

Global Business Camp 2025

GUEST SPEAKERS



24-26 February
Crowne Plaza
Surfers Paradise



Bram Lagrou

HOW COMMUNICATION MASTERY CONTRIBUTES TO A PROFITABLE, EASY BUSINESS FOR BUSINESS OWNERS

Bram Lagrou is the Belgian born psychologist who turned Aussie entrepreneur and investor.

A highly sought after management consultant, trainer, coach and keynote speaker, Bram is the author of 'Selling Is Out. Create Buy-In' and 'How To Communicate For Results & Feel Great'.

As a consultant, Bram assists business leaders to engage staff and increase revenue within 3 to 12 months.

Prior to his move to Australia in 2010, Bram was a Regional European Sales Manager and International Trainer at Watkins Manufacturing Corporation, a Fortune 500 Company. His experience spans across 25 countries where he has mentored numerous teams to achieve outstanding results.

Over the years, Bram obtained several sales achievement, training, marketing and innovation awards. Clients often attribute his motivational abilities, deep psychological insights and creative approach as reasons for their success.

In his free time, Bram enjoys exploring the world with his family, surfing waves, running trails in nature, or skiing down snow-covered slopes.

LAGROU PARTNERS
LEAD • TRANSFORM • ACHIEVE



Heather Smith

TOOLS AND TECHNIQUES FOR BETTER BUSINESS DECISIONS; and PRACTICAL PROMPTS WITH CHATGPT FOR SME'S

Heather Smith is an Accountant and Storyteller who empowers, educates, and supports the accounting community to positively embrace and navigate the business app ecosystem.

Heather is obsessed with how effective automation and integration can produce timely clean data to surface information for brave, fast, data-informed decision making. She produces an Accounting Apps newsletter, podcast, & hosts a community focused on Accounting Apps.

Heather has authored ten accounting books, notably in the 'Xero for Dummies' series. She is a technology columnist with CAANZ Acuity magazine, and Accountants Daily and an international speaker.

Heather recently won the 2024 Accounting Thought Leader of the Year award and was recognised on the USA's Accounting Today's list of 21 influential figures shaping the future of the accounting industry.

Heather's community leadership includes roles as Ambassador for Innovation for CA ANZ, Chair of the ACCA's Global SME Forum, a member of the Global Technology Forum for ACCA and active involvement in the CAANZ QLD Public Practice Forum.

Connect with Heather Smith on all social media platforms.



Jason Lehman

YOUR BRAND IS A WINDOW TO YOUR BUSINESS

Jason is the Director of Transformation at Argon, a creative brand agency. Argon has been around for 18+ years and responsible for the development of thousands of brands and websites.

With a wide range of technical and creative talents, Jason's ability is matched by his outside-of-the-box-and-into-the-stratosphere imagination.

Where he gets some of his ideas, nobody knows. His experience and passion for brand and business transformation is inspiring and he loves educating others in simple yet effective strategies for growth.

Jason will be highlighting the biggest mistakes that are made with businesses brands, how to fix them, how not to be boring and how to build a brand that people like and trust. He will be covering a guided list of brand pitfalls and practical solutions, while providing guidance on how brands can leverage storytelling to become more engaging to their audience.

 **argon**



Paul Roos

ARE YOU THE LEADER THAT YOU WISH YOU HAD?

Following a legendary career in AFL, achieving success as both a player and a coach across 20 years, Paul brings his leadership skills to *Performance By Design* as Head Coach and Director of Brand, through all of his public facing engagements for the business.

Beginning as a 16-year-old at Fitzroy F.C., Paul would eventually finish his playing career at Sydney Swans where his love for high performance dialogue was instrumental to his coaching success. His revolutionary approach to player feedback and recognition was pivotal in building the much-revered 'Bloods Culture'. In 2005, Paul coached the Swans to their first premiership in 72 years, an achievement that elevated him to AFL Legend status.

In 2013, Paul was appointed Head Coach of the Melbourne Football Club, where he implemented the same performance model used at the Sydney Swans. A rejuvenated culture saw Melbourne resurrected from an underperforming club to a competitive team pushing for finals.

Since becoming a co-founder of PBD in 2017, Paul has successfully transposed the leadership and culture lessons he has driven through his sporting experiences and successfully delivered them to the corporate market. His commercial insight and determination to derive bottom-line success through culture change is a feature of the PBD program.



Annie Haggar

SHIELD YOUR BUSINESS: PRACTICAL CYBERSECURITY ESSENTIALS FOR SMBs

Annie Haggar – Partner and Head of Cybersecurity – Norton Rose Fulbright Australia

Annie is a security and technology lawyer with 20 years of experience advising government and private sector clients in technology law, security risk, strategy and policy, procurement security considerations, global security regulation, and cybersecurity risk mitigation.

Annie's deep technical understanding of technology and cybersecurity issues was gained during her 12 years as legal counsel for one of the world's largest technology companies, Accenture, including 6 years as global legal counsel for its global cybersecurity business.

Annie has also spent 18 months on secondment advising a Commonwealth agency on its risk and legal strategy, mitigations and controls for managing security risk across the organisation including compliance with applicable laws, the PSPF, ISM and agency policies.

Annie has been awarded the Lawyers Weekly Australian Law Awards Sole Practitioner of the Year (2024), General Counsel of the Year (2021) awards, and Lawyers Weekly, Corporate Counsel Awards, Technology, Media and Telecommunications Lawyer of the Year award for her work in security and technology law.



Dr Ross Walker

HEALTHY LIVING IS HEALTHY BUSINESS

Dr Ross Walker is an eminent practising cardiologist with a passion for people and health with 40 years' experience as a clinician. For the past 25 years he has been focusing on preventative cardiology and is one of Australia's leading preventative health experts.

Considered one of the world's best keynote speakers and life coaches, he is the author of seven best-selling books and a regular health presenter in the Australian Media.

Dr Walker also appears weekly on the Nine Radio network and the Super Radio network with his own national radio show, *'Healthy Living'* on the Nine Radio network broadcasting on 2GB, 3AW, 4BC, 6PR, 2CC and 5AA.

Dr Walker runs the Sydney Heart Health Clinic in Lindfield on Sydney's North Shore, a clinic that focuses on all aspects of non-invasive and preventative cardiology.

Dr Walker is also:

- Chief Medical Officer for the Access Corporate Group
- Scientific advisory board member of SRW.com, a company developing evidence-based anti-ageing products and the Ambassador for Theronomics.
- Chief Medical Officer for Miyagi Coach, an online coaching service to support health and wellness.
- Chief Cardiologist for the Miskawaan Health Group, an integrative health service in Southeast Asia.
- Consultant for the Kaneka Corporation and Nathealth, a company that has developed high quality Bergamot products for metabolic health.
- Chairman of the Gut Foundation of Australia.
- Patron for Heart Support Australia.