

Dominic Thurbon

Dominic Thurbon has cracked the code for making change happen. Changenomics is the ultimate formula for driving innovation and collaboration, and future-proofing your workforce.



Dominic is a fantastic, dynamic presenter who really demystified the whole 'technology' thing for us. His presentation was engaging, entertaining and – best of all – really valuable to us in the way we work.

Glaxo SmithKilne

Dom Thurbon made us think very differently and we were all buzzing with new ideas at the end of the session. I would highly recommend Dom to work with your team – you will certainly be engaged, challenged and very creative with your approach.

Australian Broadcasting Corporation

We need to stop 'managing' change and start driving it. We need to design brands that stretch far beyond the status quo to become the obvious choice for consumers and employees. As a global strategy consultant driving change innovation, Dominic Thurbon challenges the implicit assumptions that are running rampant in our lives and our companies.

Assumptions like how we compete and how we create value. Dom has a proven track record driving real impact and enterprise transformation for global clients including Apple, Commonwealth Bank, Lexus, Microsoft and IBM. As co-founder and Chief Creative Officer at Karrikins Group — a fast-growth consulting firm with over 120 staff delivering projects across 13 countries reaching almost one million people a year — Dom has applied his expertise in community strategy, corporate responsibility and innovation to design some of the largest education and behaviour change programs in the world.

Dom has led research on bestsellers published in over 15 countries and is co-author of the bestselling *Matter: How to Become the Obvious Choice*, released through Random House in 2015. He is also a world top-10 debater, and internationally engaged keynote speaker in the fields of transformation, technology, collaboration and innovation. Dom lives in Sydney, Australia.



my topics....

Matter

How to Become the Obvious Choice

It has never been harder to stand out. In B2B, B2C, and even job markets, it's getting harder and harder to differentiate, compete and win. There are many reasons for this: digitisation has flooded the market with content and competition; commoditisation is driving prices and margins down, making it harder to sustainably compete; rising complexity is making it harder for companies to articulate clear, relevant value propositions; and customer loyalty is "so 20th century".

In this changing world, we can't compete on features, service or price, we have to matter.

In this provocative and dynamic presentation, Karrikins Group co-founder and Chief Creative Officer Dom Thurbon will:

Unpack the major disruptive forces that are redefining the way business is being done, and value is being created
Use inspiring, real-world case studies to show how a diverse array of companies are responding effectively
Show how we can make our products, our services and our brands matter to our customers and staff
Give you the formula for effectively dealing with and thriving in times of disruption and change.

Unleashing the Power of Collaboration

If Only We All Knew What We All Know

To get ahead in the knowledge economy, companies must capture the expertise already floating around inside their four walls. Using everything from better technology to better meeting discipline, unleashing collaboration is a sure-fire way to drive innovation, productivity and engagement. In a competitive market, we cannot afford to let collaboration be a buzzword – we need to implement real strategies for making it happen.

In this insightful and empowering presentation, Dominic will:

- ▶ Give you the 5 behaviours to unleash collaboration, both personally and organisationally
- ▶ Identify the common barriers to making it happen and show how they can overcome
- ▶ Demonstrate the link between collaboration and innovation, productivity and engagement

Changenomics

Insights Into the Secret Science of Behaviour Change

Have you ever needed to change the way staff, leaders or even customers think, act and buy? Have you ever wished there were a formula that worked every time? We need to stop 'managing' change and start driving it. Changenomics is the ultimate equation for driving change and making it stick! Dominic Thurbon developed Changenomics through years of research and first-hand experience in deploying award-winning change programs to over 500,000 people a year. In this eye-opening and dynamic presentation, Dominic will leave your audience with a toolkit to:

- ▶ Make change happen in their teams (and for themselves!).
- ▶ Drive more innovation and collaboration in your team or business.
- ▶ Attract, engage and retain the next generation of workers.
- ▶ Thrive in the workplace of the future.

Fl!p

The Truth Around Unleashing Innovation

There has never been a more important time to drive innovation in our businesses. As markets tighten and get more competitive, we are all under pressure to do more, with less, faster. But for too many companies, innovation is just a 'value' or a 'buzzword', not a practice that we all engage in every day. Based on research for global best-seller Flip!, this session takes a case-study rich approach to uncovering the real opportunities for innovation in your business.

- ▶ Identify the five drivers of innovation in your business and how to leverage them
- ▶ Unpack compelling strategies to get every individual in your team to approach work with an innovation-mindset
- ▶ Outline practical, real strategies for creating an environment that drives innovation