

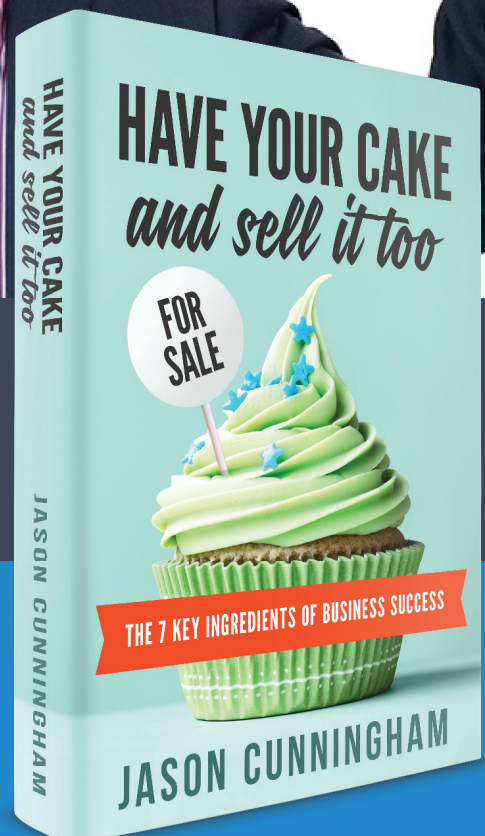
SPEAKER & MEDIA KIT

JASON CUNNINGHAM



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MEET JASON

PASSIONATE, PROFESSIONAL, PROVEN

Jason Cunningham is one of Australia's leading business growth experts.

Over a 20 year career he's inspired thousands of business owners to take action to build a better business, make a truckload of money, and get a life. His experience, engaging personality and down-to-earth style make him a unique voice in the SME space.

Jason's an author, entrepreneur, industry commentator, engaging keynote speaker, FCPA and member of **Channel 10's The Living Room** and **SEN1116's The Run Home**. He's been featured in print and broadcast media on programs such as Sky News, Hinch Live and Studio 10.

Jason talks from experience, not opinion. He educates and inspires through real-life examples from clients he's helped, insights from world-class experts, and lessons from his own business journey.

Jason doesn't take himself too seriously... but he takes what he does very seriously. He's passionate, larger-than-life, and a born entertainer; he believes having a bit of fun is the best way for audiences to absorb a message. But when it's time to get down to business, he's the ultimate professional. His focus is to deliver the best outcome for the audience (and you).

His entertaining and engaging style has made him a highly sought after talent on the speaker circuit. He loves nothing more than sharing his business success insights with a full house of other owners, managers or dreamers.

His latest book '**Have your cake and sell it too: the 7 key ingredients of business success**' combines his 20+ years' experience as a successful business owner and consultant with cracking insights from world-class industry leaders.

At 24, he co-founded The Practice (www.thepractice.com.au), a business and personal wealth advisory firm which has grown into a \$10 million-a-year business with a diverse client base.



SHOW REEL



Watch this short excerpt highlighting Jason's extensive speaking experience and unique style

EXPERT MEDIA COMMENTATOR & PRESENTER



medibank
For Better Health



HAVE YOUR CAKE AND SELL IT TOO

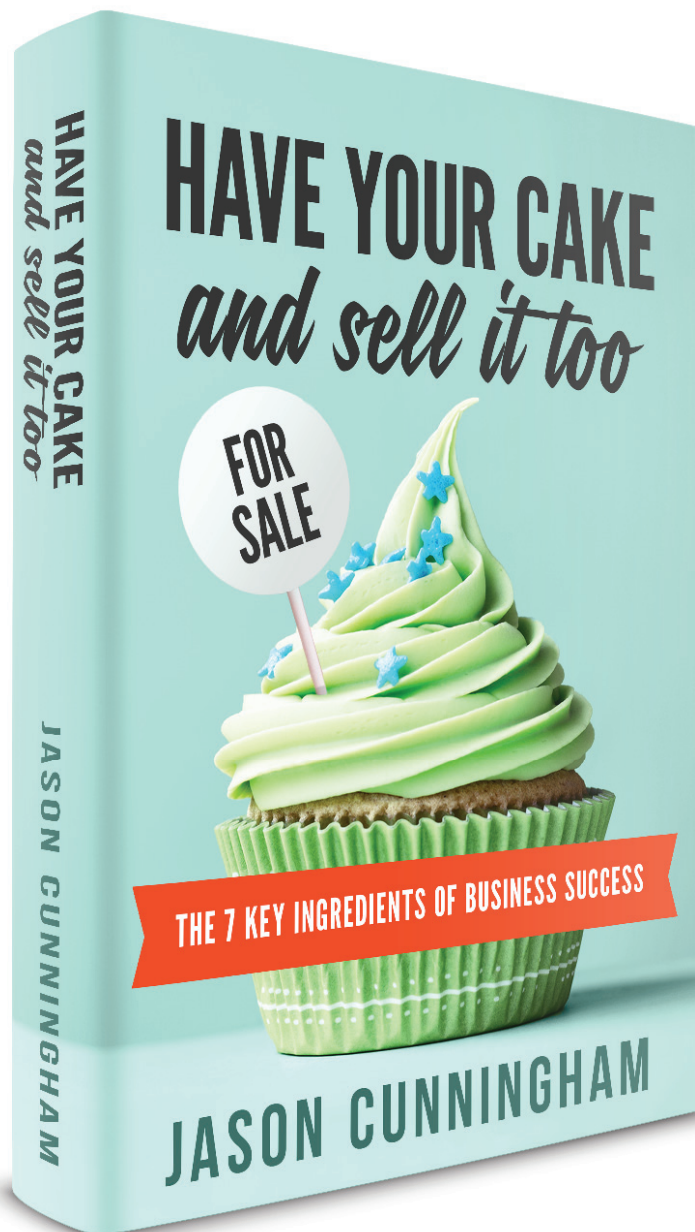
THE 7 KEY INGREDIENTS OF BUSINESS SUCCESS

Is it too much to want it all – a profitable business that's a dream to run; a business asset you can one day sell for a truckload of money; and have a life?

Business expert Jason Cunningham believes you *can* have your cake and sell it too: by implementing key actions to build a highly valuable business asset for tomorrow, you'll by default build an awesome business today (that you'll probably want to hang on to).

Because the very attributes of a business that's a dream to own – amazing cash flow, brilliant profitability, ideal and loyal customers, super suppliers, and incredible team members who follow clearly defined processes so that the business runs better when you're not there - are also what makes it highly valuable to others (and frees you up to enjoy greater lifestyle flexibility).

This book will help you get the rewards you deserve for all your blood, sweat and considerable tears in the form of profit/dividends, and a juicy big cheque when – if – you one day choose sell. And just as importantly, to give you the choice to sell it or keep it.



KEYNOTES

HAVE YOUR CAKE (AND SELL IT TOO)

Some owners get a great financial return from their business, but are slaves to it. Others have enviable lifestyles, but no money to enjoy their freedom.

Jason argues you *can* have it all: get full return for your efforts now, in the form of profits and lifestyle, and later, in the form of a highly valuable business asset that someone will pay top dollar for.

The best bit? You don't actually need to sell your business; but building a business that's highly sellable means it's not only ready to be sold for a truckload of cash, it's also a delight to own in the here and now.

ROGUE ACCOUNTANT: WHY YOUR FINANCIALS COME LAST

What – an accountant that doesn't look at his financials??

Jason Cunningham is not your average accountant. While he loves and respects numbers, he doesn't get caught up in them – in fact, he never even looks at his business' financials. He argues that your financials are the last thing business owners should focus on – especially for strategic decision-making; there are far more important factors that dictate the success (or otherwise) of your business.

Learn the real drivers of business success, and discover the simple tools to harness these drivers so your business keeps moving in the right direction.

WHAT, HOW, WHY?

Understanding your business – your purpose, what you stand for, and why you do what you do – is arguably the single biggest change agent for business success. Leveraging world-class thinkers, and his own experience helping other businesses and growing his own, Jason shares the power of understanding your business, and the secrets of successfully articulating your what, how and why.

SACK YOURSELF!

Business owners are the biggest success factor for their business... but all too often they're also the biggest barrier holding the business back. To truly achieve business success, you need to be able to separate yourself from your business, so you can engage with it on your terms: come and go as you please, cherry pick the clients you want to work on, take a holiday when you need one. Best of all, by sacking yourself, you'll build a self-sufficient business that runs just as well when you're off having a life.



YOU'RE IN GOOD COMPANY

Jason has worked with and presented to some of the biggest names in the country, including:



IN THEIR OWN WORDS...

"It's been over 48 hours since Jason Cunningham spoke at an Anthill event and I'm still buzzing from the energy that Jason brought to the group. He's full of passion & integrity, he's bold, but always guaranteed to entertain and educate a group of passionate business builders. If you're thinking of hiring Jason for an event, I say 'do it!'... I'd like to tell you more but I'm so buzzing I've got to go get sh*t done!"

[WATCH VIDEO](#)

James Tuckerman – Founder, Anthill



"Hi Jason, many thanks for your highly-motivating presentation at last night's AGM. It was a dynamic and thought-provoking session that our members responded to extremely well. Great job."

Brendan Watkins – CEO, Swimming Pool & Spa Association



"Jason's engaging presentation style and world-class content set him apart in the SME space. Whenever I talk about business owners who are true Thought Leaders – speaker, media authority, author, and also mentoring clients – I always give two examples: the first is Richard Branson; the second is Jason Cunningham. I think that says it all."

Peter Cook – CEO, Thought Leaders Global



"Jason brings a unique perspective (plus a truckload of passion and energy) that our audience laps up. By challenging and inspiring in equal measure, he helps the audience to achieve results they never thought possible. I was so impressed with his content, I engaged him to be my business adviser. I couldn't give a stronger endorsement than that."

Glen Carlson – Director, Key Person of Influence Australia



"Jason was rated No 1 (out of 24) for Best Presenter by attendees at the 2016 IPA Congress."





Jon Burns – General Manager VIC/TAS, Institute of Public Accountants





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