



# Dashfield

## JOHN DASHFIELD: CORE PRESENTATIONS AND BIO

### THE ONE PAGE BUSINESS PLAN

John will present the five questions all serious business owners must answer (but almost never do!). He will share the thinking behind the unique '**One Page Business Plan**' and engage the audience by stimulating them to think about their own business.

The One Page Business Plan concept is being used by some of the world's most successful organisations to gain rapid results. Business guru and top author Tom Peters says "The One Page Business Plan is an out-and-out winner. Period."

This is a highly interactive session where the participants will come away with the beginnings of a powerful, yet simple plan to manage and grow their business. No one will leave empty handed!

### THE POWER OF INFLUENCE

John has found that the one question business people ask more than any other is "how can I be more influential?"

The process of influence is very different from what people often imagine it to be. John approaches the subject from both a scientific and creative viewpoint and will raise people's awareness to critical elements of the process. You will learn what's being used on you literally all the time!

During this well-researched and thought-provoking session John will share

1. The three questions you must answer before you can effectively influence
2. How to create instant rapport, build trust, and convince someone of your expertise
3. How people really make decisions
4. The secret of what you're really selling
5. A set of easily learned but incredibly powerful questions to grab people's attention

John has given this presentation to audiences of over 400 people, and was invited as a speaker to the Personal Finance Society conference at the I.C.C. Birmingham, 2006.

### MOTIVATION

Motivation is a popular subject for business audiences. John has developed his own unique perspective on this subject based around his training, studies, and experience of human consciousness.

John calls this talk 'Desperation, motivation or inspiration!' He will challenge popular thinking on motivation being all about a 'pump up' and introduce the idea that it's our level of consciousness that determines how much we 'attract' into our lives and the quality of life we lead.

The audience will grow their understanding of what it is that drives all human beings and how to powerfully harness the natural energy that is all around us.

### ABOUT JOHN DASHFIELD

John Dashfield became self-employed in 1991 in the insurance business. He was an award winning sales person for a national company before setting up his own Independent Financial Adviser business. After several years John went on to found his company, Dashfield Coaching and Development Ltd, to follow his passion for helping people develop both personally and professionally.



John is a certified coach through The Coaching Academy and he has trained in Neuro-linguistic Programming at Practitioner, Master Practitioner, and Trainer levels, Certified by the Society of NLP. These skills allow him to be a highly effective communicator and have the skills, strategies, and tools to help people achieve the breakthroughs and transformations they seek.

He has worked with businesses ranging from one person operations to global organisations including Pepsi, Walkers, Bank of Scotland and Johnson and Johnson.

### Dashfield Coaching and Development Ltd

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