



## PROFESSIONAL PROFILE

# ROD FRASER

### HIGH PERFORMANCE COACH

Building High Performance Businesses



### PROFESSIONAL PROFILE ~

Rod focuses on helping business owners in the Small Business and Finance Sectors create success in the easiest and simplest way possible, to achieve success both in their business and personal lives.

This often involves getting business owners to think their business through, to focus their efforts and resources, to plan, to be clear about who they are, who their clients are, about what they want, and how they do business.

A key objective is to identify exactly where the business is at, in all aspects of the business, and find out what new information and knowledge is required to get the business fully functioning. Then he looks at where the business owner wants the business to go, their goals and vision, and how to create this.

Rod has run and helped build businesses in many industries including architecture, professional services, design, manufacturing, trades, construction, real estate and information technology to increase profitability up to 1,200%.

Rod is a Master Practitioner of Neuro Linguistic Programming. He is also a Wealth Dynamics Master Practitioner. With 25 years experience in business, management and marketing and 18 years in human behaviour and communication, Rod offers practical step by step methods that work.

### QUALIFICATIONS

#### Wealth Dynamics Master Practitioner

XL Results Foundation Pte, Singapore (2007)

#### Neuro Linguistic Programming Practitioner & Master Practitioner Certification

Neuroads Pty Ltd, Sydney (2003)

#### Neuro Linguistic Programming Practitioner Certification

Neuroads Pty Ltd, Sydney (1997)

#### Neuro Linguistic Programming Master Practitioner Certification

Neuroads Pty Ltd, Sydney (1995)

#### Ericksonian Hypnosis

Neuroads Pty Ltd, Sydney (1995)

#### Timeline Therapy

Neuroads Pty Ltd, Sydney (1995)

#### Post Graduate MBA

University of Wollongong NSW (6 Months – 1992)

#### Bachelor of Commerce

University of Wollongong NSW (1 Year – 1991)

### PERSONAL, BUSINESS & SPORTS

#### MINDSET COACHING

- Transformational Coach
- High Performance Coaching
- Personal Coaching & Behavioural change
- Wealth Dynamics Master Practitioner

#### BUSINESS MANAGEMENT, SALES & MARKETING CONSULTING

- Business & behavioral modelling
- Marketing & sales analysis & program development (traditional & online)
- Process re-engineering & organisational restructure
- Managing by values
- Brand, values & beliefs
- Team building & dynamics
- Client relationship programs
- Franchise development & marketing

#### KEY INDUSTRY EXPERIENCE

- Accounting & Finance
- Advertising
- Architecture
- Building & Construction
- Business Services
- Education & Training
- Legal
- Health & Beauty
- Hospitality
- IT & Internet
- Manufacturing
- Photography
- Plumbing
- Printing & Publishing
- Real Estate & Property Development
- Radio
- Sport (Golf, Basketball, Lawn Bowls)
- Transportation