



THE SELF MADE THEORY

PRESS KIT

INNOVATE
OVERCOME
PROSPER



THE SELF MADE
THEORY

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THE SELF MADE THEORY

When we think of successful Founders, Entrepreneurs, CEOs or Leaders, they can often be considered a "Self Made" success.

But when you *really* understand how they became great, behind their success is a mentor, a coach, a confidant who has helped them succeed well beyond what they could have achieved alone.

Self Made? More "**Theory**" than reality

*"Coaching isn't therapy. It's product development, with **you** as the product"*

Fast Company



ABOUT BEN



Ben has been fortunate to work across a range of industries with entrepreneurial start-ups right through to a Forbes Global 2000 listed company in executive roles such as:

- General Management
- Operations
- Sales
- Technology
- People & Culture
- Finance

In addition to all the learning that comes from experience, Ben holds a Masters of Business Administration (MBA) and is a Certified Organisational Coach.

This provides him with a **uniqueness** often not found in other Coaches, Mentors, or Consultants – the ability to see the big picture at an organisational level while being able to drill into the detail of any business unit.

In 2017, Ben founded The Self Made Theory, a business advisory practice that enables business & executive leaders to do 3 things:

INNOVATE
OVERCOME
PROSPER



INNOVATE

verb.

to come up with some new creative method, product or idea that inspires change

Same approach? Same results.
Innovation, at it's very core, is about
turning up differently.



STRATEGIC PLANNING



GO-TO-MARKET PLANNING



PURPOSE / VALUES / VISION



ORGANISATIONAL CULTURE



BRAND (PERSONAL & BUSINESS)



PRODUCT & SERVICE INNOVATION

"There's a way to do it better – find it"

Thomas A. Edison



OVERCOME

verb.

to prevail in spite of adversity, to successfully solve a problem or defeat an opponent

Business & adversity go hand in hand.
Learning to overcome your challenges is
fundamental to business success.



TEAM GROWTH, BUILDING



ORGANISATIONAL CULTURE



TIME, TASK MANAGEMENT



BUSINESS OPERATIONS



ONBOARDING, RECRUITMENT



LEADERSHIP COACHING



**ORGANISATIONAL DESIGN & ROLE
CLARITY**

"Your big opportunity may be right where you are now"

Napoleon Hill



PROSPER

verb.

to succeed, thrive, grow, etc. in a vigorous way

Success isn't about money - that's just the outcome. Success is about how you lead, & how your business turns up for your customers.

\$

LEADERSHIP FOR PERFORMANCE

\$

SALES EXCELLENCE

\$

PITCHING & PRESENTATION SKILLS

\$

MARKETING

\$

INCENTIVES FOR PERFORMANCE

\$

COMMUNICATING FOR REAL

\$

360 FEEDBACK ASSESSMENTS

"You are what you do, not what you say you'll do"

Carl Jung



THE PODCAST



On "The Self Made Theory" podcast, we interview Founders, Entrepreneurs, CEO's, Leaders, and Enablers about their amazing business journey.

In the media today we often hear stories of business success but rarely do we hear "under the covers" stories of what it's really like to start and build a business.

The ideas, the challenges, the fun, the struggle, the joy, the pain, the reward.....these elements belong in nearly every business story.

We share great insights through our interviews so that you too can "Innovate, Overcome & Prosper".

Local content with global reach.

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PHOTOS LOGOS

Sample available assets - original files will be provided separately



SELF MADE CYCLING



SELF **MADE**
CYCLING

On top of running their business & the demands of life, the challenge for many Executives is fitting exercise into their busy schedules.

Harvard Business Review studies indicate that your mental firepower is *directly* linked to your physical regimen. Exercise brings ***Improved Concentration, Sharper Memory, Faster Learning, Prolonged Mental Stamina, Enhanced Creativity & Lower Stress.***

That's why we've launched "Self Made Cycling", combining our Executive Coaching & Mentoring programs while Road Cycling (we've also got clients we go walking with too). It's a brilliant way to combine all the benefits of working on your business challenges while bringing you the physiological benefits of exercise.

We cater for all level of Executives & cycling experience - Beginner, Pro, Entrepreneur, Manager, CEO, weekly, fortnightly or monthly – we've got you covered.

We've launched in Adelaide, Australia but can work with executives anywhere in the world using a smart trainer and platforms like Zwift.

"You have to exercise, or at some point you'll just break down."

Barack Obama



CONTACT POINTS



www.selfmadecycling.com.au



[@selfmadecycling](https://www.instagram.com/selfmadecycling)



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PHOTOS LOGOS

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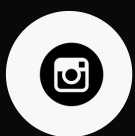
ENTREPRENEURS ON ESCOOTERS



A totally new and innovative way to tell the story of entrepreneurship.

Bought to you by the team from The Self Made Theory, Ben interviews Entrepreneurs while riding eScooters around the beautiful city of Adelaide (coming to a city near you soon!).

The ideas, the challenges, the fun, the struggle, the joy, the pain, the reward.....great, entertaining stories you can learn from.



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[@entrepreneuronscooters](https://twitter.com/entrepreneuronscooters)



www.entrepreneuronscooters.com

You **Tube**



OTHER PODCASTS

Ben is the host of 2 other podcasts



He Says, She Says, God Says

Human connection is a basic fundamental need for all of us. Great relationships are never founded on one individual's needs & opinions.

An interview-style podcast, co-hosted by Ben & Emily Campbell, that delves into Marriages & Relationships with God at the centre.



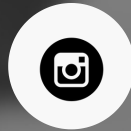
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Revival On The Air Today

Interview-style podcast where Ben uncovers stories from around the world behind the amazing miracles that have happened in people's lives.

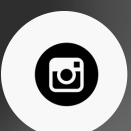
Global guests with global reach



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