



Radio Show Podcast



SHOW NOTES

Superb Leadership of Millennials, Gen X and Baby Boomers – Dov Baron on Using Transformative People in Your Business So You Can Dominate Your Industry

Discussion by Host Mr Steven Mario Cavallo followed by Interview with Dov Baron, Authentic Leadership Leader, Author and Founder of Full Monty Leadership.

Episode 113
Released to iTunes: 21 March 2018

Here to Serve

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The Business Firm is an international business consultancy company based in Adelaide, South Australia. We provide business services to commercial enterprises, government agencies and non-profit organisations. Our mission is to help our clients achieve high-level outcomes. Phone +61 8 8121 5711.

BUSINESS PLANNING

We write sophisticated business plans for organisations that provide a blueprint to achieve its objectives. Documentation is comprehensive and easy to follow, like an operations manual – step by step. All our business planning is based on fact and real market conditions so they are relevant and achievable.

MARKETING STRATEGY AND BRAND

We prepare strategic marketing plans for our clients that provide for growth of sales, increase in margins and growth of the brand. Our focus is not only to create wealth, but to create a brand that is highly valuable, so it is worth the most money possible in the event a business is sold – or the owner is no longer involved.

eLEARNING, TRAINING & EDUCATION PRODUCTS

We develop customised, highly interactive, game-based online learning courses for organisations. These high quality eLearning solutions allow an organisation to achieve full compliance with all industry and state regulations at significant cost advantage and in real-time. Solves: compliance, inductions, registrations, assessments, workplace training and other knowledge-based requirements. In person/class training too.

EVENT MANAGEMENT

We plan, execute and assess events for organisations, such as product launches, professional seminars, trade shows, fundraising dinners, auctions, conferences, sporting events and entertainment shows. We will manage all logistics for events, including ticketing (both physical and electronic) as well as back-end systems to handle sales, statistics and the creation of a Customer Relationship Management database.

DIGITAL ONLINE AND WEBSITE

We create: websites, eCommerce solutions, Facebook, YouTube, Twitter & LinkedIn social strategies, Yellow Pages digital advice, search engine optimisation, iTunes worldwide sales, Apple apps (iPhone, iPad, iBooks), Google, Bing, Yahoo listings and affiliate revenue for you.

AUDIO, VIDEO AND PODCAST PRODUCTION

Our in house studio produces high quality audio and video content for radio, podcasting, television, YouTube, online streaming broadcasts, education, training, sales, lead generation, events, product launches and fundraising.

PUBLISHING HOUSE (inc. electronic publishing)

We create: magazines, yearbooks, almanacs, manuals, tenders, books, novels, textbooks, electronic publishing, investor prospectus. We also offer proofreading and document layout. We can take your existing print works and publish them electronically so they can be distributed worldwide. This is the largest distribution channel in the world. We help you sell your works globally or distribute for free.

NEWSLETTERS, MAGAZINES & PROSPECTUS

We create newsletters for organisations, magazines for industry groups, catalogues, syllabuses, investor prospectuses. We prepare tenders, bids, proposals and sales documents. We will manage the entire process from text to desktop design to printing the final product.

RESEARCH

We conduct market research to determine the viability of a market or product. We do customer satisfaction research to find out what an organisation's customer think of its products and services. We also conduct brand research to determine the attitudes held by the market towards an organisation.

ADVERTISING AND PROMOTION

We understand the most cost efficient and the most effective way to spend money on advertising. We create advertising for television, radio, musical jingles, newspapers, display ads, outdoor billboards, cinema, online (Google, internet banners etc.) and for the sponsoring of events, teams etc.

SALES STRATEGY AND SALESFORCE MANAGEMENT

Sales are the life-blood of all organisations; therefore, your sales staff (whom represent both your biggest asset and your biggest expense) out-performs your competitors. The Business Firm helps you achieve world's best practise in sales three ways: by creating a customised sales plan; by teaching super-effective sales technique; and training the entire organisation in customer service so your clients only ever experience total satisfaction and buy again when it is time.

CONSULTING AND TURN-KEY PLANNING

We will create for you a world-class, modern business system that will scale seamlessly, allowing you to grow a large business that is easy to run, is super efficient and significantly more profitable. We support organisations from beginning to end: from research to strategic planning, its implementation, the training of staff on systems upon rollout, systems operations and its ongoing refinement and improvement.

FUNDRAISING SYSTEMS

We create for non-profits organisations: regular giving programmes, attract sponsorships, membership growth, events & functions, In-Memoriam donations, major gifts, capital drives, database management, competitions & social media fundraising.

PUBLIC RELATIONS AND LOBBYING

We plan and execute product launches, open days, facility tours, trade shows, press releases, publicity, media relations, press conferences, lobbying, information events, competitions & giveaways. We also do direct mail campaigns.

ONLINE EVENT BROADCASTING, WEBCASTS & WEBINARS

We create engaging, high conversion online broadcasts for organisations worldwide. We develop professional quality content that conveys your message with power. Whether you want to sell to businesses or individuals; educate and inform; influence public opinion; generate leads globally; stream your live event online to the world; record and post for open replay; or run an online summit; we have the production capability and online video capacity to be a global star.

PRESENTATIONS AND MULTIMEDIA DISPLAYS

We create stunning sales presentations that have high impact and get results. Public display kiosks (touchscreen information directories). Educational interactive learning aids. Shop window displays to sell items. POS displays. Shopping mall displays (for advertising and information).



About the Podcast

We produce a weekly radio show that is distributed globally through iTunes and on Stitcher Radio as a podcast. **The show is designed specifically for decision makers:** entrepreneurs, business owners, high-level managers and Board Directors who typically control significant plant and human capital.

If you have an Apple device (iPhone, iPad, Mac) click this link to listen:
<https://itunes.apple.com/au/podcast/business-firm-show-for-decision/id1164625597>

If you have a non-Apple device, click to listen using this link:
<http://www.stitcher.com/podcast/the-business-firm>

Each episode covers different topics related to running a high-performing business. You will get empirically proven, strategic advice that will result in more profit for you. **Areas covered include:** strategic marketing, business development, sales performance, advertising, public relations, social media promotions, eCommerce, large-scale fundraising, research and how to build a global business properly.

You will collect high-level content from host Mr Steven Mario Cavallo, The Business Firm's founder; and you will also get the opportunity to have a business problem you are dealing with, solved. **You can submit** an audio recording of a real-life business issue by emailing an mp3 file to: answers@thebusinessfirm.com.au

You'll also enjoy a sky-high view from the Tower of Success where you'll sit alongside Steven in The Business Firm Presidential Lounge and pick the brains of the very best business thought leaders in the world, during an interview. You are invited in every episode to listen to **interviews with incredible, world-leading information shared by some of the business world's most expert thought leaders.** Guests include top practitioners, entrepreneurs, Professors from the greatest Universities of the world, successful business owners, coaches and mentors, industry leaders, authors and other high-achieving, credible individuals.

If you fit the above description, have content of value to business owners and are a confident speaker, please apply to become an interviewed guest by emailing us at: guest@thebusinessfirm.com.au

This is the show that will help you in your duty, of being an effective business leader.

The Business Firm Radio Show is produced in Adelaide, South Australia weekly and released internationally to our worldwide audience: the decision makers and entrepreneurs who are building our global economy.

[Listen to the show](#) on iTunes and never miss an episode again, as it will automatically appear for you to listen to on your device, at your own convenience.

In addition to enjoying the free information on the podcast, you are welcome to a **free seat in the next Webinar** (online seminar) where Steven will be presenting [vital aspects of marketing science](#) and business development. Topics covered include: how advertising REALLY works and how to only spend money on what ACTUALLY gives returns. Learn how to sell 20% more without any extra customers; and we reveal the truth about consumer behaviour and HOW buyers actually choose between your brand and your competitors'. Plus, you'll learn the three biggest pieces of misinformation that wastes money and leads to nothing – things that nearly everyone has already been sucked into doing! This information is totally unknown by your competitors (and the false 'gurus'); so knowing it is a lucrative advantage you can easily get over your competitors.

Do yourself a favour and attend the next webinar. It will end your vulnerability to misinformation and can finally stem the flow of so many unnecessary expenses you are probably already incurring. There's no cost, no obligation and you'll make money from the information.

Check when the next one is on at: www.thebusinessfirm.com.au/webinars.html

Discussion

In this episode, Steven Mario Cavallo discusses the importance of authentic leadership and the incredible transformative growth that is possible when all staff inside your organisation are genuinely engaged in and committed to their work. This requires a leadership paradigm that can be achieved quite successfully by most firms; however, is rarely seen due to 'dinosaur' perceptions and traditional biases that often short sight most leaders. While a motivated employee is an incredible asset to help turn your business into a commercial success, just imagine what an entire staff would do for your business or non-profit or social enterprise?

Interview

In this episode, we hear from one of the world's foremost experts on authentic leadership and how to align

Dov Baron graciously shares an immensely generous amount of his knowledge and experience with our audience in this armchair interview with Mr Steven Mario Cavallo in The Business Firm Presidential Lounge.

A genuinely motivated, engaged and collaborative staff will quite simply and stunningly transform your business - not only into the industry leader, but into the industry definer. Millennials already comprise half of the workforce in many countries and can be your greatest opportunity (if you understand their motivation) or your greatest threat (if you fail to understand them). Host Steven Mario Cavallo talks to Mr Dov Baron, a world-leading expert on authentic leadership, human performance and staff retention. Dov is the author of the book *Fiercely Loyal* and the Founder of Full Monty Leadership, an international consulting agency based in Canada. This is invaluable listening for any business owner wanting to grow exponentially; any politician wishes to inform economic development and social development policy; as well as for leaders in education and those in the non-profit sector who are trying to affect large-scale, profound change in the world, for the better. Some of the topics covered include value systems and how they differ between Millennials, Generation X and Baby Boomers. Also the ability to create a safe environment in which entrepreneurship and innovation can flourish in your organisation. Encouraging creativity in your employees and cultivating a sense of their belonging to their work and caring about the business' outcome requires certain structural and attitudinal approaches in an organisation's management. Dov Baron is a master in these areas and provides strong and clear guidelines on how to achieve this in your own business or non-profit.

Listen to the interview with Dov Baron by downloading episode 113 of The Business Firm Radio Show:

If you have an Apple device (iPhone, iPad, Mac) click this link to listen:

<https://itunes.apple.com/au/podcast/business-firm-show-for-decision/id1164625597>

If you have a non Apple device, click to listen using this link:

<http://www.stitcher.com/podcast/the-business-firm>

Additional Resources

- Ehrenberg Bass Institute – evidence-based, quantitatively proven marketing research and real-life findings across the world conducted by the University of South Australia Division of Business: <https://www.marketingscience.info>
- Your Business' Ability to Achieve Game Changing Innovation: www.gamechanging.com
- Priority Matrix, an excellent personal productivity software that utilises the Eisenhower Matrix as described by Dr Stephen Covey in The 7 Habits of Highly Effective People: www.appfluence.com
- How to maintain a Body & Mind that allows you become super successful forever. One of the world's foremost experts on human performance: www.betterthenever.com.au
- How to ensure your employees COLLABORATE and you are a GAME CHANGER: www.gamechanging.com
- How to Think Like Leonardo Da Vinci – one of the greatest books of our time. www.michaelgelb.com
- The Business Firm: www.thebusinessfirm.com.au

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