



# NewMemory

Professional Development Rethought

## Training Catalogue

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I had one of the best experiences of my career yesterday. You are beyond amazing, and I just wanted it to never end. Wish I could bottle you and bring you with me for a week in my pocket to guide me and flag when I need to step up or step back. Thank you so much for sharing your knowledge and your personal experiences with us, so very much appreciated” - Kimberley Booth, PHN

# Newmemory & Guy Newman

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Newmemory has been operating in Australia and Overseas for over 20 years. We think it's time to rethink Professional Development. We create lasting change and impact by weaving storytelling, laughter and challenging activities into our sessions. We ensure the learning creates lasting change.



Our Founder & Director, Guy Newman, is an Olympian, International keynote speaker, corporate trainer, memory and mindset expert, and serial entrepreneur. He has trained, coached and mentored over 100,000 people worldwide including CEO's, Olympic Athletes, Hollywood Actors, Businesspeople, Sports Stars, Entrepreneurs and Cirque de Soleil acrobats. He has launched seven successful companies, built a Vineyard in the world-renowned Marlborough Region and is always living life to the full.

Guy has been a trainer and speaker for over 35 years. He represented Australia at the 1992 Olympics in Barcelona. Australia's Water Polo Goalkeeper for 10 years and awarded the Best International Goalkeeper Trophy in 1995, also a former coach of the Goalkeepers in the Australian Team.

During high school Guy was a Juggler, Acrobat and Clown in the Flying Fruit Fly circus and later went onto training the performers at age 15.

After studying Journalism, Sport Science, Psychology, IT and a variety of other subjects, Guy developed a passion for Personal and Professional development.

Guy is accredited in HBDI, NLP, Emotional Intelligence (MSCEIT), DISC and more.

Using his vast experience and a unique gift in helping people learn, his workshops are entertaining, informative but most importantly effective in developing your people.

## Course Outlines

The following pages outline the different courses we offer. Please note that we can also customise a workshop or event that will exceed your expectations.

# Leadership – Character & Confidence

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People prefer to follow leaders, not instructions. It is your role as a leader to build a fire within, not underneath your team. In this workshop, discover how to develop the character traits, and skills required for others to want to follow you.

## Workshop Outcomes

- Leading is not managing. Learn the two sources of authority
- Build the character traits that make others want to follow you
- Develop your Leadership Strategy
- Engage, inspire, and lead through communication
- Navigate difficult conversations
- Coaching and Mentor others for performance
- Lead Diverse People to get the best performance
- Think critically
- Follow a sound decision-making process
- Lead productivity and outcomes
- Lead creative conflict – the only way to encourage innovation
- Lead others through change



**Note:** the duration of this workshop is flexible. We run shorter intense programs as well as programs spread over the year. Speak to us about how we can exceed your objectives.



““I thought I'd let you know that even after 1 year on, your teachings are still fresh in my mind. I've really dedicated this last year to become a better leader & human being. I recently got promoted to Manager of the East Coast & PNG regions, which would not have been possible without your wisdom and inspiration” - Adam Cliffe, Clough

# Time Management – Productivity & Balance

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Being 'busy' has become a badge of honour. It is better to be 'productive'. In this workshop, you learn concepts around time management that are vastly misunderstood and why some common bad habits can rob you of up to 50% of your time. We will remove your two biggest time wasters – Email mishandling and 'Shaking the box'. You will become more productive, less stressed, able to cope with both challenging and slow times, whilst maintaining a healthy life balance.

## Workshop Outcomes

- Discovering misunderstood concepts around time
- Remove your biggest time waster - 'Shaking the box'
- Turning the Moment of Decision into Action
- Analysing and Replacing Bad Time Habits
- Using Mindful breaks to increase mental capacity & output
- Slow down the perception of time & reduce stress
- Use productivity fluctuations to your advantage
- Break the 'Priority Myth' and prioritise properly
- Professionally manage expectations of others
- Control the 'Beast' – Email management
- Increase your Motivation (an Olympic Story to propel you upwards)
- Why 'To-Do Lists' are important but NOT time management
- Achieve Life Balance
- Apply a 4 Stage process to increase productivity
- Delegate and get the results required
- Reduce Time Theft (Meetings, Interruptions & Waiting)
- Understand and reduce 'Information overload'



“After spending some time thinking about what I'd put in this email and after implementing some of your ideas, I have come to the conclusion, and can honestly say your Time Management course was the most beneficial and pertinent course I've ever been on” - Rob Weir, Solutions Architect

# Presentation Skills – Confidence & Impact

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Learn how to present and speak with confidence from a worldwide keynote speaker. In studies, our biggest fear is always public speaking. In this highly interactive workshop participants develop the confidence to speak and present to small or big audiences and deliver their message with impact.

## Workshop Outcomes

- Overcoming fear and building confidence
- Learning the best place to start
- How to analyse your audience and achieve your objectives
- Effectively structure your presentation
- Create powerful introductions
- Be memorable and have impact
- Use visuals to enhance, not give, your talk
- Confident delivery techniques
- Keep the audience engaged
- Wrap up like a pro



“Everybody thought I delivered a knock-out presentation including all the managers. Would you believe, I actually felt like I had total control from start to finish? I didn’t stutter, I didn’t get nervous, no pounding heart beats or anything. I mean WTF???” – Sammy Fahridin, Challenger



“There are very few people who can fully satisfy a large team of extroverted personalities, but Guy did this like no other. We will continue to ask Guy to train our teams as his training is always tailored for our business, he always arrives with and maintains 100% energy throughout the day, and our employees thrive by putting their learnings into practice” – Yvette Thompson, Industry Sales Manager, Intrepid Group

# Coaching & Mentoring

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The skill of empowering and developing others through communication is a powerful skill for all. The workshop will give you the skills to guide and inspire people to achieve their potential.

## Workshop Outcomes

- Understand the difference between coaching and mentoring
- Understanding human drivers
- Learn why 'telling' doesn't teach
- Create a comfortable environment for coaching
- Use the GROW and SMART models to coach
- Getting buy in
- Encourage self-assessment & self-correction
- Invite suggestions
- Get commitment
- Listen like a coach



“I was overhearing lots of coaching (it is very exciting) around the floors last week and I have been getting lots of feedback about how much they enjoyed the first day. I think they are all looking forward to the second day” – QLD RTA” – Michelle Hamilton, QLD RTA

# Communication – Interpersonal Effectiveness

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Communication within organisations has changed dramatically over the last 20 years. Email has become our primary communication tool, without us stopping to question if that was a wise decision. Research shows that interpersonal communication skills are eroding as a result of the reliance on technology. In this workshop, you learn powerful communication techniques, applicable in every area of life.

## Workshop Outcomes

- Understanding the process of effective communication
- Describe the part biology & psychology play in communication
- Read body language
- Remain composed when it gets tense
- Apply a 4-step process for greater understanding
- Listen with your eyes (and improve your memory)
- Remove ineffective language
- Adjust to different personalities
- Focusing on your objectives first
- Have greater influence



“The Effective Communication Skills session was the most useful training session that I’ve ever been on! I immediately started to use what I’d learnt and it is making a difference as to how I communicate with my clients” – Sue Mieog, Director, Boutiques Partnerships, Fidante



“Without a doubt that was the best communication skills training, and likely the most enjoyable training, I have been on” – Chris Chapman, Australian Sports Commission

# Customer Centricity – Exceed Expectations

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We run several customer-service workshops from achieving customer excellence, to handling difficult customers. All our workshops are based on Emotional Intelligence and the Neuroscience knowledge required to delight customers. Most people don't want to attend customer service training but are enamoured with the techniques when they leave.

## Workshop Outcomes

- Understanding the biological responses in humans
- Developing emotionally intelligent responses to customers
- Uncovering the core expectations and skills required to deliver
- Delight the customer by following OUAA
- Engage customers with understanding before solutions
- Control the interaction
- Delivering bad news professionally
- Managing difficult interactions
- Staying motivated and giving your best



“First of all, instead of dreading the difficult, aggressive complaint calls I was eager to get some. There is one client we have with Customer Care who always comes up with some challenging customers on the weekend. Well I am very pleased to say that the training stuck. I was able to match the caller’s energy, I was able to ascertain what they wanted and how we could help best. I came off that call with a satisfied customer and feeling good about myself. This is only one example of the climate change that is taking place in Customer Care since your training. We are all encouraging each other and listening in for tips and giving assurances along the way. We rarely get a training that has the whole team so eager to implement what they have just learned” – Nandan Cox, CoverMore

# Resilience & Stress Management

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Life can be challenging. Modern life is leaving many people stressed, anxious and depressed. In this introspective, and powerful workshop you will learn how to quickly and powerfully change your ability to cope with stress.

## Workshop Outcomes

- Dissect & understand stress
- Where most of our stress comes from – you will be surprised
- Who we are under pressure
- Optimal levels of stress for performance
- Apply proactive mindset principles for building resilience
- Change your language, change your stress
- Change your focus
- What science has shown us about how we can reduce cortisol
- Follow activities & routines to keep your stress levels healthy
- Build and implement an ongoing plan for resilience



“Wow Guy. Thank you so much for the most wonderful way to learn new skills in managing stress. It is rare to find a wonderful trainer, who keeps the audience captivated and willing to learn. Your ideas, stories and delivery are priceless. Great Job! I look forward to living a more stress-free life.” – Jen Anderson, Apnic



“I have received fabulous feedback about the course - “one of the best courses” people have been on – and people (including myself) are trying to put what we have learnt into practice! Thank you so much for such a terrific day of learning!” – Catherine James, Head of Legal, Challenger

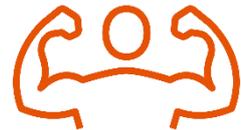
# Assertive & Confident – a stronger you

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Being good at ‘things’ does not build true self-confidence. It comes from somewhere else. Developing confidence and learning to be assertive is important for everyone. In this enlightening, and powerful, workshop you learn how to be more effective when engaging with others.

## Workshop Outcomes

- Defining the difference between aggressive, passive, pass/agg & assertive
- Describe the source of self- confidence
- Build your confidence
- Identifying and developing assertive behaviours
- Applying and respecting our rights
- Assertive communication techniques
- Know when and how to apply



“WOW, the training course today was fabulous. You are without a doubt the most exceptional, inspirational trainer that I have ever had the fortune of meeting. The value that I place on your course content today is that it will have a life changing effect on me, as I put it into practice. The obvious passion and enthusiasm that you have for training and motivating is constantly expressed through your body language, expression and your ability to connect with each participant. Your life experiences and your ability to share them with your audience strengthens and enhances your course delivery in an emphatic and expert manner” – Simon Munt, OLGR



“Thanks Guy, so much for sharing what you do with us.....you never fail to inspire, impress, or touch my heart! How fabulous, the difference you make in people’s lives” – Janet Willoughby, Strategic Planner

# Critical Thinking – Solve, Innovate, Decide

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Neuroscience has taught us a lot about the brain. In this engaging, and insightful, workshop you will discover and learn techniques to expand your thinking capability and techniques, and break out of rutted paths of thinking. Critical thinking requires you to understand your different thinking patterns and biases. The most creative geniuses have all been critical thinkers.

## Workshop Outcomes

- Think about your thinking
- Understand rutted paths of thinking
- How organisations get trapped in rutted thinking
- Think Laterally
- Bust assumptions
- Solve problems using different frameworks
- Thinking backwards before thinking forwards
- Innovate and think differently
- Strengthen your decision making
- Putting it all together to be a critical thinker



“Great feedback from the group as always!” – Yvonne McIntosh,  
Learning and Development Leader, Genworth

# Negotiation – Preparation & Practice

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We negotiate every day in many varying situations. In this in-depth Negotiation workshop, you gain insight into the importance of preparation and how to conduct effective Negotiations.

## Workshop Outcomes

- Define your approach
- Understand the different outcomes
- Prepare like the professionals
- Develop position, objectives, and needs
- Create your TRP and BATNA
- Understanding opening positions
- Create the right environment
- Adapt to different cultures
- Focus on outcomes
- Develop your question techniques
- Adjust to different personalities
- Avoid certain language
- Overcome manipulation strategies
- Apply modern (over traditional) techniques



“I just wanted to say a big thank you for the negotiation session today. It was honestly the best CPD event I have ever attended. Guy was an effective, engaging and entertaining presenter. I thoroughly enjoyed the session and it was practically relevant.” – Bryndis Moffitt, JKC Senior Legal Counsel

# Influence & Persuasion

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The science of Influence and Persuasion has been studied intently over the last few decades. We now have a greater understanding of the factors the influence others and how we can effectively persuade people to consider alternatives. In this intriguing workshop, you discover the skills to move mountains (or more likely, minds).

## Workshop Outcomes

- Describe Influence, Persuasion and Manipulation
- Applying neuroscience to Influence
- Understand the sources of Power
- Apply the 6 Principles of Social Influence
- Understanding audience dependencies
- Frame questions to influence thinking



“When you described emotional and rational responses as being completely different at a cognitive level; so much of my own daily reactive communication made sense in a way I have never understood before. Honestly I had not much sleep before our session this morning as I am preparing for finals with my MBA; this time on ethics. Somehow, you kept my attention the entire time; and gave me enough energy to have a great afternoon too.” – Paul Connolly, VGA

# Creative Conflict – Above the Line

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Conflict can be both good and bad. Conflict is good if it improves things; it is bad when it damages relationships and gets in the way of progress. Without conflict, we wouldn't have innovation, yet most people avoid conflict. In this workshop, you will encourage and participate 'above the line' conflict to create a safe and innovative culture around you.

## Workshop Outcomes

- Understand conflict and why we avoid it
- How we respond in conflict
- Know when conflict is good and when bad
- Creating above the line conflict
- Recognise which of the 4 approaches you use
- Keep our cool under pressure
- Resolve conflict with professionalism



“I just wanted to say a huge personal thank you for the training course today. It was not only very beneficial regarding conflict resolution it also made me think about myself in a new light, It was motivational and made me want to do better and be better” – Sarah Walker, VW

# Memory Skills

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Building a stronger memory as you age is easy. In this fun, and interactive, workshop you discover the secrets and science behind a powerful memory. You will be able to remember people, dates, sales information, and most importantly where you left the keys.

## Workshop Outcomes

- Understand how our brains form memories
- Stop what is holding you back
- Avoid embarrassing name forgetting moments
- Increase social and business confidence
- Faster thinking and greater recall
- Keep your brain healthy as you age
- Much much more



“Just a quick one to say thanks for the course. The feedback was all so positive – even surly Pete. When you have comments like “best course ever”, “ I feel so good about myself” and “ I believe I have the best memory” it is so positive for me to hear this. Will be booking another memory brilliance for the second half of the year as well” –  
Greg Sawyer, Manager Communications Services, UNSW

# Customised Workshops / Programs

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Every organisation has its own challenges and learning objectives. We take pride in our ability to build and customise workshops that will exceed your expectations.

## Workshop Outcomes

- We tailor workshops to exceed your objectives & expectations



“This was one of the most useful and enjoyable training sessions. Guy was fabulous, outstanding and his remarkable sense of humour kept the audience engaged and entertained. Excellent workshop! Well worth time and investment!” – Anna Mylonas, Human Resources Business Partner, Challenger



“I have never attended a training session that completely engaged me all day, you left me wanting more and I do want more. I have felt myself incorporating some of the skills already, into not only my working life but also my personal life. I can't thank you enough for teaching all of us these skills that we have come to forget and some we did not recognise or understand. I have noticed an enormous change in my colleagues behaviour already and it only makes me more motivated. I feel like this has been life changing to say the least and it excites me.” – Lauren Moore, IM&T

# Keynote Speaking

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Guy Newman, our director, is an international keynote speaker and trainer. His stories make the audience laugh, cry, and learn!



“There was a great energy and enthusiasm that continued the rest of the afternoon, and lots of intention to rethink and put in place some, or perhaps even all of your tips! I certainly tend to arrive at these types of events with a load of scepticism and prepared for a lot of eyerolling at the aspirational idealism that seems well beyond my willpower and drive to actually have an impact on my life, but that was very quickly washed away with your down-to-earth, real-life approach, both in your information and your style. I took away the conviction that I can influence my own responses and have already started to work on getting those in place now; especially around things that have been big challenges for me with my kids!” – Sara Morgan, HNECCPHN

We look forward to exceeding your expectations and supporting your efforts to develop your team.

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