

# Circular 257:05:18



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**To:** Club Presidents  
Chief Instructors  
Club Secretaries  
Club Captains  
M&LD Executive  
M&LD Council

**Cc:** All Members

**From:** Emma Atkins – General Manager, People

**Date:** 9 May 2018

**Subject:** Female Leadership Network Session 22 – Personal Brand

**Action:** Register for FLN Session 22 by Monday, 28 May 2018

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For additional details on this Circular please contact  
M&LD Department on 03 9676 6945 or email [membershipandleadership@lsv.com.au](mailto:membershipandleadership@lsv.com.au)  
Circulars are available at [www.lsv.com.au/circulars](http://www.lsv.com.au/circulars)

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## FLN Session 22 – Wednesday, 30 May 2018 – Personal Brand

We are pleased to announce the 22nd session of the Life Saving Victoria (LSV) Female Leadership Network.

Living by the philosophy “selling is everybody’s business & everybody lives by selling something”, Sue Barrett is the founder and CEO of the innovative, forward thinking and preeminent sales advisory and education firm, Barrett (est. 1995) and the online sales education and resource business, [www.salesessentials.com](http://www.salesessentials.com).

Taking these same principals to our own personal brand, Sue will deliver a powerful and insightful session on the importance of our personal brand, how to develop it and how to make the most of it to create and impact and achieve your goals.

**Date:** Wednesday, 30 May 2018  
**Location:** Life Saving Victoria, 200 The Boulevard Port Melbourne, 3207  
**Time:** 6:30pm arrival for 7:00pm start

### Session Registration

**LSV Members** - \$25  
**Non- Members** - \$35

We strongly encourage you invite fellow members and guests.  
Refreshments will be provided on arrival.

Please select the following link to register for Session 22: <https://www.trybooking.com/VTFE>

**REGISTRATIONS FOR SESSION 22 CLOSE ON MONDAY, 28 MAY 2018**



## Session 22 Guest Speaker - Sue Barrett



Living by the philosophy “selling is everybody’s business & everybody lives by selling something”, Sue Barrett is the founder and CEO of the innovative, forward thinking and preeminent sales advisory and education firm, Barrett (est. 1995) and the online sales education and resource business, [www.salesessentials.com](http://www.salesessentials.com).

Helping people and businesses sell better, among her many achievements, Sue and her team were the first in Australia to get Selling a university qualification, build an online Sales Strategy and Operations Audit System that benchmarks the effectiveness of any sales operation, and build the world’s first sales competency dictionary.

Sue is a Sales Philosopher, Activist, Strategist, Speaker, Trainer, Coach and Adviser and is regarded as one of the most authoritative thought leaders reporting on and working in the selling profession in Australia today with articles featuring weekly in SmartCompany, and regularly in BRW and IPA’s magazine The Public Accountant, with a growing following overseas.

She has written more than 600 blog posts and 21 e-books on sales philosophy, ethics & culture, sales strategy & operations, sales leadership and coaching, sales methodologies & excellence, sales training strategies including blended and e-learning, sales recruitment, assessment and benchmarking, sales mindset, resilience and neuroscience.

An advocate for women in sales, Sue is currently working on her latest research project ‘Sell like a Woman’, and with her team produces the ‘must read’ Annual 12 Sales Trends Report.

Sue was inducted into the Business Women’s Hall of Fame 2000, a Finalist in 1998 & 2001 Telstra Business Woman of the Year Award and 1997 Winner of Telstra & Victorian Government Small Business Award.

Sue is the mother of 2 teenage boys and lives and works with her partner, Jobst, of 25 years. She is also a competitive swimmer and field hockey player, as well as a keen practitioner of yoga and meditation.

Sue’s education & public accomplishments include: BSc, Cert (Strategic Mgt), Cert IV (Workplace Assessor & Trainer); Accd. Executive Coach.

### About the LSV Female Leadership Network

In June 2013 Life Saving Victoria launched the Female Leadership Network (FLN), with a mission to bring females from all facets of the organisation together to inspire and be inspired. We hoped to encourage a cultural change by championing positive female role models, supporting female leadership and personal development and by providing females an opportunity to network and share.

The FLN is open to all females over 18, including both staff and volunteer members. Four years in, the network now has over 200 active members representing 53 lifesaving clubs, with members ranging from aged 18 through to 75 years in a range of roles within Lifesaving.

The FLN continues to grow and provide to the LSV community through keynote sessions, networking events, member training and professional development opportunities. FLN supports state and international scholarships. FLN has an ongoing active online presence through the ‘LSV Female Leadership Network’ Facebook Group.

The inclusion of Male Champions of Change within FLN was an important and essential step in building awareness of gender equality and ensuring a cultural change within Surf Life Saving. FLN sessions are now attended by male champions of change.

#### For further details about the FLN:

<http://lsv.com.au/clubs-members/leadership/female-leadership-network/>

Not a member of FLN? Please click here to join the Female Leadership Network and receive updates on new opportunities: <https://lifesavingvictoria.wufoo.com/forms/lsv-female-leadership-network-registration/>

