



10 GREAT BUSINESS MYTHS.

The Facts Behind Why Most Businesses Struggle and What You Can Do About It Now.

Explosive Seminar:

On Thursday June 9th, Pádraic Ó Máille will present a content packed and highly motivational seminar that will change forever the way you look at business and life.

Pádraic is one of Ireland's freshest speakers and writers on business issues and mentors the good and great of the Irish business community.

Following a serious illness, he was afforded the time to reflect on and revise many of his former business values. The outcome is a manifesto of ten myths that could be holding you and your business back.

The seminar will not just identify the myths. It will provide practical and workable strategies to build around them and create a better business for you.

"I have never packed as much valuable information and inspiration into one seminar as this. Nothing beats a live show to get you to take action." - Pádraic Ó Máille.

What others have said:

"I learned more in one half day with Pádraic than I did on an entire Degree." Brid Fox. CEO CaterCare

"Explosive. Provocative. Stimulating. I created three new profitable businesses with SMÁCHT. All during the mother of a recession" Gary O'Keeffe. CEO Canduco.

"Before SMÁCHT I was a farmer milking Cattle 24/7. Within one year I had freed myself up to take a six week holiday with my family in Canada. Within two years I had a global agri-products business trading profitably on all five continents." Noel Kelly. CEO Creva.

"An epic performance. His energy, content and ability to move his audience is astounding. The feedback to his talk to our clients in Sligo was excellent. It is his capacity to connect with his audience that sets him apart" Eamonn Kielty. CEO Money Plus and Past Chairperson of ISME.

Logistics

Date: 091-865340
Venue: p@omaille.ie
Price: Early Bird €67
Book: on Eventbrite



The 6 Disciplines of Success

For 28 years I began every business seminar I ever presented with the question - **'What's the purpose of business?'** And the answer was always the same - **'To Make Money.'**

I believed that myself, and worked all the hours to make money. And I did. That was all fine and dandy until medics discovered a tumour on my heart and I was unable to make money for over a year. It was during that protracted time in hospital that I realised the first of the...

great business myths:

Myth #1: The purpose of business is not to make money. The purpose of business is to create a business that makes money.

Awareness of this one subtle distinction alone can put you on an entirely different trajectory.

During that time in hospital I unearthed another 9 common myths that could be stifling your business. In order that you don't have to undergo open heart surgery to discover these myths and how to overcome them, I have created a content packed, high energy workshop that will provoke you to reflect deeply on your business beliefs.

Learn:

Myth #2: Most businesses do not work. The people who own them do. Not all activities are of equal value. Action and activity are not commensurate with accomplishment. Learn a half dozen high leverage activities that can transform a busy fool into a paragon of productivity and effectiveness.

Myth #3: The customer is not always right. Frequently they can be rude, obnoxious and downright out of order. They are the business blood however. Learn four qualities every customer is looking for that will instantly increase sales and profitability.

Myth #4: Learn why an academic qualification is nowhere near an absolute must in today's competitive market but learn the number one qualification that unquestionably is. This quality is so critical to success that it accounts for 58% of performance in all types of jobs.

Myth #5: Location. Location. Location are no longer the three most important words in business. Learn the two words that unquestionably are, and will be, well into the foreseeable future.

Myth #6: Time Management is no longer the #1 executive training course in the world. Energy management is. Learn five ways to become fully charged.

Myth #7: Companies don't grow. People do. Learn why it's crucial to get the right people on the bus, the wrong people off it, and where to seat them.

Myth #8: Everyone communicates. Few connect. Learn the only four languages spoken in the world of communications today and how to become fluent in them. This technology will instantly increase your sales.

Myth #9: Goal setting is not all its been cracked up to be. In fact, it could be counter productive. Learn what beats goal setting every time. Do this and you'll never need to be extrinsically motivated again.

Myth #10: Contrary to what the marketing industry would have you believe you can't have your desert before your dinner. Success in every endeavour comes at a price and must be paid for in advance (Just ask any baby who's ever walked or talked or learned to tie their shoe). This requires SMÁCHT - the Irish word for discipline. Disciplined thinking. Disciplined people. Disciplined action. Ultimate freedom.

If you resonated with any one of these myths, it may well be what's been preventing you creating a business of significance. **THIS SEMINAR** will shatter those myths forever. As Michael Gerber once said. *"Most small businesses don't work. The people who own them do."* If that's you, then this seminar has been made for you."

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Supermac's

COGASC
Assessment on Food Development Accounts

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