

# Monday – Day 1

## 1.00 – 1.30pm Lunch in Compass Church

Note: No food in auditorium

## 1.30 – 1.45pm Welcome

Welcome everyone – hope your trip was a comfortable one.

And welcome to the Compass Church.

How ironic that we are starting our sales meeting in a Church and then progressing to a Casino.

I was saying to my team last week that the Compass Church is not a church that I attend. I worship at the more modern version – the GPS Church.

Anyway, thanks to the crew from Compass for their hospitality and to the Virginia Park Café for the catering.

Over the next few days there is so much excitement to be experienced.

I have seen the agenda. And I'm excited. But I'm a tiny bit disappointed that I haven't been asked to deliver a keynote address at any stage. I do have a lot to share.

Next year is my 20 years anniversary at Officeworks. I started in 1999. So over the next few days, I'm going to use every opportunity to share some of my key learnings that I have picked up over the journey.

Here's my first share.

It's to do with open palms.

I welcomed you all with open palms.

To show an open palm is to be open to someone. You are welcoming. You are friendly. To show a closed palm is to make others feel wary of you, suspicious.

How do you greet your customer? How do you talk to your audience?

When Dave Hughes made his stage entrance at the Logies – his palms were open. He walked out with open palms across the whole stage. And we all feel welcomed by Hughesy.

High fives, hi, waving – these are all engaging and welcoming. OK people! – open palms will do – no hugging required.

Palms down is not engaging. They are used for fighting.

**Finger pointing** is worse, unless it is an order. I'm the Chief Fire warden for our premises and so in times of emergency I give orders.

Fire exit is here and here. Toilets are there. Mobile phones are off.

So, an open palm approach is welcoming, engaging and far more profitable.

So, just to give you a little side project for the next few days, watch the presenters and see how they use their hands. You will find that the more they use their open palms, the more likely you will feel engaged with them.

There are more connections to your brain via the palm of your hand than any other part of the body. That's why we shake hands. So you need to get that handshake right. Your initial greeting needs to be warming with that other person.

If it's not in sync, then the relationship is starting from behind.

Shaking hands is an art form.

So we are going to practice shaking hands.

Hold your hand like this.

Uncross your legs, if they are.

Turn to the person next to you.

Shake their hand and pump and pump until I say freeze.

Pump Pump Pump

Stop. Freeze. Don't move

Look at your hands.

The one who is holding their hand above yours feels that they are superior to you.

They feel they are in charge. Point to the person who thinks they are in charge.

Release hands.

Repeat

I have plenty of more tips. Over the next few days I propose to share my top ten tips on how to be a star at Officeworks. You would do well to note them down.

You will do well to note the following.

### **1.45 – 2.15pm Retail – Highlights of 2018 and objectives for 2019**

Welcome to the Regional Manager – Southern Region Mr David Hayes.

### **2.15 – 2.45pm Support Team - Highlights of 2018 and objectives for 2019**

Welcome to the Business Support Operations Manager, Mr Adrian Newport.

### **Quiz Time**

Q1 – How many business calls did the CSC answer last year

A – 75,000

Q2 = How many hours were saved in sales administration time for External Business specialists last year

A – 668,376 hours

Q3 – How many new business accounts were implemented last year?

A – 3,475

Q4 - how many emails did process improvement action last year?

A – over 9,000

#### **2.45 – 4.00pm Team Workshop**

We don't have butchers paper, we don't have textas, but we're still having a workshop!

Welcome to the National Business Manager, Mr Mark Kindness

#### **4.00pm Close**

[Mark to close and remind everyone of responsibility]

## Tuesday – Day 2

### **8.00 – 8.10 Welcome – Malcom**

Welcome everyone to the Officeworks National Sales Meeting. My name is Malcom Brown, and I will be your Master of Ceremonies over the next few exciting days.

And what a great venue for an exciting event.

It's great to see that brown is **still** on trend!

We've got everything we need – two screens, one podium, and fortunately Malcom is not in the Middle.

Firstly, thanks to Kay and Shamila for organising what we all know will be a fabulous few days.

Some housekeeping.

Smokers, down the stairs and out the doors

In case of an alarm and consequent evacuation, again, down the stairs, past the smokers, and up Kings Way;

My role is to introduce the speakers and to keep time.

Your only role is to be fully engaged with everything on offer here, and to contribute whenever you can.

### **8.10 – 8.30am Icebreaker – Julie & Jamal**

It's a Melbourne five degrees outside.

Welcome to Julie and Jamal to break the ice and warm us up.

### **8.30 – 8.45am Mark Ward**

You can see from the agenda that this morning we are going to have a series of presentations from some members of the Officeworks Leadership Team.

By way of introducing our first speaker, can I say that the best companies and schools that I have worked in have a heartbeat. They operate on a rhythm that is perceptible. It is a mindset around getting stuff done on a regular cadence and then letting that rhythm become a wave that everyone rides.

It starts with the leader of the organisation. Our first presenter this morning has set the beat of our company and kept that rhythm pulsating since he joined Officeworks. Not an easy task.

Before I welcome him to the stage, I've got to say that I'm not a great fan of nicknames – probably because of my childhood nicknames – Brownie, Choco, Malky Walky.

But these days I have two exceptions – 'Buddy' Franklin, who I call Buddy, and welcome to the Managing Director of Officeworks, we all call 'Wardy'.

**8.45 – 9.00am OW key wins for 2018 and what's coming up in FY2019 - Phil Bishop**

Welcome to the stage Head of Merchandise, Marketing, & Supply Chain & Interim Head of Retail, B2B, Online, [sip of water] E-Com & CX at Officeworks – Mr Phil Bishop

**9.00 – 9.15am Michael Howard**

Welcome to the stage General Manager Finance, Legal and Admin, Mr Michael Howard

**9.15am – 9.30am The year that was and the year that will be - Mark Kindness**

Welcome to the stage to review the year that was, the National Business Manager, Mr Mark Kindness

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**9.30 – 9.45am Morning Tea**  
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#### **9.45 – 9.50am Vox Pop – Glen Retalluck(Business Specialist in WA)**

I had said yesterday that I was wanting to share with you all my top ten learnings from my 20 years at Officeworks. Well, here is Top Tip # Two

“It is always important to enter the Support Office through the same door at the same time every day. It is also important to exit the Support Office through the same door at the same time every day. Otherwise you will die”

#### **9.50 – 10.05am Merchandise Expo – Toby Watson**

This next session is all about experiencing some of the plans that the Merchandise team has for the future. The experience will be real time and hands on with a showcase of wares.

To introduce his team and set the scene, please welcome My Toby Watson, General Manager of Merchandise.

#### **10.05 – 12.45pm Merchandise Expo**

Divide in to 6 groups/ 20 minutes each group/ wait for the bell to rotate

- 1946 - 1964 Baby Boomers
- 1965 - 1979 Generation X
- 1980 - 1994 Millenials, Gen Y, Gen Next
- .... Then iphone/android

#### **6 tables (20 minutes per table)**

##### **Promenade Room 1**

Education - Zoe Russo, Darren Bartlett, Sam Bugeja – need power

Commercial Hardware - Jarryd McCarthy, ClareKnaggs – need power

Facilities Supplies & Safety – Noelene Bugaj, Marien-Anne Melidonis

Services – Andrew Campbell, Andrew Payne

## **M4FPVI**

Private Label – Daniel Adams, Alex Staley, Gavin Gillespie, Miriam McKay

Print & Create – Matthew de Konig, Milun Spasov

- 10.05 – 10.30
- 10.30 – 10.55
- 10.55 – 11.20
- 11.20 – 11.45
- 11.45 – 12.10
- 12.10 – 12.35

**Vox Pop: Sharon Morris (Queen of Cairns – Qld LABS Cairns Community)**

**12.45 – 1.00pm Debrief Key Learnings – John Ellis**

Welcome to Mr John Ellis, National Sales Manager Workspace Solutions, and ICT

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**1.00– 1.45pm Lunch**  
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**1.45 – 1.50pm Vox Pop – Anna Margolis (BSE Community 4 (Nth))**

Top Tip # Three “The number of coffees you have in the day is in proportion to how engaged you are with your job.” True?

**1.50 – 2.00pm Energiser – Dana & Claire**

Look out – we have a couple of energiser bunnies on stage

**2.00 – 2.45pm Every channel road map - David Pisker**

Welcome to a great friend of the Business Channel Mr David Pisker

**2.45pm – 3.30pm Building a world beating business customer experience -  
Monique Lane(Business analyst) and Rolan Chetty(Lead Designer)**

Welcome

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**3.30pm – 3.45pm Afternoon Tea**  
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**3.45 – 3.50pm Vox Pop – Shaun Enright (Vic BSE Community 6 (East))**

Top Tip # Four “The Grass is Always Greener on This Side – I know one father and son team would agree with that one”

**3.50 – 4.15pm The Great Service Score for Business Customers - Warren Gould**

Our next presenter is the National Retail Operations and Customer Insights Manager, Mr Warren Gould

**4.15pm – 4.45pm The National Account Management Project Gavin Chater/Paul Jackson**

Our next two presenters need no introduction, so I won't. Mr Gavin Chater.

**4.45pm – 4.55pm Review of Day One - Mark Kindness**

**4.55 – 5.00pm Close**

Dinner:

- Seats are allocated

- Drinks @ 6.30pm
- Dinner @ 7.00pm

# Tuesday Evening Celebration

## Gala Dinner and Awards – Crown Melbourne

Welcome to the National Sales Team Awards. This is a prestigious celebration and after such a successful year, you all do have something to celebrate.

And we welcome some very special guests from the OLT

- **Mark Ward**
- **Raelene Harrison**
- **Phil Bishop**
- **Toby Watson**
- **Michael Howard**
- **David Pisker**
- **Kerry Duncan**
- **Justin McKernan**
- **Brett Proposch**

It has been a year of adventure and great change.

For me, during the year, the Sales Support team became Premium, and Back To School became not so premium. This Toolie was run out of town.

It has been a year where we asked customers to jump off a cliff as we built their plane on the way down. The Websphere plane.

Targets were met and missed, accounts were allocated, reallocated, unallocated, and confiscated.

Sales Force served a purpose.

Anyway, enjoy the evening. I encourage everyone to introduce themselves to everyone at the table, if you haven't already. And meet new people at other tables. It is nights such as these when great relationships are established, and great friendships are forged. It was on a night like this that O'Hanlon met Jessica, we all met Nigel no shirt au natural, and Paul Bigley met his demise.

We are here to celebrate your successes. After dinner you will hear from Mark Kindness who will be calling on our special guests to make some presentations to some very special recipients.

Until then, enjoy some conviviality.

**After main meal**

To make some very special presentations, welcome to Mr Mark Kindness.

## Wednesday – Day 3

### 8.30am – 8.40am Welcome - Malcom

Morning all.

I'm calling this Day 3 of the Sales Meeting.

As the Bible says, on the third day, he rose!

Just like ..... at breakfast this morning.

Look what Kay & I found as we were cleaning up last night. We are low cost operators – had to do our own dishes. Anyway, found this napkin on table number 4, I think it was, it had some sort of ditty on it – hope I do it justice. It's related to our third day.

On the Third day of Christmas my true love sent to me

- Three fresh LABS
- Four aging BAMS
- One BSE
- And another vacancy in the sales team

### 8.40am – 9.00am The Great Race - Gavin Chater, Paul Jackson, John Ellis

I'm fascinated to see what this is all about? Here to tell us is Mr Gavin Chater.

### 9.00am – 10.30am Speed Dating with the OLT

This morning we have a great opportunity to meet many members of our Officeworks leadership team. They will be spending the morning with us, moving from table to table and are happy to talk about whatever you may want to discuss. No agenda.

Similar to last year, there will be one guest per table, 15 minutes per table, the bell will ring a 2 minute warning. Please take this opportunity to explore whatever topic

you like with your guest. We won't have time to do a full cycle of guests, but I'm sure most will be available during the morning tea break.

**(6 cycles @ 15 minutes each)**

- Raelene Harrison (General Manager Human Resources)
- Justin McKernan (National Business Development Manager)
- Michael Howard (General Manager – Finance, Legal & Admin)
- Brett Proposch (General Manager IT)
- Tom Weinmann(National Supply Chain Operations Manager) (instead of Brett Kelly)
- Toby Watson (General Manager Merchandise)
- Phil Bishop (Head of Merchandise, Marketing & Supply Chain & Interim Head of Retail, B2B, Online, E-Com & CX)
- David Pisker (National Customer Experience and Ecommerce Manager)
- Kerry Duncan (General Manager Property)
- Mark Ward (Tentative) (Managing Director)
- Karl Winther National Marketing Manager

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**10.30 – 10.45am Morning Tea**  
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**10.45-10.50am Vox Pop – Melissa Grima (Vic BSA Community 4 (Nth))**

Team Tip # Four – “The Officeworks Team Member Uniform Sizings are always three sizes smaller than what you expect”

**10.45am – 11.45am Marketing – Karl Winther, Simon Davenport, Tiffany Rudik, Sophia Lindsay, Christina Poynter, Gemma Henderson**

We now have a presentation from the marketing team. You all know this is going to be pretty schmich.

Welcome to the stage the National Advertising & Communications Manager, Mr Simon Davenport.

**11.45am – 12.15pm Finance Update - Matthew Saunders National Business Improvement Manager**

**12.15pm – 12.45pm BSIS - Glen McPherson(Sales Manager BSIS)**

Our next presenter is just about the only friend I have in the business. He is the National BSIS Sales Manager – Mr Glen McPherson

Remember: Vic interstaters – please validate your parking ticket at the café before lunch is over – if you are leaving this afternoon. There is a time limit to the validation.

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**12.45 – 1.30pm Lunch**  
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**1.30pm – 1.35 Vox Pop – Julio Amituanai (NSW BSA Community 4 (South))**

Top Tip # Five “Ensure that the final sentence in every email sent to Sales Support team finishes with the expression – please action as this customer is threatening to go to Winc.”

**1.35pm – 1.45 Energiser – Anthony & Sarah**

**1.45pm – 2.15pm Positive Difference Plan and Restoring Australia - Alex Staley(National Corporate Affairs and Brand Manager), Ryan Swenson (Corporate Social Responsibility Manager)**

**2.15pm – 3.20pm Josh Norbido**

Our next speaker is considered one of Australia’s busiest illusionists. Discovering the common threads between Business and Magic, Josh uses Magic as a Tool to work with Brands that want to stand out amongst their competition. He currently teaches Magic to over 380,000 online students across 25 Countries, but today is about sharing the secrets of selling from a Magician’s point of view. “Rather a Mind opened by wonder, than closed by disbelief”  
Please welcome..... Josh Norbido.

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**3.20pm-3.25pm Afternoon Tea – Grab & Go**  
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Top Tip # Five “Never walk in to the mens toilet, smiling.”

### **3.30pm – 3.50pm Conference Wrap Up**

Welcome back Paul Jackson

### **3.55pm – 4.00pm Final**

One final word – thank you all for being on time and fully engaged at every point.

Inevitably, there are always apologies to make after these sort of events – we often let our guard down away from home. I need to make an apology for something I said yesterday.

The biggest apology I must make is to the venue organisers. They have advised me that the décor is not brown – it is latte.