

Overview of Operations

Brian Tracy International (BTI) is a recognized global leader in the area of 'Peak Performance Training'. Our core training programs and methodologies have been written and developed by world-renowned educator, best-selling author, business consultant and international keynote speaker Brian Tracy.

Many of the world's finest organizations are using our courses to develop their people and give them the skills necessary to compete in today's challenging marketplace. We are proud to serve organizations of all sizes, from small entrepreneurial firms to large Fortune 100 multi-nationals, as well as government departments and agencies. We have a breadth of experience in both international and local markets, implementing proven strategies, methods and techniques that have had a significant impact on our clients.

BTI Distributors operate within a designated territory with their own independent training and development businesses. The size of each Distributor's business is only limited by their ambition; some choose to build their businesses as sole operators, whilst others choose to grow their operations by building a team of consultants and training professionals.

Distributors provide industry-leading training solutions for an extensive range of targeted areas. Training topics include (but are not limited to) high performance leadership, sales training, peak performance strategies, personal development, goal setting, sales management, strategic planning, achieving personal and corporate excellence, competitive strategy and building peak performance teams. This wide variety of training options enables our Distributors to target prospect groups that best suit their experience, ability, contacts and preference.

Due to the unique nature of our modular programs, Distributors have the option of accrediting in-house trainers to facilitate any of our programs; this gives each of our Distributors the opportunity to substantially leverage their time & earning capacity.

Distributors benefit enormously from the broad-based market acceptance and recognition of the BTI brand and our internationally renowned programs. Brian Tracy's various training programs have had more than 3 million graduates worldwide, making him the most listened-to author of training programs for personal and business success in the world today.

Meeting the Executive Challenge with Brian Tracy Seminar Systems

We have revolutionized the effectiveness of classroom learning through multi-media training. Brian Tracy presents the core presentation on DVD, while a combination of group discussions, role playing, workshops and exercises, all facilitated by a qualified consultant, provides a fast-paced and interesting learning environment for participants.

Our Seminar Systems are designed to increase the ability of the individual to get results - NOW! Each program leads to immediate improvements in productivity and performance. The Brian Tracy Seminar System is efficient and effective which brings about measurable results.

All of our Seminar Systems are in modular units and have an accompanying CD set and workbook/exercise component. The seminars can be offered as public seminars, or in-house company seminars, or for individual groups. The suggested course length is outlined, however, the modular format allows for flexibility in meeting client needs.

“It was great to come away with useful steps and ideas that have helped us grow in our business and personal lives.”

Amanda Taylor | Steve Arrizza



Visit us at www.tracyint.com.au
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