



HOW TO MOTIVATE YOUR TEAM IN A RECESSION

WITH GEOFF BURCH, BROADCASTER, WRITER AND RENOWNED BUSINESS GURU



Geoff Burch

TV's Geoff Burch has a unique, witty and refreshing take on all aspects of business and has delighted audiences throughout the world.

More recently he presented a television programme (BBC Two's *All Over the Shop*) that saw him strive to help British retailers rediscover the power of good customer service, sharpen their competitive edge and help them to thrive on the high street.

Hailed as the alternative business guru, he is hugely in demand as a consultant and lecturer, as well as speaking at conferences and advising companies on all manner of business practices.

His books such as *Resistance is Useless – The Art of Business Persuasion*, and *Go it Alone – Writing on the Wall*, are extremely popular.

In his presentation Geoff will look at how best to motivate your team, how to sell your business vision and how to trust and allow your people to deliver that vision. He will also give real examples of what the best and worst businesses are doing. Most importantly, he encourages audiences to embrace change with a real sense of excitement.

“KEEPING EVERYONE MOTIVATED AND FOCUSED IN DIFFICULT ECONOMIC TIMES CAN BE CHALLENGING, BUT IT’S NOT IMPOSSIBLE – I HAVE LOTS OF RELEVANT ADVICE AND REAL EXAMPLES WHICH WILL HELP BUSINESSES.”
GEOFF BURCH

