



Business seminar out of the ordinary

SOUTHERN Cross University is hosting a business mastermind to run its latest free Business Insights seminar at the Sofitel at Broadbeach tomorrow night.

The seminar Transforming Your Business From Ordinary to Extraordinary, which is hosted by the Southern Cross Business School, is to be presented by Michael Sherlock, consultant to many companies and former managing director of Brumby's Bakeries.

Mr Sherlock has been credited with transforming that group from near bankruptcy to a business suc-

cess story. He also regularly provides comment to the national media, writes a regular column for BRW Smart Talk and was a contributor to the books Top Franchise and CEO's Secrets Revealed and Millionaire Mentors.

He has just released his own book entitled Jumpshift! Shift your Business into Hyper-drive.

His extraordinary journey, which began with being part of a yoga cult and includes taking the share price of Brumby's from 56c to \$3.40 in three years, is certain to hold some valuable lessons for local entrepreneurs and

business people aiming to grow their companies.

"During my university days I became involved with a health and education foundation, led by an Indian yoga guru, which established the Brumby's chain to financially support their work," said Mr Sherlock.

"After initially growing to more than 70 stores in the 1980s the foundation went into receivership, so I put together a consortium to buy the company, initially taking the role of director and then becoming CEO of the company for a decade during the 1990s.

"As someone who has been through some tough times and survived, I'll be offering Gold Coast enterprises who may have suffered in the current financial climate some sound advice.

"I'll outline the practical eight-step process based on my experiences at Brumby's and featured in my new book." The seminar gets underway from 6pm with refreshments provided but seats limited.

To attend email dan.sloan@scu.edu.au or call 07 5506 9374.

WHAT DO YOU THINK

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