

# **Phil Preston**

**Founder at The Collaborative Advantage**

Sydney area, NSW, AU

Shared Value Expert | Empowering Your Social Imagination

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## **Biography**

Shared Value is the term used to describe significant win-wins between business and society.

After visiting a nearby community organisation, Phil was truly humbled by the size, scale and complexity of their challenges.

Disillusioned with philanthropy and corporate social responsibility as effective mechanisms for change, Phil became a pioneer of the shared value movement, helping:

- > Businesses thrive in new ways
- > Non-profits increase their impact; and
- > Government facilitate win-wins at scale.

He coined the term Social Imagination to describe the capability required to identify, develop and implement shared value strategies.

Phil is an independent strategist, experienced facilitator and highly acclaimed professional keynote speaker.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## **Industry Expertise**

Corporate Training, Business Services, Education/Learning

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## **Areas of Expertise**

Collaboration and New Ways of Working, Shared Value, Strategic Partnerships, Community Development, Regional Economic Growth and Development, Keynote Speaking, Facilitating Partnerships, Leadership, Business & Leadership, Wellbeing and Balance, Mental Health

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## **Affiliations**

Hargraves Institute, Professional Speakers Australia, Shared Value Project

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## **Sample Talks**

## **How to Keep Your Day Job and Make an Extraordinary Difference**

Format: 45-60 minute keynote

If your people are busy in their day jobs, they may be frustrated that they don't have time to do the things they really want to do and make a difference in the world. The good news is they don't need to quit their day job to make it happen, Phil inspires, motivates and empowers your people to rise above ordinary and become extraordinary.

It is perfect for:

- Busy professionals who want to get more out of life
- People who want to take their personal impact to a much higher level
- Managers and executives looking for performance gains

The audience will leave with:

- Examples of making an extraordinary difference in action
- Techniques to combat being time poor
- The three vital ingredients that will empower them
- How to construct their own personal plan
- One action they can implement straight away

This keynote is very inspirational and gets fantastic feedback because its practical and life changing.

Plus, it is the perfect launching pad for workshops, working sessions or programs to take their initial ideas to the next level.

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## **Event Appearances**

**Beyond donations (roundtable) panelist**

Benojo facilitated industry expert panel

**Social Innovation Industry Expert Panel**

The Big Conversation

**Guest Speaker**

Changemakers Festival

**How to Keep Your Day Job & Change the World**

In-house employee wellbeing seminar

**Beyond Charity**

Young Rotarians Meeting

**Creating Impact in Your Home, Work & Community Life**

Hargraves Congress

**CEO Institute Guest Speaker**  
Syndicate Meeting

**CEO Institute Guest Speaker**  
Syndicate Meeting

**CEO Institute Guest Speaker**  
Syndicate Meeting

**CEO Institute Guest Speaker**  
Syndicate Meeting

**CEO Institute Guest Speaker**  
Syndicate Meeting

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## **Education**

**University of Tasmania**  
Bachelor of Science with Honours Mathematics

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## **Testimonials**

**Maria Milis, Grant Paver and Mark Goddard, Westpac**

“Thanks for running the session for us today – the discussion gave the various stakeholders in the room a broader perspective of the issues we face and how it impacts what our businesses are trying to do. The initial feedback was excellent and we will look to do a follow up session.”

**Shannon Anderson**

"I just wanted to send you a quick message to say how much I enjoyed your presentation at the RUOK? Conversational Leadership Workshop last week in Melbourne. The whole program was a great line up of speakers, and I thoroughly enjoyed the event. I particularly liked your personal and authentic presentation and your thoughts on ways people can find their passion, connect with others and ticking the boxes of leverage, sustainability and impact."

**Dr Gary Saliba**

"Thank you for your keynote on shared value and how it can assist regional development. We have had great feedback from attendees with lots of people wanting to assist us in developing the approach."

**Jason Gehrke**

"Just a quick note to thank you again for your presentation at the Franchise Marketing Forum on last month. We have received outstanding feedback on your presentation and on the day in general. Your contribution has helped maintain the vibrant culture of sharing and openness that distinguishes the franchise community from other business sectors."

**Helen Steel**

“Thanks again for your contribution to the forum. We have received great feedback from your workshop and would like to consider running an extended version later in the year if you are interested?”

**Brett Giddings**

“Phil is great at recognising issues, opportunities and trends and identifying practical opportunities through conversation and workshop facilitation. We (the APC) contracted Phil on two occasions; on both he delivered in full, on time and beyond the brief.”

**David Barker**

“The Bursars Association of NSW ran a conference with a focus on leadership. Phil presented a well received session on “How to keep your day job and change the world”. The delegates welcomed his insights on how to manage very busy jobs and still contribute to other aspects in their lives that they value. We enjoyed having Phil along to speak.”

**Jemma Wellard**

“We engaged Phil to be a part of our Better Living Series in which we aim to help our employees improve their health, well being and quality of life. Phil presented to our employees about how they can increase their level of community engagement, without disrupting their day job. It was an interactive and engaging session and everyone in the room walked away with an actionable item that was suited to them.”

**Armando Reviglio**

“Phil conducted a visioning workshop for us with over 20 people participating from a diverse background of the community and business sector. He was able to skilfully lead the workshop in a relaxed and professional manner. The future directions that came from the workshop and Phil’s facilitative style certainly helped to achieve the desired outcomes our steering group we were seeking.”

**John Hepburn**

“Phil facilitated a really useful strategy session where he led a group of novices through a very complex set of issues to the point of having a shared understanding of the dynamics, threats and opportunities for our campaign. Great to work with.”

**Sarah Lisle**

"JCI Australia as a whole with all local organisations represented at our National AGM can not thank you enough. Your insight, time and thought provoking content will enhance our frameworks and strategic planning long into the future"

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