

# WEST HERTS BREAKFAST BRIEFING

**John Fisher, IOD author and founding director of Oxford Motivation**

*'Go on then, motivate me!'*

**How professional performance improvement programmes are delivering bottom-line results for all types of businesses.**

'Most people exert only 15% of their combined intelligence, skills and aptitudes in their employment', so said William James, the 19<sup>th</sup> century work study pioneer. And it is still true today. With 25 years in the 'people improvement' business John Fisher explains how organisations such as Barclays Bank, IBM, Volvo, Burger King, Autoglass and many others have reaped the rewards of PI programmes to create more sales, more profits and higher performing employees, not just salespeople.

John will run through the principles of why cash doesn't work anymore, how to research your workforce with a 'human audit', how to communicate internally effectively and what types of non-cash rewards and recognition are appropriate.

His corporate incentives experience is enshrined in two books, *How to Run Successful Incentive Schemes* and *Sales Rewards and Incentives* in addition to other books on benchmarking, e-business and event management. His *Sunday Times* paperback, *How to Run a Successful Conference*, has been translated into Brazilian Portuguese, Chinese, Arabic and Polish and is now in its third edition.

**Venue:** **workhotel**  
check in > check out

This breakfast briefing is being held at the Workhotel, Hemel Hempstead and is an excellent opportunity to network with your colleagues in the local business community.

Spaces are limited, so please complete the booking form overleaf and return it to Meena Begum.

**Fax:** 01582 390461

**Call:** 01582 390440

**Email:** info@whbb.co.uk

We look forward to seeing you there.



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# WEST HERTS BREAKFAST BRIEFING

**Date:** Thursday 20 September

**Venue:**   
check in > check out  
575-599 Maxted Road, Hemel Hempstead

**Cost:** £16.95 per person

## Programme

**7.45am** Arrival

**8.00am** Breakfast

**8.30am** Presentation by John Fisher, IOD author and founding director of Oxford Motivation

**9.15am** End

I confirm that I/we will be attending the Breakfast Briefing on Thursday 20 September:

Name..... Company.....

Tel..... Email.....

Guest Name..... Company.....

I enclose a cheque for £..... Made payable to:  
**West Herts Breakfast Briefing**

Please reply by **Friday 14 September** to: Meena Begum

**Telephone:** 01582 390440

**Email:** info@whbb.co.uk

**Fax:** 01582 390461

**Address:**

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