

# Intentionomics®

## About David Penglase

David Penglase is an engaging and entertaining conference keynote speaker and corporate educator.

He is founder and author of the new field in maximising human potential - **Intentionomics®** - *the impact of your intentions on living a happy, flourishing and prosperous life!*



His **Intentionomics® At Work** series is inspiring conference delegates to implement *9 Inescapable Truths For A Prosperous Life* to help them to:

- increase sales,
- improve customer experiences,
- manage change better,
- build inspirational leaders,
- enhance team productivity and
- create success cultures to be proud of.

For over two decades now, David continues his work with top tier corporate organisations as well as key Associations representing Micro and SME business owners to maximise their results and achieve their goals. David has degrees in business and human resource development. He has an MBA and a Masters degree in Professional Ethics. His major research continues to be on the impact of intention, habit and truth on building trust relationships and success.

David is also the founding director of SalesCoachCentral an on-line world leading sales coaching membership site to help business owners and anyone in sales build the skills, confidence and pride to win more new, repeat and referral business.

His clients include top tier corporates across a range of industries including Private and Retail Banking, Financial Advising, Accounting, Legal, Real Estate, Insurance, Pharmaceutical, Recruitment, Dental, Retail, Manufacturing, Information Technology, Local, State and National Government Bodies, Building Services and Engineering – and the typical results his clients report on from his combined presentations, training and coaching range between 10% and up to 60% increases in productivity and success.

**David Penglase**  
**intentionomics.com**

© If you do reproduce this, please acknowledge us when you do!

# Intentionomics®

David is often called on by the media for comment on sales, service and success, including Pay TV Business Skills Channel, NetNews, Qantas Talking Business, 2GB, ABC, BTalk, Boss Magazine, Sydney Morning Herald, Australian Financial Review and a wide range of industry and association magazines.

In 2008 David's outstanding accomplishments and success was recognised by the National Speakers Association when they inducted him into the **Speakers Hall of Fame** - Australia's highest professional speaking award.

David lives in the bayside suburb of Sans Souci in Sydney Australia with his wife Liz and their sons Matthew and Anthony.

## **About the Intentionomics® At Work Series of presentations ...**

In the Intentionomics® At Work Series of Conference Presentations, David tailors every conference keynote or breakout session for each client's specific goals and to maximise the learning experience for the conference delegates.

Whether you're looking for a keynote or breakout presentation that will help your conference delegates to increase sales, improve customer experiences, manage change better, build inspirational leaders, enhance team productivity or create success cultures to be proud of, the principles and strategies of the Intentionomics® Blueprint - 9 Inescapable Truths For A Prosperous Life will energise, inspire and motivate your delegates to achieve their potential.

Intentionomics® rests firmly on a profound platform principle ... and that principle is this ...



### **People Get Your Truth!**

Think about that deeply for a moment – people get your truth. Over time, your intentions, your actions and your results will either expose you or promote you – and that's inescapable in its truth. Your intentions are the foundation upon which your expectations, your promises, your actions and your results all sit.....and this is what leads to you being able to build intentional trust relationships.....and it's inescapable that your intentional trust relationships, combined with the other 8 inescapable truths, will lead to you living a more happy, flourishing and prosperous work and personal life - regardless of your industry, position or work goals you're aiming to achieve.

**David Penglase**  
**intentionomics.com**

© If you do reproduce this, please acknowledge us when you do!

# Intentionomics®

## ***Put simply ... Your intentions matter!***

David challenges the myth of 'The Secret' and the 'Law of Attraction' and calls the delegates to step up and take action - "If you want to get stuff done ... Do Stuff! ... don't just want it to happen and do nothing about it - that's delusional."

David's presentations, while entertaining and interactive, will help the delegates to hold themselves accountable for their past, current and future success - whatever their work projects, goals or targets might be. By assisting them to inspect their current habits of success and taking them step by step through 9 inescapable truths for a prosperous life, the presentations culminate with the inescapable truth that "It's your intentional Choice!" - you get to choose decisions and actions that will promote your success ... so ... "Make good decisions!"

## ***Sample list of our clients ...***

### **FINANCIAL**

ING  
ANZ Private Bank  
Homeside Lending  
IPAC  
RI Advice  
ANZ Wealth Management  
AMP Financial Planning  
Commonwealth Bank  
CommInsure  
Westpac Financial Services  
Challenger  
AMP Banking  
MLC Financial Planning  
Clearview Wealth Management  
Financial Services Partners  
Genesys Wealth  
WHK Financial Services  
RBS Morgans

### **SERVICES/PROFESSIONAL**

The Executive Connection  
Study Group Australia  
Phillips Fox Lawyers  
L J Hooker Estate Agents  
WHK Business Services  
REIV

### **WHOLESALE/RETAIL**

Wella  
Travelscene  
Oroton  
Louis Vuitton  
Thorn Lighting  
Newell Australia  
Sydney Fish Markets

### **MEDICAL**

AGFA  
Janssen Cilag  
Johnson & Johnson  
B.Braun  
Bausch & Lomb  
Gunz Dental  
Servier  
Novartis

### **MEDIA/COMMUNICATIONS**

ABC Network  
Murdoch Magazines  
My Money Group  
Reed Business Publishing

### **HR/RECRUITMENT**

FutureStep  
TMP Worldwide  
Alectus Personnel  
Mastech Global  
Assessment Edge  
RCSA  
RepForce Plus  
Beaumont Consulting

### **INDUSTRIAL**

James Hardie Group  
BASF Watty  
Coates Prestige  
ICI Dulux AutoColor  
Tradelink  
Otis Elevators  
Halley & Mellows  
Martini Group  
Attic Ladders  
Sir Walter

### **GOVERNMENT**

NSW Dept. of Commerce  
Austrade  
Trade New Zealand  
TAFE NSW

**David Penglase**  
**intentionomics.com**

© If you do reproduce this, please acknowledge us when you do!

# Intentionomics<sup>®</sup>

## Conference Logistics

Any questions you have regarding the pre, during and post conference logistics will be typically handled by David's business partner and wife, Liz.

### About Liz Penglase

While David does the speaking and consulting, Liz is the Client Services Manager for their company and project manages all of the logistical details to ensure that their clients receive the highest levels of service and value possible. Liz holds a degree in Adult Education and was Manager of the State Bank of NSW's Training Projects Section before leaving to 'project manage' the birth of their two sons and now, project manages David and their business brilliantly (*just ask any Bureau or client and they sing her praises and organisational skills*).



### Pre-Conference/Workshop Logistics

Our aim is to work closely with our clients to gain as much information in advance to help with any preparation and planning. Typically our pre-conference/workshop logistics would include pre-conference briefing with key stakeholders. David will meet with you prior to the event to scope the expected outcomes with you.

### Pre-conference 'energiser' emails'

Our experience shows that when we can provide value early to the target audience within client companies, through delivery of a series of brief 'energiser emails' on key topics to be presented, that there is higher levels of engagement and understanding during the conference, and a higher success rate of learning transference and successful implementation post conference.

Depending on the type of assignment, this may also require us to prepare workbooks or handouts. We will liaise with the client company conference/workshop coordinator to determine the best method of production and transport of materials.

**David Penglase**  
**intentionomics.com**

© If you do reproduce this, please acknowledge us when you do!

# Intentionomics<sup>®</sup>

## **Conference Logistics (cont)**

### **Presentation Visual/Technical Requirements**

Prior to the event, it will be important to have secured the necessary equipment and set up to ensure the most effective presentation possible.

Depending on the size of the audience and venue the following may need to be considered:

- Wireless lapel microphone (preferred) or head set (an audio technician should be available prior to the presentation to ensure all in working order) – essential requirement for audiences in excess of 30.
- Projection screen for PowerPoint presentation (David can provide his presentation on a USB drive or can bring his own notebook pc if required).
- Setting up and checking David's equipment on stage is best done during the closest break before his presentation – this usually takes less than 10 minutes.
- A Pedestal Table or lectern on stage for computer and props, located on stage left
- Lighting – David likes to work with as much light on the stage and in the room as possible. Where data projection is being used, it may be required to have three locations on stage spotted – stage left, right and front centre.
- Seating Arrangements – Where possible, we recommend that the room be set in 'cabaret' style where delegates are seated in groups of 6 at tables, ensuring all delegates are facing the stage (ie, no seats provided that would cause the delegates to have their back to the stage).

### **Post-Conference/Workshop Logistics**

Our post conference/workshop logistics typically consist of the following:

- A conference/workshop debrief with key stakeholders to finalise implementation strategies is held within 7 working days of the event. This ensures that momentum from the conference/workshop is maintained.
- For sales conference presentations, we recommend all delegates have the opportunity to become members of SalesCoachCentral.com to ensure that they are fully resourced to be able to continually implement the tips, tools and strategies covered during the presentation, long after the conference or workshop has concluded.
- For non-sales conference presentations, we recommend a series of post-conference reminders of key points, tips and strategies be tailored for the delegates.
- Bi-monthly review meetings. We also recommend meeting with key stakeholders on a bi-monthly basis to review and refine the post conference/workshop implementation plan.

**David Penglase**  
**intentionomics.com**

*© If you do reproduce this, please acknowledge us when you do!*

# Intentionomics®

## What our clients say ...

"I am privileged to meet this country's most prominent guest speakers. I have to say that few, if any, were able to match the **style, delivery and impact** of David's presentation." Heidi Tamlyn, PR Manager, AM Club Sydney

"**Sensational!** I have found this session to be of most value adding. David spoke about value ... and ... I feel the intrinsic value I derived from today is immeasurable." Finlay Lafleur, Financial Planner AMP

"I just want to say that I enjoyed your presentation yesterday, and that what you gave to us **ought to be heard by everyone in business** - you have a great message and way of telling it." Mike Turner, General Manager, SVP Industries

"I would not usually go out of my way to thank a seminar presenter unless it was a fantastic seminar. I am very much of the opinion tip more less frequently. **THANK YOU!** I have already employed some of the ideas from the presentation in my daily work routine and it works! In my opinion it was **the best seminar of the conference**. Well done!" Ben Lancaster, MG Financial Planning Pty Ltd

"Just wanted to say thanks for last Friday ... **practical and inspirational!**" Renee Gase-Patterson, Assessment Edge

"Thanks very much, **your presentation certainly paid off.**" Leanne Stokes, RI Advice

"There can be no better example of what David presents than that demonstrated by his own style and persona. **One of the most impactful speakers** I have had the privilege to listen to in years." Peter Friend, Action International

"Feedback, well, what can I say? **It was terrific.** Everyone really enjoyed the program." Michele Blanshard, Johnson & Johnson

"No request is ever too great and the **support you offer is second to none.**" Kathleen Canty, MLC

"Your content was ideal for the audience. To top it off, your style of delivery is first class - in fact, it was **one of the highlights of the three days.**" Jo Pearson, Media Strategies Pty. Ltd.

"This has already **resulted in some good orders against competitors.**" Kerry McBride, Coates Prestige

**David Penglase**  
**intentionomics.com**

© If you do reproduce this, please acknowledge us when you do!

# Intentionomics®

## More of what our clients say ...

"As a result of implementing the tools and techniques from the course our **success rate has gone from around 10% to averaging over 30% and in some cases 60%**." Keenan Bunning, Commonwealth Bank

"I had direct feedback from one of our most senior Representatives and his comments were that it was **one of the best presentations he had attended in many years**. We also asked all participants to evaluate the presentation and all rated either 'Excellent' or 'Good' - a tough task with this group!" Gary Henry, Janssen Cilag

"Thank you for a great presentation at the Wizard conference. I've had some **great feedback** and appreciate the effort you went to deliver on the brief." Michael Collins, Talent Solutions Pty Ltd

"Everyone of my team are raving on about how great you were on Saturday - in fact your session **scored the highest in all the evaluations** that I have just read. Thank you once again - your enthusiasm, support and generosity is very much appreciated." Tania Kapell, Recruitment Edge

"Regarding feedback for the National Conference, you were the **most highly rated speaker**." Janette Beedell, Financial Planning Association of Australia

"I attended a sales seminar today with David I consider this to be the **best sales seminar I have attended** and well worth the investment." Damien Butler, Irrisys

"Yesterday's workshop **certainly hit the mark** with those who attended. Great feedback. Well done." Aldo Bocalatte, HR Manager, RBS Morgans

"Last week you spoke at our Annual Westpac Fin Planner Conference. It was a **fantastic session** and I felt privileged to be sitting in, thank you very much." Stephen Gianni, Westpac Financial Planning

"The team think the program has been great. Many of them have already been trying out the principles you taught them and, in their own words, they have "been getting much further than they used to". And it's only been a week. They are also really **enthused about the follow up program**." James Hohnen, CMC Markets

**David Penglase**  
**intentionomics.com**

© If you do reproduce this, please acknowledge us when you do!

# ***Intentionomics***<sup>®</sup>

## ***For more information***

Please contact David or Liz at their Sydney office

Ph: +61 2 9529 6201

Email: [info@davidpenglase.com](mailto:info@davidpenglase.com)

Website: <http://www.davidpenglase.com>

or

<http://www.intentionomics.com>

**David Penglase**  
***intentionomics.com***

*© If you do reproduce this, please acknowledge us when you do!*