

Troy Hazard Keynote: Future-Proofing Your Franchise

It's been said that until you've reached the point of total desperation you've never really experienced 'the edge' in business. And Troy truly has lived on the edge on more than one occasion.

Eleven start-ups in 20 years will guarantee that at some point Troy Hazard has felt that desperation. He has saved a business that was seven days away from bankruptcy. He bought an ailing internet business that was losing \$60,000 a month and turned it around to being profitable within 90 days. And he has bought, sold and grown more companies before his 40th birthday than some business people would even *consider* in a lifetime. This entrepreneurial spirit and experience was recognized when he became the leader of leaders as the Global President of The Entrepreneurs' Organization.

It is through these businesses and through working as a consultant for some of the world's biggest brands that he has learnt the lessons on how to predict issues in business before you need to experience them. It is this real world experience that has led him to truly understand how to Future-Proof a business and been the foundation of his **Amazon bestselling business book** of the same title, and his National Network Cable TV Business Talk show in the USA.

In his presentation, Troy will highlight lessons he has learned from being on the edge, and how he turned these moments into some of his greatest successes.

His mix of stories, client case studies and personal experiences has kept audiences engaged in 23 different countries. Troy's presentation delivers answers to the following key business questions:

- Opportunity or obstacle. How to take *responsibility* and make the most of the current economic environment and prepare for the future.
- How take a *reality* check on your business to break down business barriers created by bad belief systems.
- How to know if you're driving your business into the future or into the ground.
- How to '*review you*' and Future-Proof your personal vision to Future-Proof your business success
- Why *responsibility* equals reward.
- How to collaborate to build stronger client *relationships*.
- Back to the future - How back to basics can lead you into a better future.
- Change or Die – Will you lead the *revolution*?