

# Executive Impact

5 PATHS TO UNLOCKING DECISIONS™

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## Who might gain from using Executive Impact?

- Executive Impact can be learned and applied by:
  - CEO in dealings with the Chairman
  - CEO & top-team in gaining Board support (Directors)
  - CEO and her / his top-team interaction
  - Top-team and their peer / customer relationships
  - Top-team and direct reporting relationships
  - Relationship managers
  - Sales executives
  - Direct sales staff
- Individuals who want their particular type style known so that their work place companions can get information through to them for decisions to be made that move the business along

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## What is Executive Impact?

- Executive Impact is the first executive level workshop that deals exclusively and specifically with persuasion and influencing of key decision-makers
- The material is based on empirical data resulting from an exhaustive two-year study involving nearly 1,700 international business leaders
  - n = 1,684 (Executives Only)
  - Range of Error = +/- 2.9 points
  - Source: MillerWilliams Research Study, 1999 - 2001
- The research identified how executives like to receive information to impact important decisions
- Executive Impact reveals how to tailor your approach to make the most impact with the executive decision-making style

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# execprofile

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## MICHAEL DONOVAN



*If people knew how hard I work to gain my mastery, it would not seem so wonderful.*  
**Michelangelo**

Much of Michael's background has dealt with influencing and persuading people to better manage, motivate them and to get them to successfully undertake difficult organisation start-ups and turnarounds often on a very large scale. He has a solid domestic and international business career where he has worked in and consulted to governments, commerce, the public transport sector, tourism, the arts and entertainment sectors. Michael has a strong technology background.

At one end of the career spectrum, his career started in banking and progressed into SME start-ups for which he won a Productivity Improvement Award and two Mobil "Pursuit of Excellence" nominations. At the other end, some 40 years later, as Chief Executive of the large Best Western Hotel & Motel Group he won an AFR / Telstra National Award for the Best Use of e-Commerce in achieving a Business Plan. Until mid-2004, he served for three-years as inaugural Regional VP for UK-based executive business-mentoring firm Merryck & Co.

In the intervening years, when he coordinated the NSW Bicentennial Arts and Entertainment program, saved the Nimrod Theatre, marketed conventions and tourism globally, set-up a large wetland sanctuary in Malaysia, developed sustainable strategies for tourism and national parks and researched global public transport systems, Michael coached and mentored his successors in their new roles.

Michael's ability to engage at the various emotional levels needed in business to get people to do extraordinary things has resulted in the successes outlined in this profile. Central to this is his ability to recognise their decision-making styles and to provide information and solutions in the way and manner that gets things moving. Michael formalised this skill by accreditation in Executive Impact<sup>SM</sup> an innovative process dealing with negotiating, influencing and persuading business leaders.

This skill augments his additional training as a mediator and his accreditation in the EQ work of Daniel Goleman through Prof. Ben Palmer and Swinburne University under ~ GENOS™ Emotional Intelligence. Michael is a *Fellow, Australian Institute of Management, Fellow, Australian Institute of Company Directors (Dip. OM)*. He is a *Graduate in Innovation and Entrepreneurship (NSW)* and holds a *Certificate in Environmental Business Management* from the George Washington University, Washington DC.

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