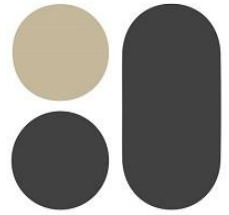




# **MentoringLive Q&A Series: Emerging Trends & Opportunities**

Participant Information Pack

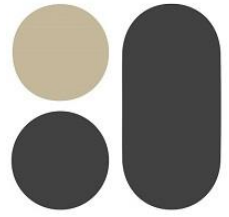
4pm – 5:30pm, 12 August 2020, via Zoom



# Content

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- Guidelines for the session
- Agenda
- Overview of the Sourdough Mentors joining us
- Helpful information & resources



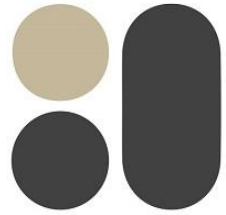
# Guidelines to help us all to have a great session

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- **You will be placed on mute** when you enter the Meeting, and we would ask you to stay on mute unless you are speaking
- **Please share your video if you can** – we would love to see your face 😊
- If you would like to focus on who is speaking, we recommend you select **'Speaker View'** in the top right hand corner of your Zoom window
- **If at any time you need assistance**, please use the Chat function to ask, and a Sourdough Co-Host will help you
- **You have been pre-allocated to a Breakout Room** – if you need to change Breakout Rooms, you can make this request by messaging the Main Host, Ashleigh Camm



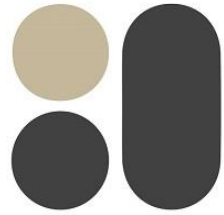
# Agenda



# Agenda

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- **4.05pm** – Meeting opens
- **4:10pm – 4:30pm** – Mentor Introductions & Insight Sharing
- **4:30pm – 4:45pm** – Group Q&A
- **4:45pm – 5:15pm** – Breakout Room Sessions
  - **Breakout Room 1: Dr James Cowley**
  - **Breakout Room 2: Margot Cairns**
  - **Breakout Room 3: Jason Hardie**
  - **Main room: Lisa Laing**
- **5:15pm – 5:30pm**: Return to the main room to wrap-up and close meeting



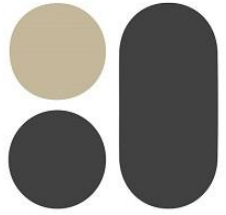
# Group questions

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1. What are the current and expected future trends you're seeing in terms of customer needs?
2. Which industries do you see as being 'during-COVID' and 'post-COVID' 'winners', and which industries do you think will be most impacted/challenged?
3. Regarding emerging collaborative marketing models (eg. Collabosaurus) where businesses work and promote themselves collectively rather than competitively- do the Mentors have any thoughts in this area or seen any other examples of this emerging?
4. In terms of changes to working arrangements that will allow more people from cities to move to the Northern Rivers whilst maintaining a professional life in cities. What impact do you think this will have of these changes on housing designs, technology infrastructure and how communities change and adapt?
5. I would like to move away from the traditional employer / employee roles towards a group of people working cooperatively to run a business. Do you have any models for this? .
6. What are the current and expected future trends you're seeing in terms of business events and how they will be managed?
7. What opportunities do you see arising for SMEs compared to large corporations?



# **Overview of the Sourdough Mentors joining us**



# Dr James Cowley

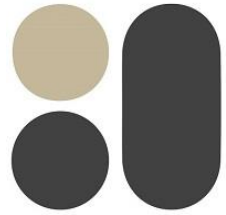
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Over most of James' working life he has set up from scratch businesses related to the commercialisation of knowledge. This has cut across Business, Health, Education, Corporate and Government fields. They have been both successful and profitably sustainable organisations with strong teams.

Some of the organisations are now over 30+ years old and some over 20+ years old. They have been privileged to advise the most senior levels of Governments and Corporations and be part of projects, crises, changes which have impacted whole populations.





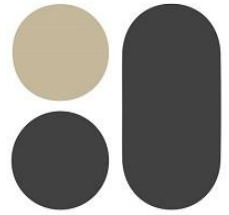
# Margot Cairns

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Margot is passionate about helping people capitalise on rapid complex change. As change becomes more complex, faster and more ambiguous, the techniques Margot has developed and used with world leaders for decades are more vital. They are based on the compelling connection between a leader's personal inner journey, their ability to drive levels of corporate success, and their ability to profoundly influence the wellbeing of their wider communities.

Margot's social technology and thinking is embedded in 6 books (2 being business best sellers) and numerous articles and speeches, shared with global audiences. Margot is now delighted to have implanted her social technology into 12 SFB, a proven programme for personal team and organisational transformation that leverages technology to maximise impact while minimising cost.

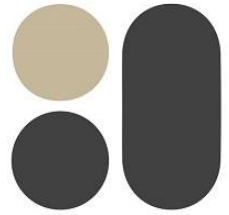


# Lisa Laing

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A successful entrepreneur for more than a decade, Lisa mixes practical business strategy with uncommon insights, and delivers this in an engaging and charismatic story. She has built and sold 2 successful multi-million-dollar brands, winning prestigious Telstra Business Awards, and is now a self-confessed nerd about automation and systemization.



# Jason Hardie

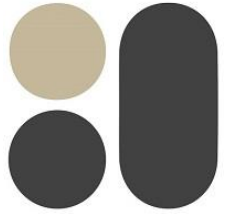
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Jason Hardie is the Founder and CEO of Digital Village. For the last 10 years, Jason has been helping business owners navigate the jungle of technology by providing advice on technology selection, systems integration and digital product development. His passions include business, technology and people. Business because it is one of the most effective ways to create change, technology because almost anything is possible and people because, even though we're crazy, it's who we are.



# **Helpful information & resources**



# Information & resources

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**Sourdough Business Skills Workshop: Strategies for Business Continuity & Resilience – replay:**

<https://sbp.org.au/business-continuity-workshop/>

**Sourdough Business Skills Workshop: Lessons from COVID-19 – replay:**

<https://sbp.org.au/covidlessons/>

**Sign up for Byron Shire Council Updates & take their Business Impacts, Resilience & Continuity Survey**

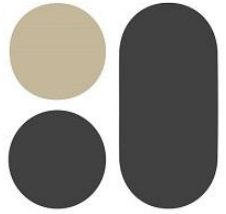
Email [economicdevelopment@byron.nsw.gov.au](mailto:economicdevelopment@byron.nsw.gov.au) to sign up & complete the survey at <https://www.yoursaybyronshire.com.au/business-impacts-resilience-and-continuity>

**Business NSW – CORONAVIRUS Business Resources**

<https://www.businessaustralia.com/how-we-help/our-services/coronavirus-business-resources>

**Have a question about Government Stimulus?**

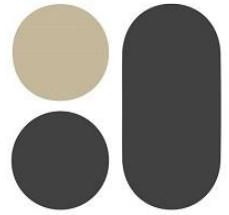
Business NSW are offering a [Free Stimulus Advice Line](#)



# Become a Sourdough Mentee

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- Engaging with our mentors will give you the opportunity to access advice and guidance from people with vast experience and skills to help you achieve your business goals – whether that be to:
  - Expand your vision and potential
  - Improve business performance
  - Leverage off their knowledge and contacts
  - Gain insight from their successes and failures
  - Reduce feelings of isolation
  - Reliable and experienced sounding board
- To register your interest to get a Mentor, please go to: <https://sbp.org.au/get-a-mentor/>



# Upcoming Sourdough Workshops

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Date	Events
<b>17 August</b>	<b>U.Lab 2020 Info Night</b> – Transforming Society, Business and Self
<b>26 August</b>	<b>Online Business Skills Workshop: Create or Pivot: Activate your business model</b> and information night on StartUp Northern Rivers – the Sourdough Pre-Accelerator Program
<b>9 September</b>	<b>MentoringLive Q&amp;A Series Session</b> on the topic of Strategic Planning
<b>15 September – 3 November</b>	<b>StartUp Northern Rivers kicks off:</b> a Sourdough Pre-Accelerator Program for purposeful business

**Sign up at [www.sbp.org.au/events-2/](http://www.sbp.org.au/events-2/)**



From all of us at Sourdough Business Pathways, thank you for joining us.

[www.sbp.org.au](http://www.sbp.org.au)

