more open-minded and able to prioritise action. And the good news is that all of us can practice three simple behaviours to become more strategic in our life and work.

"Look up, look around and then lock in."

You can make smarter, faster decisions every day when you're clear about your long game.

When you set and commit to long-term ambitions, everyday disruptions are less likely to throw you off course. You can make better decisions with less uncertainty because you know where you're heading.

"You can't know what you're doing if you don't know where you're going."

The confidence to take bigger leaps starts with looking further ahead.

When you look further ahead, you can aim higher. And when you're clear about your long term ambition, then your decision-making about risks and opportunities becomes clearer too.

"You don't need to know everything, but you MUST know this one thing."

Dive deeper with an interactive workshop – ask Rosie about her tailored workshop sessions.

Rosie is an expert facilitator, skilled at managing complex conversations and bringing intelligence and warmth to conferences, strategy sessions and policy roundtables.

Whether she's managing a small panel discussion or hundreds of conference delegates, Rosie is an insightful and engaging facilitator.

With expertise built from years facilitating small- and large-scale conversations, in person and online, Rosie puts the work in upfront to understand your industry, your issues, and your people.

Rosie can ask fresh questions, draw threads together and dig deeper where needed, with an upbeat approach that values and involves contributors and delegates.

MC/Facilitator

“As an on-stage facilitator Rosie is warm, incisive and engaging. Her design and management of the session drew valuable insights from in-person and virtual participants with excellent delivery, good humour, and a clear sense of purpose.”

Geoff Donaghy
CEO
International Convention
Centre (ICC) Sydney



“Rosie is thorough, articulate and patient but also knows how to get you uncomfortable enough to find the answers to the big questions within your organisation.”

Simon Doble
CEO, Solar Buddy

Rosie Yeo

Strategist

Rosie Yeo is the go-to strategist for boards, executive teams, leaders and business owners. She has helped thousands of individuals and organisations imagine and achieve better futures through her unique approach to planning.

Drawing on her decades of experience and comprehensive knowledge of strategic theory, Rosie offers a fresh take on strategy that cuts through the jargon to provide inspiration, surprising stories, and practical takeaways.

Rosie's experience as a public affairs strategist, Board director and corporate adviser provides unique insights into how organisations design and implement their big plans. She has worked with corporate, government and non-profit organisations in healthcare, financial services, infrastructure, tourism, FMCG and media.

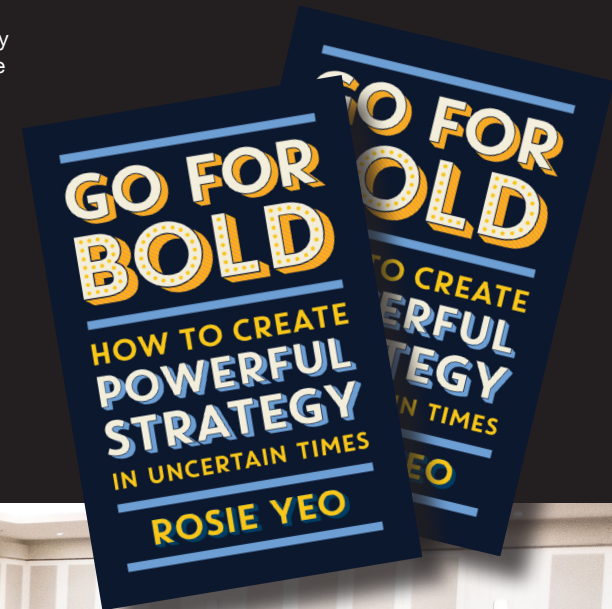
Rosie's keynote speeches will change the way people think about future planning and inspire us all to become more powerful strategists in our life and work

Rosie is the author of "Go for Bold: How to create powerful strategy in uncertain times".

Travelling from: Sydney, Australia

Website: rosieyeo.com.au
Linked In: www.linkedin.com/in/rosieyeo/
Instagram: [@rosieyeo.strategy](https://www.instagram.com/rosieyeo.strategy)

About Rosie



www.rosieyeo.com.au

Book Rosie today

| Email hello@rosieyeo.com.au

| Tel: +61 416 157447

Praise for Rosie and Go for Bold

“She is an absolute professional - warm, engaging, and always thoroughly prepared. We choose to work with Rosie because we know we are in good hands.”

Neil MacGregor
Managing Director Australia
& New Zealand
Bristol-Myers Squibb

“We thoroughly enjoyed Rosie’s presentation and the way she engaged with our delegates was fantastic.”

Leanne Walsh
CEO
College Capital Australia Ltd



Praise for Go for BOLD

“Rosie makes the complicated, simple. Her keynote presentations inspire the audience to think differently about business.”

Natalie Simmons
former Global CEO
cievents

“The entire group raved about Rosie’s style and focus on simplifying strategic planning.”

James Kavanagh
Managing Director Australia
Flight Centre Travel Group

“A perfect companion for leaders as we emerge from this global pandemic.”

“A guide to big-thinking”

“An entertaining and thought-provoking read”

“A practical roadmap”

“Meticulously researched and highly readable”

Why book Rosie for your next event?

STYLE

- ✓ A confident, warm, professional communicator
- ✓ Specialist knowledge with a light touch
- ✓ Engages with your delegates before, during and after her keynote

CONTENT

- ✓ Practical experience, compelling stories, research snapshots and clear takeaways
- ✓ Insight into corporate, public sector, small business and non-profit strategies, because she's worked with them all

ADDED VALUE

- ✓ Professional facilitator for panel sessions, roundtables and masterclasses
- ✓ Complimentary / discounted copies of her book and free access to online resources
- ✓ Video teaser and social media posts to support your event
- ✓ Pre- and post-event briefings

