



## ABOUT JONAR NADAR

Jonar fired his first pistol at the age of six. He experienced the kickback of a double-barrel shotgun at seven. By ten, he was handling machine-guns that stood taller than himself. He has lived in the thick of a bloody battle on the streets of Beirut where he tasted war and all its horrors - bodies in the street; cities alight; snipers at every turn; food and fuel shortages; panic and looting; funerals for bosom buddies; and the sight of battered young men who were rescued from torture chambers.

This experience led Jonar to leave school at the age of fourteen. He studied part-time while pursuing a corporate career. Having worked in the fields of sales and marketing for over 25 years, Jonar's last corporate role was that of IBM's E-business Software Manager and the industry spokesman for deep-computing and high-technology. Previously he was IBM's Consumer Manager for Asia Pacific South.

Before joining IBM, Jonar was the Sales & Marketing Director at Acer Computer, where he also headed Acer Software Pty Ltd. Prior to that, he held senior marketing positions at Compaq, including roles as Manager of Communications, Distribution, Education, and Retail.

Today, Jonar is an author, journalist, management consultant, lecturer, digital-age philosopher, futurist, consultant, and a corporate and social warrior. He is dedicated to teaching others how to live a zestful and enchanting life. He urges people to say what needs to be said, to fight for what needs to be won, and to do what must be done, even if they have to lose friends and infuriate people.

Apart from his work in the areas of marketing, technology, and leadership, Jonar is a commentator on the subjects of politics, war, religion, and civil unrest. He was the co-founder of the New Leaders Foundation funded by Johnson & Johnson, McKinsey & Company, and Qantas Airways. Seminars have been held at the Royal Military College, Duntroon, and the University of New South Wales.

Apart from writing *Z*, Jonar is the author of *How to Lose Friends and Infuriate People* (now in its Fourth Edition), *How to Lose Friends and Infuriate Your Boss*, and *How to Lose Friends and Infuriate Thinkers*. He is also the author of Prentice Hall's Illustrated Dictionary of Computing (now in its Third Edition), and the technology writer for Butterworths' Legal Dictionary, and the Concise Legal Dictionary.

With his intimate understanding of technology and society, he is called upon to serve as an 'expert witness' to the legal profession. As a member of the Information Technology Sub-committee for Standards Australia, Jonar helped to write standards for Software Development and System Documentation. He also co-founded the Australian Information Technology Society, where he served for six years.

Jonar is highly sought-after as a lecturer, corporate presenter, and consultant in the areas of technology, leadership, management, thinking skills, teamwork, marketing, advertising, terrorism, and politics in all its forms.

Jonar was a director of Australia's largest private adult education institution. He now advises many Chairmen and Chairwomen and CEOs at board-level, and he is an executive coach and/or mentor who assists with technical, professional, market, or personal advice.

Jonar has worked with every type of organisation, from small to large, and he has covered almost every sector. He is comfortable addressing a board of directors, or a full auditorium. He can be humorous and captivating, or arresting and inspiring. He is at ease with eight year olds, and with heads of industry and government. He speaks authoritatively, yet in ways that everyone can understand. It is important to note that Jonar is not a speaker with a range of topics to sell. He is a consultant who enjoys working with clients and event organisers to customise presentations so that the tone, delivery, and content are all perfectly aligned to the theme.

Logictivity Pty Limited is a boutique consulting firm that specialises in harnessing personal and corporate excellence. One aspect of our service brings you the latest innovative ideas via thought-provoking lectures and powerful presentations. The team at Logictivity works closely with clients to understand their needs, and then provides support to Jonar Nader — our Digital-Age Philosopher who can re-arrange an audience's molecules on subjects ranging from technology to leadership.



## PRESENTATIONS

Whether he is addressing a boardroom of ten people, or an auditorium of ten thousand, Jonar delivers useful insights to large and small organisations.

He is a versatile presenter who can (as appropriate) captivate, inspire, challenge, shock, or disturb an audience of any size. Whether he is humorous or controversial, he delivers slick, tantalising, and thought-provoking messages that are met with rapturous applause.

An extremely engaging lecturer, Jonar can present customised messages to suit his audience, in relation to leadership, management, marketing, advertising, sales, teamwork, personal and corporate excellence, technology and the future, and technology and society with some of his popular topics including:

- Leadership in the modern world.
- Business pressures in the networked world.
- Technology — the good, the bad, the ugly.
- How to lose friends and infuriate people.
- Customer service — my foot!
- The impact of technology on marketing.
- Understanding risks in the digital age.
- Customer service in the networked world.
- Inspiration, motivation, and teamwork.
- Successful marketing.
- Thinking Skills (using Mono-thought, Logictivity, & Brain Speak).
- The mandatory new skills for managers.
- E-business, E-commerce, E-nough!
- U2F — Undetectable and Untraceable Fraud.
- AT — The new Atomic Threat.
- Corporate cowards fester corporate cancer.
- Different Futures, Different Demands.
- Secrets to success in the networked world.
- Brand building or brand suicide?

Jonar can present inspiring and educational presentations around four main disciplines, and deliver each of these as either keynotes, workshops, or after dinner speeches.

### ***Management & Leadership***

When organisations lack leadership, they lack direction. In the absence of direction, any direction will do. In the absence of truth, any lie will do. In the absence of justice, injustice takes its place. Jonar will outline the new skills that managers will need if they are to succeed in the future. He says, 'Exceptional managers are those who prepare for victory before they make their first move. As much as humanly possible, they leave nothing to chance. Nothing within their reach remains unchecked. They allow no-one to tempt fate.'

### ***Sales, Branding & Marketing***

These days, organisations are trying to cut costs, in order to survive. However, Jonar says that cost-cutting is for wimps. He says that clever organisations will be those who can find ways to not only charge their customers more, but have their customers give the money with pleasure! What is the world's most powerful business weapon? What are the secrets to market supremacy? Hear from the man about whom David Ogilvy (founder of Ogilvy & Mather Advertising) called a 'genius' in relation to advertising and marketing.



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## ***Technology & The Future***

Come on an exhilarating journey into the 21st Century. Jonar will not only show you where the rich and powerful will be investing, but also give you tips on how you can make your organisation more attractive to investors. Jonar will discuss innovation, and explain why everything is different, even though nothing has changed. He insists that we are slowing down because the more that a society develops, the slower its innovation. Jonar will outline the drivers and the limiters to innovation, and how these impact an organisation's ability to deliver excellence.

## ***Terrorism, Fraud & Security***

Jonar explains the threats and risks in relation to fraud, spam, scams, phishing, theft, crime, and sabotage, as well as general faults that could bring cities and organisations to their knees. He explains how data is being stolen and how security systems are being foiled. He links these to the social consequences of such crimes, and the impact on corporations and their share prices. Jonar explains the anatomy of terrorism, and the differences between terrorism and crime. What are the risks of us losing our way of life? What civil unrest would we face? Jonar explores the economic, political, historical, and religious implications.



## CREATING LEADERS FOR OUR FUTURE

Jonar's lectures on leaders and leadership have overwhelmed audiences around the world. Although Jonar is well known as a futurist and technologist, he is also a leading figure when it comes to the subject of Leadership. His bestselling book *How to Lose Friends and Infuriate People* is about Leadership in the Networked World. It was launched around the world to rave reviews and it is now in its second edition, published by Penguin.

In 1992 Jonar co-founded (with Gordon Jackson) the New Leaders' Forum funded by Johnson & Johnson, McKinsey & Company, Qantas Airways, Queensland Rail, and other prominent organisations. For seven years, he was a member of the steering-committee of the New Leaders Foundation, and wrote the programme for the very first four-day Forum that set the parameters for others to follow.

The Leadership Forum has been presented over twelve times and attracts major sponsors and participants throughout Asia Pacific. Topics have included:

- Corporate citizenship
- Entrepreneurship
- Imagination & innovation
- Leadership and attitude
- Leadership from the inside
- Making a difference
- Military leadership
- Overcoming obstacles
- Politics, integrity, & passion
- Technology and leadership
- The value of values

*'The New Leaders Forum brings together young people from all over Australia, and from a wide variety of fields, who share an optimism and dynamism for the future. The values-based, vision-driven, inspirational model of leadership espoused should serve all Forum participants well in seizing the opportunities of the coming years to ensure a better future for all Australians. I commend you all on your initiative and participation in the Forum and wish you all the very best for the future. Further, I congratulate [the organisers] in providing the support essential to the ongoing success of this worthy and visionary project.'*  
MR JOHN HOWARD, PRIME MINISTER OF AUSTRALIA

*'...That's why this Forum for new Leaders is such a great thing, it brings together a large number of dynamic young Australians who believe we can build a better future.'*  
MR PAUL KEATING, FORMER PRIME MINISTER OF AUSTRALIA

*'I am pleased to send this message of support and encouragement ...together you can improve the world.'*  
SIR WILLIAM DEANE, GOVERNOR-GENERAL OF AUSTRALIA



## ENGINEERING A SUCCESSFUL FUTURE

As a futurist, Jonar Nader can give you information and insight that very few people have access to. He advocates that organisations can engineer their future if they understand the secrets to success in the networked world. His thought-provoking presentations have taken corporations by storm. Here are some of the comments:

*'Mr Nader's presentation was fantastic. His creative ideas and thoughts were very impressive. It was the most interesting presentation I have ever attended.'*

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*'Jonar, in my opinion you were the "highlight" at the Harcourt conference. Your presentation was extremely thought-provoking and controversial. I am so pleased to have had the opportunity to have met you in person. Kindest regards.'* Harcourts

To help you prepare for a successful future, Jonar can help you to answer vital questions, such as:

- What will the future hold for large and small businesses?
- How does a futurist go about predicting the future?
- How reliable are forecasts about the future?
- What will be the future demands on organisations?
- What will be expected of executives?
- How will society change?
- What will the consumers of the future demand of us?
- What does e-business mean? Where does it fit in?
- What will the cycle of success be for the networked world?
- What are the dynamics of the networked world?
- Is there such a thing as a new economy?
- Now that Y2K is over, what's next?
- What role does the Internet play in the future?
- What are the value chains of the future?
- We know about the elasticity of Supply & Demand, but what other elasticities will dominate?

Jonar's compelling and captivating presentations will force you to take notice. He believes that organisations can engineer their own future, so long as they break out of the hype, and start to understand the secrets of the networked world. He explains concepts in simple terms that will give you a firm understanding about the factors that will impact on the future of business and society.

As a futurist, Jonar can help you to build bridges so that you can enter the future with ease. He says:

*'...a futurist is someone who understands the current strengths and weaknesses of the here and now, and is able to see the strengths and weaknesses of the next destination. As such, a futurist is able to assess which of the two locations will dominate, and offer suggestions about what can be done to prepare for, and adapt to, the new environment, should it prove victorious. The hallmark of a futurist is understanding the differences between fleeting and lasting change.'*

*'A futurist understands that force and power are not to be reckoned with. In fact, the future is not something that needs to be constructed by us. It is not something that will seek our permission. It will do what it likes, to whom it likes, when it likes. The future will do unto us what it will. There is no stopping it. However, when speaking of "engineering the future", a futurist is showing how bridges can be built to facilitate pioneers and explorers to cross over so that they can undertake reconnaissance missions into the great unknown. By studying the new environment ahead of the pack, one is able to prepare for the future.'*

Preparation ahead of time will remove the sense of urgency that blinds many organisations when faced with the shock of change. By understanding the new world, one is able to build solid foundations and flexible infrastructures so that one is able to react with purpose, not respond with surprise.



## **THE PRESENTATION ARCHITECT**

The brand is no longer a sufficient tool with which to boast about a company's reputation. Today, it seems that a CEO's credibility is just as important. One word out of place, and shares can plummet. One gesture out of place, and investors can panic.

As figureheads, CEOs are expected to have superhuman qualities. They must be squeaky clean, yet have battlefield experience. They must have the gift of the gab amid personal restraint. They must be strong leaders whom everyone likes. They must be courageous, without rocking the boat.

Over the years, organisations have learned about the importance of 'staging' events. They spend thousands of dollars on lighting, graphics, special effects, and on entertainment. Ultimately, the most important elements are the content and the delivery of the presentation that carries the main message. CEOs can detract from that message if they do not make a convincing presentation.

At the end of any speech, media interview, or after-dinner presentation, the audience has to decide if:

- it likes the speaker
- it learned anything from the speaker
- the speaker is trustworthy and credible
- the speaker can be believed

The difficulty for any speaker is to overcome the challenges of clutter and distraction.

The propensity for failure is high because people are easily distracted. A speaker's job is a difficult one that requires skill and expertise.

The art of public speaking is as difficult as any other. It requires exceptional talent.

### ***Common approach to training***

The typical approach to presentation training is useful for those who need to glean the basics. However, almost all CEOs know the basics. Ask them about the important aspects of a good presentation and they will rattle off all the right answers. They will say that content and delivery are important. They will say that lighting and staging are important. They understand the need for a powerful presentation. They know all about the ups and downs of using humour. They know that they need to woo and wow their audience.

Unfortunately, knowing the basics is not good enough. We live in a society that has brainwashed people into thinking that knowledge is important. So, executives set about to amass knowledge about the 'perfect presentation', without an understanding of the application of that knowledge to produce the 'perfect presentation'.

For example, everyone 'knows' what it takes to make a cake. They know that they will need sugar, flour, butter, eggs, and an oven. In fact, most people have all the ingredients and tools at home. Yet, they are unable to make the cake, despite owning many cookbooks and despite watching many TV cooking shows.

The bottom line is that CEOs know what to do, but they are unable to do it. This is evident when we watch business leaders present their ideas at shareholders' meetings, or during media interviews, or at company events.

Clearly, they need help beyond sitting them down in a classroom and teaching them about the presentation techniques.

Sensible CEOs attend specialised training programs to learn about the techniques. This is a good first step. However, this is just the beginning...



### ***Seeking Council***

It is interesting to note that when executives think about floating a company, or when financial or legal issues arise, they immediately consult experts. Yet it seems strange that when CEOs need to communicate to the masses, they do not seek counsel. They believe that they can do it on their own. This does not make sense.

When an organisation decides to produce a television commercial, it engages over fifty experts who spend millions of dollars and six months to produce an advertisement that runs for only thirty seconds. Yet when CEOs stand up for one hour in front of an influential audience, they run the risk of alienating their target market.

CEOs would never build a house without the help of architects. They would never engage in a take-over bid without the help of accountants. They would never enter a legal battle without the help of lawyers. Surely they have a good understanding of what they want to achieve, yet they still seek the help of experts.

Seeking the help of a 'Presentation Architect' ought to be a normal process before any major presentation.

### ***What is a presentation architect?***

Every presentation poses new challenges and new opportunities. No two audiences are alike. No two presentations, even if identical in delivery and content, will produce the same result.

A Presentation Architect is someone who can assist a CEO to design a presentation, taking into account the multitude of external factors, as well as the CEO's own capabilities.

A good presentation relies on many factors, including the social mood and the audience's expectations. However, an architect, like a good book-editor, will not only consider how a presentation is structured, but how every statement is presented. The way that a question is phrased can make all the difference. The time and sequence of a presentation can make or break the outcome.

A Presentation Architect will be able to coach the CEO to structure a dynamic presentation that meets the CEO's brief.

Peripheral aspects also need to be discussed, including staging, lighting, and multimedia. The Presentation Architect will be able to assist the CEO (or the support staff) to brief these service providers to make sure that the event runs smoothly.

### ***What Jonar Nader offers***

Working with CEOs and their support staff, Jonar Nader will offer a special coaching service designed to assist CEOs to make powerful presentations. Here is how it will work:

- 1) When CEOs commit to a speaking engagement on a certain date, they will contact Jonar's office to make an appointment for a coaching session. A consultant will determine if we can be of service.
- 2) A brief is taken and discussed with Jonar. If Jonar feels that he can assist, a date is locked in. The client is asked to pay a 50% deposit to lock Jonar's diary. The remaining 50% must be paid two weeks prior to the commencement of the coaching session.
- 3) Jonar conducts a 30-minute phone conversation with the CEO, and collects as much information as possible, including any prior reading material.
- 4) Jonar meets with the CEO for a six-hour coaching session, at which time, support staff will be on stand-by to assist should new briefs need to be issued in relation to multimedia or staging requirements.
- 5) At a later date, a two-hour rehearsal session takes place to put the final touches on the presentation.



- 6) Additional services that can take place outside of the coaching period, as outlined in the schedule of fees on the next page.

### **Common questions**

#### *How will this service differ from typical presentation training programs?*

This is not a training program. It is a one-on-one coaching service that works only when a CEO has a specific engagement in mind. Jonar would spend time with CEOs who have an important presentation to give. He will be working with them to ensure that their presentation is structured in the best possible way to produce an effective outcome.

#### *Are CEOs too shy to admit that they need help?*

CEOs are not shy to seek legal and financial advice. They need to be shown that this communications advice is just as important. Once they realise that their reputation is at stake, they will see the value in securing professional help.

#### *Why would CEOs need our help when they already know what to do?*

Every single presentation is different. We are not there to teach CEOs the basics of presentations. We are there to engineer a superb presentation much like an editor would re-structure a book or polish a manuscript. A Presentation Architect considers all the aspects of the message so that the end-result can be achieved.

#### *What about CEOs who are not brave enough change their presentation style?*

Our job is not to change people. Rather, we would take each person's style and capitalise on it so that we can help them to achieve their desired result. No matter the style, every CEO desires to make an impact. To do so, every aspect of the presentation plays a big part. Our job would be to show them how they can perform at their best. Much of their success will ride on the structure of the presentation, and the psychology used to communicate it.

#### *Not everyone is a performer, so how can we add value to conservative CEOs?*

Most people have been brainwashed into thinking that the flamboyant presenter is the better presenter. Expressing creativity and innovation on stage does not mean that a presenter has to be 'flash'. Our job would be to ensure that even the most conservative of CEOs could capture hearts and minds. The personal aspects of a presentation only amount to 50% of a presentation's success. The other half depends on the 'sequence' — meaning how a presentation is constructed and paced.

#### *Wouldn't your high fees deter most CEOs from taking us up on our offer?*

When CEOs take a snapshot of the fees associated with putting on a major event, they will see that our fees are insignificant, especially when amortised on a per-head basis. Besides, organisations go to great expense to hire external speakers, or to provide food and beverages at much higher costs per head. The CEO's presentation is the most important, yet it is often the least effective. So much so that peripheral entertainment is used to distract an audience.

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