

## About Darren Hill

Darren understands people like few others. A Behavioural Scientist, Darren studies people at work for a living. Darren is often consulted for his unique expertise as a behavioural trend-spotter; someone who can understand and predict the behavioural drivers within workplaces, organisations and even at a societal level. Forward-thinking organisations and leaders across Australia have reaped the benefits of Darren's foresight in these behavioural trends.

With a wealth of experience in large and small business, and from white collar to blue collar audiences Darren possesses a unique ability to relate to people from all walks of life, and is passionate about helping people achieve better better results at work and in life.

Pragmatic Thinking  
presents



# Think Tank

Better Business through Better Thinking

With so much content in our world, sometimes you just need to have a great conversation to help us make sense of it all. Join the smartest crowd on the Gold Coast to stretch your thinking.

## Powerful Positioning

Whether success is required for your business, your team, or your personal brand, how you position yourself is critical.

In this THINK TANK, we will explore:

- Why positioning is many times more powerful than marketing, sales or advertising and costs nothing!
- Key mediums or methods you could use to position
- The three key areas to build a strong reputation economy
- Building a plan to kick-start your positioning efforts in 2012

**Friday 10th February**

**8am - 10am**

**Miami Surf Club, 2 Hythe St Miami**

Or join us for breakfast at  
Piccolo sometime between 6.30 - 7.30am,  
ready for a 8am start.

For more information, please contact  
Victoria Thornton on 07 5536 5375  
or 0414 273 499 or email her at:  
[victoria@pragmaticthinking.com](mailto:victoria@pragmaticthinking.com)

