



THE FUTURE FOCUS PROGRAM

ROD BUCHECKER
SPEAKER / AUTHOR / MENTOR

CRYSTAL CLEAR DIRECTION FOR MAXIMUM GROWTH

BACKGROUND

Focus is a critical component of success and organisations and their employees will drift aimlessly without it. It is therefore a leadership imperative to give your team clarity of direction and to help them stay on track when they get distracted.

Adding to this challenge is the fact that Leaders often operate in very volatile and uncertain environments leading to an inclination to think about short-term survival, not long-term strategy and purpose.

In fact VUCA – Volatile, Uncertain, Complex and Ambiguous is now the common term to describe the age we live in. I'd argue that business leaders have always had to contend with these challenges; it's just that they seem more amplified now. This further stressed environment in turn adds to the complexities of managing careers, people and businesses which then makes focus all the more difficult.

To counter this situation, Vision, Engagement and Tenacity are all key attributes of the successful executive and must be mastered if you are going to be all that you can be.

PROGRAM INTENT

Finding your Future Focus was created in response to a request from senior corporate executives who were transitioning out of established careers into a world of the unknown.

This is a scary time for most and it's very hard to focus on critical factors. For those who have decided to capitalise on their careers and experience to date, a process is needed to help them achieve that, - this program delivers it.

PROGRAM BENEFITS

People who do this program will achieve real clarity around their strengths and what they should focus on next. This self-awareness improves to help them:

- Understand critical success factors
- Identify the most lucrative paths
- Know themselves like never before
- Create new habits to achieve more

Participants think big and do big as a result, and they never go back.

PROGRAM OUTLINE

This is a 90-day Executive Leadership program consisting of:

- One half day workshop to clearly identify your strengths
- A copy of "Finding your Future Focus – Crystal Clear direction for maximum growth".
- 3 x 90 minute 121 mentoring sessions (delivered monthly)
- A comprehensive workbook covering all program content
- Several relevant white papers and other reading material
- Automatic sign-up to Focus Now, Rod's popular weekly blog
- One half day workshop to close the program and set up next steps

WHO SHOULD DO IT

This program is written for leaders who have reached a crossroad and are finding it hard to know what to do next, with their careers or their businesses. They may be lost or have simply run out of steam and need a new injection of inspiration and/or motivation.

At those times you need a skilled Coach, someone who won't judge but has done the hard yards and understands what the road to success looks like.

ROD

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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 this program further, or any other ways you might like to find clarity on, please contact Rod.

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I WOULD RECOMMEND
ROD TO ANYONE WHO
WANTS TO UNDERTAKE
HIS PROGRAMMES. HIS
LEVEL OF EXPERTISE,
UNDERSTANDING AND
FOCUS IS EXTRAORDINARY"

**Rebecca Morris, Leadership Coach,
Speaker and Facilitator at Paradigm
Shift - New Zealand**