



GAME FOCUS

ROD BUCHECKER
SPEAKER / AUTHOR / MENTOR

CRITICAL DISCIPLINE FOR SUCCESS

BACKGROUND

You can't do anything well without focus; it's the number one characteristic of high achievers and a skill you must master if you are going to succeed in whatever you choose to do.

But focus does not come easily. There are so many other distractions when running a business that sometimes the main game doesn't get the attention it deserves. Worse still, you may not even realise that you are lacking focus until it becomes obvious that the business or your career is struggling - and by then you may have even entered crisis mode.

Successful organisations don't suffer this dilemma; highly focused individuals lead them. These people know what it takes to stay focused on the game they are playing, without distractions and with the discipline to stick to the plan. To them, unclear deviations are intolerable distractions and they refuse to submit to them.

More often than not, behind their conviction is a simple plan, a process that ensures they don't drift. This single insight is the key to all executive success, a means of maintaining focus.

PROGRAM INTENT

Focus is a consequence of reflection and a bi-product of self-awareness. Yet, senior executives often don't stop to think about how they could do things better and they are rarely measured on their ability to do so.

Game Focus is designed to give senior leaders and business owner's new tools that will encourage a transformational modus operandi. Self-awareness becomes constant and their businesses have much cleaner vision as a result.

PROGRAM BENEFITS

Game Focus gives CEOs and Business Owners a platform and discipline to regularly track how they are going with the critical KPIs that will determine success and sustainability with their business and keep it that way.

This is not just a neat set of new skills, this program is the gift that keeps on giving, helping senior executives create new habits that last a lifetime, through one simple discipline that means they will never drift.

PROGRAM OUTLINE

This is a 12-month Personal Mentoring Program consisting of:

- 12 x 90 minute 121 mentoring sessions (delivered monthly)
- A copy of Finding your Future Focus - "Crystal Clear direction for maximum growth"
- Several relevant white papers delivered throughout the year
- A workbook to capture your thoughts and course content
- Unlimited access to Rod
- Automatic sign-up to Focus Now, Rod's popular weekly blog

WHO SHOULD DO IT

If you're a CEO or Business Owner aiming for success, you will almost certainly need a sounding board outside of the business. It's lonely at the top and there are simply some things you can't discuss with your executive team, or your Chairman if you report to one.

You need a skilled Mentor to help you through the challenges and to applaud your successes - someone who is there to challenge and guide you.

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MEET THE COACH

The program is run by its creator Rod Buchecker, a qualified and experienced Coach/ Mentor and one of Australia's most highly regarded experts on Brand Positioning. Rod has trained hundreds of people during a very successful career leading international advertising programs in many countries around the world.

Rod is the author of Finding Your Future Focus and the popular weekly blog Focus Now. He is recognised as one of Australia's most experienced and highly regarded business strategists. Finding your Future Focus showcases his 30+ years experience in business and gives the reader a unique insight into the critical dimensions of success.

Establishing his career in marketing communications working with multi-national agencies USP Needham, Young and Rubicam and Clemenger BBDO, Rod now enjoys a diverse and interesting portfolio career. His assignments have taken him all over the world, from Japan to South East Asia, USA to Europe and the UK, New Zealand to Australia working on anything from the tyres on your car to the food and wine you consume everyday.

Rod spends much of his time helping others establish or grow their careers or businesses via a variety of roles. He is a trained Mentor and Ambassador for Thought Leaders Global, and a former member of Faculty at Thought Leaders Business School, a truly unique learning institution established by Matt Church and Peter Cook.

Rod is also Chair of TEC 30 for The Executive Connection, the world's largest CEO network and an active Board Director and member of the Australian Institute of Company Directors.

Clarity is Rod's 'big word' and in all his roles, his aim is to help others find success through well-defined purpose and the power of focus. The result is always crystal clear direction for growth.

FOR FURTHER INFORMATION

If you'd like to discuss 'Game Focus' further, or any other ways you might like to find clarity in your purpose, please contact Rod.

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"I LOVE THE WAY ROD INTIMATELY UNDERSTANDS OUR MARKET WITH SUCH AN EASY STYLE WITH ALL STAKEHOLDERS TO BECOME A STRONG ADVOCATE, BUSINESS ADVISER AND AN EXTENSION OF OUR TEAM"

John Symons, CEO of Associated Retailers Limited - Australia