

MARK
TRUELSON



*Building
Disruptive
Capability*

MARK TRUEELSON



Not only am I Australia's biggest Bruce Springsteen fan*, I'm also a speaker, author, mentor who builds disruptive capability programs for corporate teams using innovation, branding and storytelling tactics. I specialise in servicing the FMCG industry and come from a 25-year career in sales and marketing with big alcohol companies.

As a trainer, facilitator & coach I've brought disruptive capability programs to respected companies including Asahi, CUB, BlackRock, Mondelez, Pepsi, SAB Miller, Fonterra, Cadbury, Heinz, Coles, Schweppes, Laminex, AFL, Treasury Wine Estates, Golden Circle and Kraft. Several workplace achievements include helping create and launch Pure Blonde within 90 days (a half-billion dollar beer brand), and create and develop "FAME", a globally-recognized capability program. Both these successes continue to inspire my teaching.

I help teams and individuals disrupt complacency and replace it with creative enthusiasm. Disruptive capability programs invigorate a mindset of self-belief and enthusiasm, guided by the practical application of innovation, branding and storytelling tools that deliver impressive results.

My disruptive capability programs will provoke the entrepreneurial mindsets and creative mentalities of your team – while inspiring these humans to connect to a passion for life, entirely.

They'll be engaged, enthralled, and realizing that this is one of the amazing moments in their working lives that they'll remember for a long while.

Let's unlock the imagination and creativity that all innovative ability requires – and, in turn, help your employees feel really, really good about themselves, and their work.

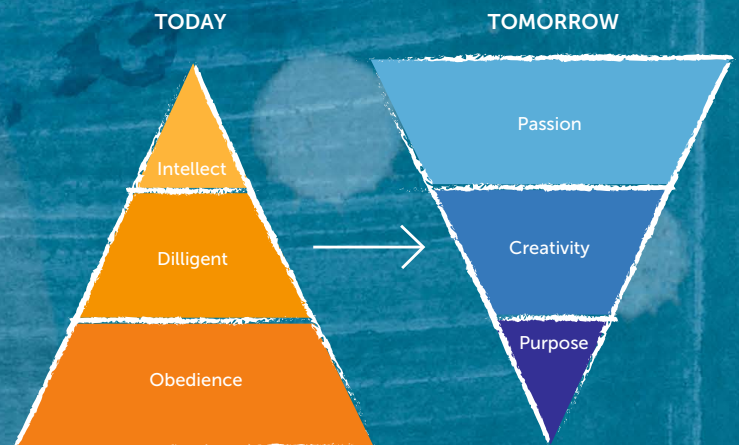
"Have mercy on the man who doubts what he's sure of."

- Bruce Springsteen, AKA The Boss,
(Possibly singing about building
disruptive capability in the workplace)

Why

The world is changing faster than ever, our best hope for the future is to develop a new paradigm of human capacity to meet a new era of human existence.

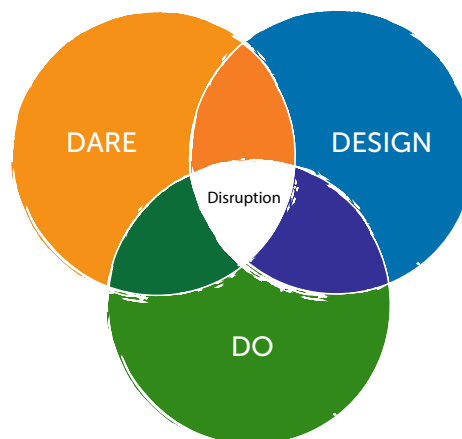
We need to evolve a new appreciation of the importance of nurturing human talent along with an understanding of how talent expresses itself differently in every individual. We need to create an environment where every person is inspired to grow creatively, to challenge their preconceived notion of identity and to ensure that they remain in 'flow' in order to make their dreams real. Whether it be organizational disruption or self disruption, it is the Sum of Us that ignites the passion towards progress. Passion can make people do stupid things yet it is the secret sauce that turns intent into accomplishment. People with passion climb over others and refuse to give up. Passion is contagious and turns one person's crusade into mass



How

We use the term 'disruption' to describe the place where the things we love and the things we are good at come together. It is the meeting point between personal passion and potential.

To establish and sustain 'disruption', you need to 'dare' to think differently; you need to design your direction and have the discipline to make it happen. How do we find the freedom in ourselves and in others? There isn't a rigid formula. Disruption is different for everyone. In fact, that's the point.



What

Typically I get called in by a CEO, CMO, HR Director or Sales Director, to help them identify where their capabilities could be lifted, and to address this with programmes that enable their culture to become more engaged, creative and alive.

A by-product of this is the teams become more effective in creating better value for their customers. I support them in daring imagination, designing their purpose, tools, frameworks, their processes, ways of working and culture – and develop the skills and behaviours of their people and teams.

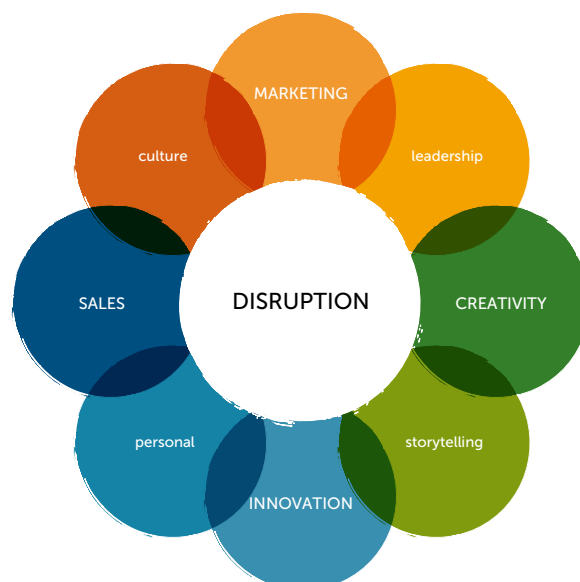
What makes the programs stand out is our focus on disruption capability building at both the organisational and the individual level, coupled with the practical business

experience garnered from over 25+ years at the top level within corporates. Our first step is to with your assistance IDENTIFY where your organisation and individuals are on the Sensei Excellence model. We tailor programs whether your participants are at White Belt all the way through to Black Belt / Sensei. Our aim is to help you drive an Excellence culture.

Over the years, we have developed a proven, practical and user orientated approach to planning and implementing disruptive capability development strategies and programmes. This is based on working through three important stages.

The below competencies are the ones where we have run programs and are the ones where disruption flourishes.

ENERGY	CULTURE	IMPACT	STATUS
Disruptive	Excellence	10x	Sensei
Dominant	Engaged	6x	Black Belt
	Effective	5x	Red Belt
Dormant	Educated	3x	Blue Belt
	Earnest	2x	Yellow Belt
Destructive	Entry	1x	White Belt



Testimonials

I gave Mark the challenge to set up a team to deliver a new beer innovation in 90 days. The team he led created Pure Blonde in 76 days and it soon became CUB's third largest beer. It wasn't just product innovation. His i-nova team developed a platform where culture & disruption could flourish. Love to bottle his energy!!

John Murphy Former Managing Director of Fosters Group

Mark ignited the passions of my crew with the initiation of the Asahi Way of Marketing. Mark is very adaptive in his approach. What started as a request to 'author' the Marketing Way soon became the development of training manuals that we then used to facilitate many brand-building initiatives. My team always embraced the mentorship & great energy from any one of Mark's sessions, especially when turning theory into impact.

Michael Edmonds Marketing Director Asahi Premium Beverages

The work Mark has done as an employee with CUB and as an external consultant has left a lasting legacy. Whether it be implementing an Innovation culture or a Marketing Capability program, his impact is still evident with even our youngest employees. Mark brings passion and energy with every project we engage him on and he always delivers the spark when required.

Richard Oppy, Marketing Director CUB.

The engagement in Fosters was at an all time low and one big strategy that ignited the enthusiasm of the Leadership Team was the establishment of FAME (Fosters Achieving Marketing Excellence). **Mark and his team co-created a body of work that not only became the Way of Marketing within Australia but it was subsequently rolled out globally.**

Simon Marton Chief Marketing Officer Treasury Wine Estates

Having being giving the daunting task of developing a long term vision and strategy for Heinz Beverages we engaged Mark to help us create a plan and story that would stick. On the back of this, Mark also worked with our Golden Circle brand team to reinvent the way consumers connected with the brand.

Katie Saunders GM Simplot

Having established a highly successful Intraprenuer Program at Mondelez, we engaged Mark to not only upscale our Innovation and Creativity skill base but also focused delivery of disruptive projects from each participant. **The culmination was an unveiling to our Senior Leaders and a disruption platform for our culture to build upon.**

Angeline Acharya, General Manager Food Innovation Centre, Mondelez

We have worked with Mark on a number of projects over the past decade and I have always been impressed with his willingness to build partnerships and let creative do what they do best...and be creative. **Mark's ability to cut away the clutter and help define the core issue is invaluable in this day of the complicated.**

Paul McMillan MD Clemenger BBDO

Mark helped us define our sales point of difference and has been instrumental in bringing to life our 'brewery, bar beyond program'. Whilst the focus has been on skills and capability, **Mark brings a mentoring capacity that has been invaluable for our Senior Leadership team.**

Mark Goulmy General Manager – Premium Beverages

I have engaged Mark across my various paths and he has always brought an energetic, disruptive angle. Whether it is been building brand & corporate stories or inspiring an innovative framework, **Mark has always amped up the 'pash-o-meter' of the businesses that I have worked with.**

Maurice McGrath CEO Tomorrow Entertainment

Mark is different because he's actually been in the trenches and done it...marketing, sales – **So when he stands up and delivers a message, he has real gravitas.** What he says matters, he is a non –stop inspiration.

Paul Donaldson, Vice President Strategy: Asia Pacific at AB Inbev

I have engaged Mark in briefs that have covered Heinz Corporate Story, Golden Circle Brand Story & Liqourland Relaunch. **He always gets the best out of our teams and I have always valued his advisory capacity with the different roles I have had.**

Cameron Macfarlane, Founder of The Bucha of Byron



Mark is an innovator,
motivator, storyteller
and catalyst for change.

Find out more

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next conference please call
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