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PROFESSOR NEVILLE NORMAN

** Economist **

** Futurist **

Facilitator



http://www.funnellentertainment.com.au/celebrity_speakers/neville_norman.htm

A powerful and provocative speaker committed to increased understanding of how the economy actually works, making facts and figures come clear and alive. Living proof that economics is NOT "dismal". Experienced academic teacher and researcher, business consultant and analyst, media and video performer and public speaker in over 5000 addresses to business and community groups in over 30 countries.

Economist:

International Economist and Communicator, Prof. Norman is recognised as one of Australia's foremost economists, business commentators and consultants.

An arresting and humorous communicator with the rare talent for presenting all manner of economic related subjects in a way that everyone can understand.

Prof. Norman is a regular economics and business commentator on radio, television and newspapers.

He is a member of many steering and advisory committees to business and government, both domestically and abroad.

Prof. Norman's style and personality guarantees to challenge, stir and inform any audience, he is an exceptional speaker in his fields of expertise.

There will not always be agreement with Prof. Norman as speaker, but there will never be boredom!



Facilitator:

Professor Norman is also a highly experienced and expert facilitator to formats such as Open Forums, Hypotheticals and Role-Plays.

Using a blend of expert facilitation skills, his exceptional business knowledge and expertise, Prof. Norman has facilitated both short-term and long-term programs for many of Australia's Senior Management teams.

Futurist:

*"What the future has in store for you depends largely on what you place in store for the future."
(Esar)*

For over twenty-five years Professor Norman has been working with companies and Governments to develop clear, consistent and relevant views of the future. The list of consultancy projects working with significant companies and organisations attest to this.

Prediction, Scenario Assessment, Feasibility Studies; Professor Norman works in all these areas, as he explains *".....sometimes we are looking ahead to a future that in central dimensions we cannot really influence; but our work with policy makers such as health-promotion bodies relates directly to how actions can change the future. Every business decision or economic or social policy action is taken to impact on the future or to respond to somebody's assessment of it. **You cannot keep the future out of what you are doing.**"*

Professor Norman will develop a Keynote Presentation or Workshop to your specific needs.

Recent Clients Include: *Jetset, Ericsson Australia, Advisor Investment Services, AXA, Financial Planning Association, Southcorp, Norwich, BHP, Coles Myer, KPMG, PWC Services (Pricewaterhouse Coopers),.....*

Present and Recent Positions:

Associate Professor of Economics at the University of Melbourne (since 1992); Member: Cambridge-Australia Trust (since, 1992; Chairman 1998-2001); Foundation Member of the General Motors (USA) Australian Advisory Council (since 1979), Law Council of Australia Trade Practices Committee; Economic advisor/consultant to many companies, financial institutions and Government bodies.



Formerly:

Academic teaching positions in the Universities of Cambridge (England) and Melbourne; Executive Director of the forerunner to the Business Council of Australia; Official Economic Advisor to the Commonwealth Government of Australia (1976-1983) and State of Victoria (1980-82); Consultant to the Auditor-General of Victoria. Member of the Commonwealth Government Trade Practices Consultative Committee (1978-82), on whose report the present s.46 of the Trade Practices Act (Cth.) was substantially based; Member of the CSIRO Industrial Advisory Committee (1985-88); Project Director of the Commonwealth Government/CEDA Economics of Australian Immigration Research Project (1982-86); of the Economics Committee of the Business Council of Australia (1983-97); Investment Advisor to the Transport Accident Commission of Victoria (1988-1997); Member of the Ratings Committee of Australian Ratings Limited from its inception in 1982 until its acquisition by Standard & Poors in 1992.

Qualifications:

Bachelor of Commerce (First-class Honours Degree) and Master of Arts (First-class Honours Degree) at the University of Melbourne and of Doctor of Philosophy at the University of Cambridge. Several University and College exhibitions, distinctions and awards. Full Blues in Athletics at Cambridge, 1971-73.

Activities:

Published a large number of books and academic articles and reports in the areas of industry regulation, patents and trade practices; the economic analysis of trade protection and international economics; and the economic analysis of taxation and e-commerce; property valuation and investment advice; health promotion evaluation. Widely sought as a speaker on economic affairs at business meetings and in the media.

Economic Forecasting:

7 gold medals in The Age economic forecasting survey 2000/2001, with first places in growth, business investment, exchange rates, US growth.

FUTUROLOGY - HIS APPROACH.

Central Message:

People say "You cannot possibly predict the future". WRONG! We may not be able fully to foretell it, but prediction means making meaningful statements about events and influences ahead. That we can and must do, for effective business and personal planning. This is because the future grows out of the present, because we can watch how the present and past evolved - that was once a future we sought to predict! And because there are patterns in human conduct, economic events and even government behaviour.



His Method:

1. Seek the main ingredients of the future/forecasting that are relevant to the purpose or client. The most common requirement is demand analysis - "what is going to happen to the FORCES that will impinge on our volume and value of sales". Put this way, the inquirer often overlooks:
 - *prospective changes in competitive or regulative conditions*
 - *fundamental changes in technology affecting the TYPE of products or service that can be provided*
 - *other relevant FUTURE influences - bearing on laws, availability (or willingness) of labour. Futurology looks at more than the forces bearing on demand or markets.*
2. Study the recent past - often statistically - identify trends, cycles and other patterns - but the main thing to isolate, where possible, is REASONS for all this.
3. Focus of three main sets of future influences: Demographic
Economic
Social

The Demographic Angle:

"Almost every relevant thing begins and ends with human issues and concerns." Even in relatively short periods of up to five years ahead, the DEMOGRAPHIC variables can be vital in such areas as housing demand, traffic use and Australia's recent radical slowdown in population growth and increase in ageing have direct implications. We use a detailed spreadsheet database for demographic analysis which is adapted for region, age group and population sub-class as required. We have published important research studies on the financial implications of an ageing population for superannuation, government allocations to pensions, consumption patterns and the like. Our claim is to be trained in modelling advance mathematical demographic simulations and to explain them in plain words for immediate practical application.

The Economic Angle:

Without taking materialistic considerations to extremes, it must be conceded that economic factors drive many decisions - to purchase, to vote, to work, to save, form businesses and families - each of which has further business and social implications. We integrate our economic projections and scenarios with the demographic work and give close attention to the development of discretionary purchasing power. The main spending entities are governments, businesses and households. They each have income and obligatory commitments. The residual is "discretionary income" which can be allocated to purchases of choice, leisure and accumulation." We provide statistics on this and how it is relevant to setting the economic scene for business.



The Social Angle:

Over longer periods, habits, customs and attitudes undergo change. How we work and live, take leisure, move, vote, shop, raise children and do business undergo change, sometimes radical change. We have studies on this, focusing on our time allocation and behaviour. This is integrated with our prognoses. Sociological information is often collected by sample survey and is sometimes less reliable and less frequently available than directly financial or economic data. As the social scene evolves more slowly, this is of little consequence. It is often possible to identify broad sociological changes but to exaggerate the intensity or speed of these - eg. outsourcing by households and businesses, the tendency to work individually by electronic rather than immediate physical association. We believe is a realistic treatment of social change - many powerful advocates can lure audiences in panic or undue attention by exaggerating the pace of change; others do even more damage by ignoring it.

Presentation Format:

This varies widely according to need. The following models have been executed several times in different circumstances:

- a. **Presentation - crisp blunt single vision of the future**, without the usual caveats and alternative scenarios. This has the advantage of concentrating the mind and analysing the prospective implications of a single scenario. It is dangerous if at some time it is not questioned or too many plans are built rigidly around it. This method is usually deployed at the start of a conference as a basis for discussion.
- b. **Scenario Method**. More than one - usually three or four - alternative scenarios for the future are laid out, with a clear exposition of the circumstances that would give rise to each - eg. difference governments, growth paths, world scenes, social conditions.
- c. **Forecasting Methods** - lecture style how-to-do-it given to many training sessions, management institutes, business schools.
- d. **Interactive Workshop** - done many of these for specific products and clients. Work with boards to lead discussion and argument about relevant alternative futures.



Facilitator - the Norman Philosophy

- 1) **Know thy subject** - by preparation, briefing and training. Failure to do so will be very evident - at least to some facilities.
- 2) Absorb and reflect the **conference theme or corporate goals**. If you can't wear them, then the exercise will be dishonest and half-hearted.
- 3) **Give no answers** - it is the facilitator's function to draw out the thoughts of the audience, not to impose them or even to hint at them. Be careful in any summing up at the end to make plain that this is the facilitator's interpretation of what the audience said, not the facilitator's own views!
- 4) **Draw out** the less confident souls and retard the dominate ones.
- 5) **Maintain relevance** to the stipulated subject matter.
- 6) **Adhere strictly to time** commitments - especially as the cost of failing to do so will be to annoy the catering staff or to deprive the event of the chance to discuss other matters properly.
- 7) **Evolve the act** by lighter notes, appropriately short asides and jokes - but in the right places so not to disturb the flow of discussion.
- 8) **Take notes** - preferably by computer, so to record summary versions of the discussion or resolutions or action plans.
- 9) Make **opening statements** if needed to set the scene and describe the tasks - but always respect rule 3.
- 10) **Change** any of these rules (except rule 3) if to do so would clearly benefit the purpose of the facilitation or hypothetical involved.



Client Feedback:

Neville was amusing, challenging, informative and struck the right tone for our conference.
Bunnings Building Supplies

Neville presented very well and added value to our group.
Norwich

We would like to thank you for your excellent presentation at our conference on Hamilton Island. We received many positive comments.
Jetset

Excellent facilitation – provided humour and focus.
Australian Wheat Board

We could of listened to Neville for hours, what humour and of course intelligence.
Centro Properties

Neville ran an excellent hypothetical and ensured that the audience was left debating answers for hours after the session.
Recruitment & Consulting Services Association

Easy to listen to and an entertaining presentation.
Real Estate Institute of NSW

Excellent. Professor Norman is an extremely well balanced performer – he informs, he entertains, he's topical and he's bold.
Institute of Quarrying

Prof Norman was entertaining and informative – his presentation improved at each function.
Motivational Incentive Travel

His information was well received & ideal for the particular audience. I think they gained good & useful information. The Japanese Vice President & Australian Managing Director were quite impressed.
Corporation Pictures

Excellent. Extremely enjoyable presentation. Not only highly entertaining but also insightful, educational & thought provoking.
Justice Department

Excellent. We thoroughly enjoyed the presentation which was in a language that we all fully understood.
Airconditioning and Mechanical Contractors Association (AMCA)



Excellent. Well thought out. Neville reached the audience. He empathises very well. Excellent humour and technical balance. Couldn't recommend him highly enough.

JSP Partners

Very easy to work with and very thorough in researching the chosen topic.

The Property Council

Excellent. Great presenter, very engaging, direct, clear and concise.

AADA – Motor Trades Services

Excellent. Always on the ball, informative and amusing.

Victorian Taxi Association

“Neville worked hard to put it together and managed in making it a triumph. He has an unusual and powerful mix of imagination, broad knowledge base, people skills, humour, presence and communication skills. He was great and I hope to use him again.”

Department of Premier and Cabinet

“What a character - full of energy and life! The delegates warmed to Prof. Neville Norman as soon as he entered the room, and his address was very well researched and executed.”

Ultradata

“Prof. Norman gave one of the most entertaining and relevant talks that I have heard in over 15 years.

He addressed the topic with passions, accuracy and was not afraid to touch on the hard issues.”

St. George Bank

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