



*'Remember every job is a self-portrait of the person who did it.
Autograph your work with excellence'*

Making a Measurable Difference in business performance

Keith Ready Skills and Capabilities

- ✓ Project management skills and an eye for detail
- ✓ A genuine and professional communicator
- ✓ A passionate focus on adding significant value to my clients business
 - ✓ An absolute focus on providing exceptional service delivery
 - ✓ Action and end result orientation
 - ✓ Creative and opportunity focused
 - ✓ A coach and people developer

Extensive experience in providing hands on, practical and measurable project and business services that have assisted clients to enhance the ongoing business performance of the business and their people.

Contact Details

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Keith Ready in Profile

Keith Ready has extensive and hands on experience in sales, marketing, human resources, project and general management across a diverse range of industry sectors.

Keith provides business development, project delivery and training services and in addition, he is also an accomplished professional presenter and trainer, having conducted in excess 1500 keynote presentations, seminars and workshop programs.

Keith works with and alongside his clients whose primary need is to manage and run their businesses to achieve increased performance and profitability by developing, coaching and mentoring the most important and often under valued asset in any business - its people.

Areas of expertise

- ✓ Business and Strategic Planning
- ✓ Project management primarily centred around enhancement of business performance
- ✓ Mentoring and coaching to enhance the performance of people
- ✓ On the job performance management processes, coupled with training on how to make people perform better in their job
- ✓ Performance Review Processes
- ✓ Recruitment and staff selection
- ✓ Sales and staff incentive programs
- ✓ Retail site feasibility assessment studies
- ✓ Lease negotiation - retail and non retail sectors
- ✓ Customer Service Audits
- ✓ Website enhancement and development, including associated marketing strategies

Project and Assignment Achievements

Business Performance

- ✓ Developed and implemented an electronic Performance Management Review program for a number of small to medium sized companies.
- ✓ Chaired a recruitment panel for a 'Not for Profit' organisation and developed Position Descriptions and KPIs for over 40 senior and line managers.
- ✓ Renegotiated various supplier contracts and agreements to reduce company expenses which in turn created savings of \$125,000 p.a.
- ✓ Completed a review, update and rewrite of a Sales Incentive and Rewards Program for a major pharmaceutical company.

Project Management

- ✓ Managed the sale and restructuring of a major retail franchise company generating 30% increase in the holding company profits in the year of the sale.
- ✓ Managed the sale and restructuring of company brands and its retail operation resulting in a reduction in losses of over \$750,000 p.a.
- ✓ Planned, secured and implemented ranging of a branded coffee offer with a major department store - estimated annual revenue in excess of \$2,000,000 plus exposure of the brand name to over 30,000 customers each week.
- ✓ Initiated and managed the restructure of the management of a major food service business unit - with a projected annual saving of \$350,000 p.a.
- ✓ Opening of two new retail stores on time and within budget, with both stores tracking to achieve breakeven and then profit within the first three months of their opening.
- ✓ Successful negotiation with two shopping centres regarding the closure of two under performing retail stores.

Marketing and Sales

- ✓ Developed and launched a Lifestyle Magazine with a print run of 125,000 in its first twelve months. The magazine contributed substantially to improving product brand franchise, retail acceptance of the range and a corresponding increase in sales revenue, plus the successful launch of four new products. Also established a website version of the magazine.
- ✓ Developed and then conducted business planning, local area marketing and customer service training programs for clients and industry groups.
- ✓ Produced and edited a monthly business e-mail newsletter which directly assisted in generating an additional \$100,000 in revenue.
- ✓ Conceived, edited and produced a consumer lifestyle magazine for distribution through a specialist retailer in NSW with a circulation of over 250,000.
- ✓ Conceived and helped to develop a TV infomercial health segment and then assisted in marketing it to major potential sponsors - the program segment then ran for over three years and generated an estimated \$100,000 plus p.a. in advertising revenue.
- ✓ Developed a sales growth targeted Incentive and Rewards Program for a major pharmaceutical company.
- ✓ Co-ordinated the launch of an online ordering process for a client's major customer.
- ✓ Managed, co-ordinated and implemented the launch of four new online retail websites which generated new and additional sales revenue and profit for those clients.

Training and People Development

- ✓ Worked with over 150 clients - training in excess of 450 of their team members in time management, personal productivity, sales, management, leadership, communication and supervisory skills.
- ✓ Conducted in excess of 1000 business enhancement seminars, workshops and conference presentations for clients and industry groups.
- ✓ Conducted a series of over 300 customer service workshops and seminars for NSW State and Regional Development throughout regional NSW.

Client feedback about Keith Ready

Client Testimonial . . . I must commend Keith for an excellent job and he has put together a very effective program exceeding expectations and managed to do this under budget. With the time constraints imposed I was impressed at Keith's ability to pull all the resources together into what appears to be a very successful outcome.

Client Testimonial . . . your work is greatly appreciated by me as I would not have had the time to engage in the broad consultation that you have in the course of the development of ClubsNSW performance review process. The finished product has managed to put a modern and encouraging touch into the potentially boring and intimidating process of performance reviews.

Client Testimonial . . . Keith has built on and improved our training delivery ... His training expertise coupled with his consultancy back ground in retail, has made him invaluable to our NSW state management team and his attention to detail and follow up has further strengthened the role that training plays in our business. I have no hesitation in recommending Keith to any business in need of a trainer, who is hand on and prepared to go the extra mile in assisting any business to make it happen.

Client Testimonial . . . enthusiastic and diligent, he carried out the assessment quickly, efficiently and presented the results in a detailed and well-constructed series of reports. . . . easy to communicate with and totally professional at all times, I would recommend him to any company looking to improve their productivity and customer service.

Client Testimonial . . . Keith, thank you so much for your work with 'RetailLink Magic Moments' - it has made the project, I really appreciate your consistent support and follow up.

Client Testimonial . . . Keith is one of the few people who took the time and trouble to get to know our systems and licensees before his training and presentation to us. . . his presentation skills and knowledge are the best we have seen. He was an instant and lasting 'hit' at our Annual Conference, with all attendees being very complimentary and enthusiastic about his role, Keith is much more than a motivator, one person rightly described him as 'awesome'.

Client Testimonial . . . A total of 1200 pharmacists came to 10 evenings in the major capital cities. Keith's session resonated with issues that Warner Lambert faces and was equally well received by pharmacists and Warner Lambert people alike. He is not only professional, flexible and competent but also on a personal level, a pleasure to work with.

Clients

A.P.I. - Australian Pharmaceutical Industries

A.M.P. Shopping Centres

Beiersdorf Australia Ltd

Bill Buckle Auto Group

BrightSky Australia (ParaQuad NSW)

Clubs NSW

Chanel Australia

Cash Converters

Dick Smith Electronics

Doctors TV Network

Eurest Australia

Flowers For Everyone

Go Vita Health Nutrition Centres

Harbourside Shopping Centre

Kings Parking

Lend Lease Property Development

Royal Botanic Gardens - Sydney, Mount Annan & Mount Tomah

NSW State & Regional Development - Sydney, Newcastle, Riverina, Illawarra and New England

Nature's Sunshine Products

NSW Agriculture - Yanco/Wagga

Performance Drivers

Pfizer Australia

Profit Report's Computer Accounting Doctor

RetailLink/Assetlink

Ronald Macdonald House

Stockland Property Trust

The Sunnyfield Association

The Weather Company

The Property Council of Australia

Warner Lambert

Wyeth Nutrition