

Connect. Learn. Contribute. Prosper.

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You may have noticed this progression of words on our cover, below the *Business Acumen* masthead.

Like a great many businesses over the past year, *Business Acumen* has been re-evaluating its role and its appeal with our customers – readers and advertisers alike – in the wake of a downturn in revenues.

Similar to many media organisations, *Business Acumen* has used the lessons of the downturn to reassess its fundamentals. We feel privileged to be able to do so and remain in business, for many publications have fallen by the wayside in 2008 and 2009.

The publishing industry is in unprecedented transition. Many magazines have dropped their print editions and gone solely on line, while others have disappeared completely.

We believe print remains the most effective medium for our key readers – Queensland's business leaders, owners, chief executives and aspirational business people – to spend time with us. Busy people find *Business Acumen* magazine convenient and comfortable. No other format has the ability to act as a sentinel, in waiting rooms around the world, to draw attention to the dynamic Queensland business environment.

What we decided to do was to highlight, simply, the main things our customers get out of the print publication and our allied online services.

Connect with others in a way that can enhance your business and your lifestyle. *Learn* from the experiences and advice of others. *Contribute* and give back to your community and public. *Prosper* as a result.

WORDS INTO ACTION

There is a lot more to it than just the words displayed.

We have taken action in several key areas. You will notice improved elements of www.businessacumen.biz.

The latest is an online business credit check facility that goes live on November 1 and aims to educate and facilitate business to pay more heed to this vital area.

Importantly and vitally, this credit check system also gives business people the information and capability to properly manage their own credit history. This is an area of increasing concern for business, with major changes to the sector coming from the Federal Government next year.

We are also launching the *Business Acumen Connect!* series of networking events at Christie Conference Centre, Brisbane this month. This is an opportunity for *Business Acumen* readers to gather, connect and open up new business opportunities together.

The series is being facilitated by Profitable Connections managing director, Craig Leaney, who communicates the power of strategic networking as a way of accelerating business.

Acumen knows that any time a substantial group of skilled and motivat-

IN BRIEF >>>

INNOVATION SERIES ON HEALTH-DRIVEN ECONOMY

The Queensland Innovation Series will present three expert views on how health innovation is a key driver of the Queensland economy.

Addressing the topic Health Innovation: A Key Driver for Economic Development is Queensland Treasurer and Minister for Employment and Economic Development, Andrew Fraser.

He is supported at the November 6 event by Princess Alexandra Hospital executive director and director of medical service, Richard Ashby, and Mater Medical Research Institute chief executive officer, John Prins.

Mr Fraser will present on the importance of private sector innovation from a public health perspective, with particular emphasis on South East Queensland. Dr Ashby and Prof. Prins will discuss the role of 'bioprecincts' in health research and innovation with particular emphasis on the opportunities presented by e-health. The Innovation Series luncheon is resented by Zernike Australia with partners AIC and Brisbane Technology Park, at Brisbane Convention and Exhibition Centre. www.innovationseries.com.au ■



Andrew Fraser.

ed business people gather in a room together there are going to be positive outcomes and new opportunities created – so we are planning a series of *Business Acumen Connect!* events in Queensland throughout 2010. ■

Learn the essential skills of a Professional Salesperson!

Do you need to maximise the conversion of any new opportunities? After the immediate success experienced by participants at our last workshop, we have launched 2 more workshops and bookings are filling fast.

"I noticed an increase in my focus and positive attitude straight after the first workshop and an increase in my conversion rates following the second workshop"
Liza Logan, Sustainability Officer

"Wow, I got so much value from your workshop yesterday and it has had an immediate impact on the value I can add to my clients, thank you so much"
Sheree Lenton, Business Coach

Where CBD Workshops; Wednesday 11th & 25th November at Cliftons, 288 Edward St, Brisbane OR

Indooroopilly Workshops; Friday 20th & 27th November at VM Learning, 108 Farley St, Indooroopilly, QLD

Investment \$495 for the 2 half day workshops with incentives for additional attendees from the same company

More Information

go to www.profits.net.au/moresales <<http://www.profits.net.au/moresales>>



Profitable Connections
Sales strategies, training and resources to increase your profits.