



## Pat Grosse

*Life may throw curve balls, but when it throws the dream ball, take aim, hit for six and celebrate!*

Pat has experienced the highs and lows of business success. From being a driving force behind a market leader in a training niche in Europe, to a near melt-down when her own business began to show signs of decline, Pat has first-hand knowledge and experience of what it takes for businesses to succeed.

Using entrepreneurial principles, Pat motivates businesses and not-for-profits to step outside of their everyday spaces and to think and plan to get to the next level. Pat has spoken to a variety of audiences, incorporating examples of client achievements to illustrate what they too can achieve.

Pat challenges businesses and not-for-profits who want to make a difference, to think with an entrepreneurial mindset that makes a positive impact in the business or community in a climate of uncertainty and risk. The fact that her clients go on to win awards is testimony to her skill in this area.

Pat's topics:

- Intuitive Marketer – for people looking for a systemised approach to marketing. Pat has developed a set of 20 Intuitive Marketing Principles, which she has condensed into a simple-to-use marketing matrix covering nine aspects of a balanced marketing model. The keyword is 'balance' and her presentations and workshops are designed for people who know there's more to marketing than the latest online social media platforms.
- Entrepreneurial Thinking – a choice of presentations targeted to businesses or not-for-profits that focus on what can be achieved with an entrepreneurial mindset. Through her presentations and workshops, Pat will inspire to create a mental shift to get people to think beyond the busy-ness of the everyday working environment to focus on reaching their business goals.
- Start your Own Partnerships–Pat has a mission -to get business owners to do their homework before they jump into a partnership venture. In her presentation, Pat demonstrates the value of proper planning before signing any agreements; planning which could save thousands (in some cases hundreds of thousands) of dollars, friendships and business reputations. This presentation focuses on what business owners must do before embarking on what could be a very costly mistake.

## Pat Grosse Contact Information

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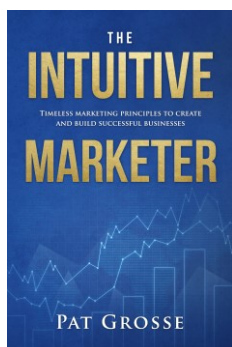
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## Books and Resources

### Books

The Intuitive Marketer

Timeless Marketing Principles to Create and Build Successful Businesses



The book reveals how marketing techniques we take for granted today evolved as information technology became embedded in our psyche. The clock doesn't stand still, but marketing principles stand the test of time. Understanding where we've come from, not only helps us understand where we are today, it also helps us prepare for the innovations of tomorrow.

### Resources

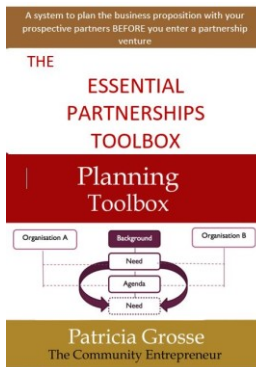
The Grant Winning Success Formula



Self-paced do-it-yourself grant writing training program, contains audio visual media, templates, checklist and manuals to practice with and use for real-life applications.

Also available as part of a six-month coaching and mentoring program with support and guidance when writing grant applications.

## The Essential Partnerships Toolbox



An innovative business planning tool for potential partnerships at all levels. Part one focuses on building the business case for a collaborative venture, thinking through an action plan and matters for consideration when it comes to negotiating agreements.

Part two focuses on change management and aligning systems and processes.

This is a planning tool only and not meant to be the legal document – we leave that to the lawyers. It is, however, an opportunity to think before you jump – an opportunity that could save money, friendships and reputations down the line.

## Project Management in a Box



For not-for-profit organisations and community groups, this is a project management planning tool, complete with templates and checklists. Not only is it a good complimentary resource to the grant writing program, it is a handy guide for project governance. This resource was a result of over 20 years' experience in managing projects, combined with in-depth knowledge of the needs of the not-for-profit sector.

Pat also delivers presentations and uses this resource for project management workshops.

## Managing Projects and Tasks for Small Businesses



The business version of our project management planning tool also comes complete with examples, templates and checklists with businesses in mind. It was put together because of requests from business owners who got amazing value from our project management workshops.

Pat also delivers presentations and uses this resource for project management workshops for business.

## Testimonials

“Yesterday’s workshop by Pat was brilliant. A workshop where we got heaps of content without being overwhelming; a wonderful exercise to implement what we learnt, lots of conversation and fun”.

“I’ll second that. An excellent presentation with practical hands on exercises from someone very knowledgeable on the topic. Great job Pat”.

(Karen and Gary – project management workshop participants)

“Pat Grosse was awesome. Should go first and have grants fair after”.

“...I go to a lot of PD sessions – this has been one of the most useful I’ve experienced”.

(examples of feedback from a grant writing workshop – names not supplied)