



## Keynotes, Breakouts & Workshops

### Look Before You Leap

Whether you're an entrepreneur, micro-business owner, career seeker, analyst, manager or business leader... the ability to understand business and customer needs are some of the most important assets you can have. In an info-heavy world, gathering and documenting the right information is also key to your success. In this program, Richard provides practical strategies and techniques so you get the right information to make effective decisions and positively impact your future.

### Creating a Sure BET (Business Enterprise Thinker)

Bridge the gap. While the world of business is driven by objectives and strategic requirements, a technologist lives for specifications, functionality and tactical output. The common thread for each is the need to think with a business enterprise edge. But the reality is that technology organizations often have a different mindset than a business. How do you leverage your organization to bridge the needs of both worlds? Richard will provide essential hints at how to develop a best BET (business enterprise thinker) and how to get that essential competitive edge for your organization.

### Eliminating Client Casualties (the toolkit)

Your customers and clients are business stakeholders. As a business and technology professional, building long term relationships is your best BET for success. You'll need to be sure you have the skills that allow you to develop these relationships, understand your client's needs, provide solutions to real business problems and provide the quality service your customers deserve. Richard will emphasize developing the skill SET for your consultant toolkit to serve your customers and clients your absolute best.



### About Richard Lannon, the SETability Expert:

Richard Lannon is more than a seasoned professional. He's marinated! In fact, Richard left the corporate world to form a BraveWorld. BraveWorld is a company dedicated to bridging business and technology organizations to clarify goals and objectives and train their leadership and staff on how to achieve them. Richard is a dynamic speaker, trainer and facilitator with senior management and leadership experience in business and the technology industry. Alongside his experience is a cheeky and fun personality. When Richard speaks, get SET to be entertained! With his no nonsense approach, he links organizations and professionals' business brainpower with bottom-line thinking. He has worked in oil and gas, education, transportation, technology and professional business service industries successfully contributing to PricewaterhouseCoopers, Enbridge, Enmax, Canadian Pacific Railway, ATB Financial, Fraser Health



Region and many other organizations. Richard's clear presentation style and edgy ideas have been featured in publications around the world including the National Post, the Business Analyst Times and the Project Times, where he's provided comment on the importance of bridging technology skills and business brains. He is the forefather of the SET Initiative, Mount Royal College's Business Analysis Program and the program author of Leadership Mastery for the Technology Professional, Facilitating Business Requirements Discovery and Eliminating Client Casualties.

**Richard will provide a unique blueprint for your organization to get SET (structured, engaged and trained). That's why clients call him the SETability Expert!**

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## What Richard's clients are saying:

The session I attended was great — I definitely learned a lot about what I'm doing right and where I can make some changes. Your style made it interesting even if the material could get a little dry. I loved the personal anecdotes too. I really like that you have a ton of credibility and experience. You kept us laughing – you're the Ron James of "edutainment".

*Karen Willsted, Shell Canada*

Richard is at the forefront of the energy business analysis discipline. He will no doubt shape the industry. I think you are a great presenter. You use realistic and easy to understand examples and are a clear communicator.

*Tyler Durk, Telus*

It's important to feel like the instructor has the applicable 'real world' experience. Richard had many excellent examples of scenarios that helped the course material 'sink in'. He has an engaging style that gets the group interacting and learning from one another as well as from the course material. He is very approachable and made everyone in the class feel valued and open to asking questions and giving feedback. Richard is an excellent instructor and would be a benefit to any teaching situation.

*Shelley Hill, Nexix Corp*

I would like to take this opportunity to thank you for so enthusiastically teaching the program this week. You were able to maintain an extremely high level of energy throughout the five days of class, which I know is difficult to do. The courses provided me a great deal of practical knowledge that I am excited to bring back to a consulting environment. I look forward to taking future courses with you.

*Joseph Ng, Consultant*

Richard is an insightful speaker who can practically apply his past experience and skills in a simple yet dynamic format. This allows the recipient to associate with the topic of the session in a meaningful way.

*Rob Langner, President, R&J International Consulting Ltd.*

It was good to be able to distinguish between leader and manager attributes. The group exercises were great as we all came up with great ideas.

*Nick Cassam, Director, Metafore, 2008*

ITSM Road Map Creation: I had the pleasure of working with Richard on two different accounts (Enbridge Corporation and Enmax Corporation). He is by far the best prepared facilitator and trainer I have ever worked with, and best of all, he made it fun!

*Agnes Mckain, Vice-President/Sr. Consulting Partner, Improve I.T. Services Inc.*

The Look Before You Leap program opened my eyes to a variety of resources and methods. The instructor's style was relaxed and direct. The program was of good value. I am impressed with the content, presentation and effectiveness of the instructor's coaching and teaching techniques.

*Entrepreneurs, MKS Learning Canada*

## Meet a Few of Richard's clients

Richard Works With: Corporations and Organizations, Small Businesses and Entrepreneurs, Educational Institutions, Public Organizations and Associations.

Enbridge Corporation

Enmax Corporation

TransCanada Gas

Eagle Resources

Proton Foundation (UK)

Project World Canada

Business Analyst World Canada

The Pacific Institute (UK)

Tri-Jay Carpets

MKS Learning Centre

Mount Royal College

Burnco Rock Products Corporation

Calgary Lab Services

Fraser Health Region (BC)

Interior Health Region (BC)

ATB Financial

MidPark Christian Assembly

Trinity Christian School

Southern Alberta Institute of Technology

City of Calgary

Nexen Inc.

Sure Systems Inc.

Network Telsys Inc.

Calgary Health Region

Worley Parsons Meg

SATU Communications

Kikoman Creek (construction) Ltd.

TELUS Communications

## Richard is a member of:



Partners for learning  
and performance  
Partenaires de l'apprentissage  
et de la performance