

KEN MUIR

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Expertise Summary

It is not the “positional” role name that matters, but the results!

I have been effective being called a Salesperson, Sales Agent, National Sales Manager, National Sales Director, State Manager, CEO, Managing Director, Business Owner, Introducer, Facilitator, Advisor, Consultant, Tele sales introducer, Trainer and Mentor. If you want a product or service sold, a distribution organisation built, re-engineered and kicked into results turbo, business introductions or corporate relationships developed, then that is what I do. I don't care what the title is.

If you want someone to deliver results then your search is over....

I don't seek a fancy title or a fancy office; just give me brief, realistic resources and let me do my thing..... Results can be expected!!

What do the independent referees say?

1. There are 33 independent referees letters on www.thefoundationsystem.com under testimonials
2. I include reports of what 3 independent business psychologists have concluded from their analysis and testing of myself for previous roles. See appendix

Career overview and objective

Throughout my business life I have succeeded at making results happen and this has been predominantly because of my ability to simplify important issues and tasks as well as engaging and connecting with people to achieve beyond what they thought was their potential.

Key strengths

- A good thinker who simplifies objectives and can focus on what really matters
- Well organised leadership ability
- Highly relatable people skills
- Excellent communication skills across all age groups, written, verbally and publicly
- Inspiring style of leadership
- Upbeat and infectious enthusiastic attitude
- Outstanding trainer
- Trust building relationship style
- Impressive organisational ability
- Multi functional time management skills
- Technology Savvy
- Constant student mentality of always learning
- Principle based values

Board Positions held

1. Commercial Boards
 - Principal: The Foundation System
 - Sales Director: Panasonic Blue Star Office Automation
 - Advisory Board; Red Eagle Group of Companies
 - Director: Bartercard New Zealand Ltd
 - BarterXchange (s) Pte (Singapore)
 - CEO BarterXchange Malaysia
2. Non-Commercial Boards
 - Children's Friendship Foundation (founder and trustee)

Employment/Project History

- Project management contracts to set up, manage and drive in results for various Companies in New Zealand, Australia, Malaysia and Singapore. They have been in diverse industries but ultimately my ever growing people success score boils down to one thing:
How to get business success by raising people, lifting sales and net profit.

The evolving, maturing effectiveness of my expertise has in the most part hinged around my mastery in people and sales management. Likewise the setting up and maximising of sales channel distribution systems, relationships and increasing the production of the people that make up those various distribution channels.

- **Success Motivation International NZ:** Motivator/Trainer
- Sales Director **Panasonic/Blue Star Office Automation NZ.**
- Set up and ran **Telemarketing Operations** as stand-alone business.
- Sales Director/General Manager **Red Eagle NZ.** This eventuated in a number of various Project Management roles within the Red Eagle group of Companies under Company to Company arrangements (7 year period). See testimonial letter on web site. Red Eagle Group being the holding Company for the business interests of Tony Falkenstein, the owner of **Just Water International** (Public Company) the holding Company controlling Clear Water in Australia. Also the 90% owner of Bartercard NZ Ltd.
Roles under Red Eagle umbrella include:
Restructuring the sales operations and quickly doubling turnover
National Sales Management responsibility
Board responsibilities
Restructure and sale of subsidiary Company
The setting up and systemising of a Franchised Distribution system and the subsequent sale of it as a going concern
- **Bartercard New Zealand Ltd.** Sales Director. This included stint in USA assisting the start up of Bartercard USA.
This role created international sales records for the operation still being the benchmark. National operation which included a blend of Franchisees as well as Agents.
- Facilitating the sale of large blocks of Pine Farm forestry investments
- Facilitating introductions between wholesale investors and wholesale fund providers
- The creating of a membership based business owners network under trading name **The Foundation System**
- Restructuring **Clearwater Filters Australia** wide as Contracted National Sales Manager Australia.
- Creating a Barter Exchange operation in Malaysia on a contract basis as CEO from scratch: **BarterXchange Malaysia.** This was the setting up of a creative Sales distribution and service system.
- Contract State Manager for Queensland & WA for **Bartercard Australia** with particular emphasis on rebuilding sales infrastructure and improving sales results within a Franchise distribution structure. (Reversed a 4 year decline trend into positive net Growth)
- Freelance Consulting and Introduction Facilitation (Current)

Referees

Murray D'Almeida

Chairman: Gold Coast Rugby, Institute Business Leaders, Bartercard Australia Ltd
Professional Director of several Public Companies
Australia 0401 691 514

Ian Jones

Previous Managing Director of Bartercard NZ, UK & USA

Tonga +676 7557832

ianjones@hotmail.com

John Avenell

CEO BarterXchange Singapore previously (now back in Adelaide)

0450 004 356

Appendices (3 Separate and different Psychologist's reports)**1. Instinctive Drive Analysis**

The I.D. System® is a unique program that identifies your personal formula for success and fulfillment. Your Instinctive Drives® (I.D.™) define your natural instincts, including why you do what you do and what drives and motivates you.

Everyone has his or her own natural operating system. When you do things in a way that is true to your instinctive style, you can expect to experience and enjoy peak performance: high levels of fulfillment and success; positive self-esteem and self-confidence; rewarding relationships; great physical and emotional health and an abundance of energy.

Ken Muir has a very unique profile outcome. On the 4 instinctive drives Ken received the following scores:

Improvise 7

Complete 4

Authenticate 4

Verify 4

This means that Ken is driven to naturally improvise and make results happen, but curiously because the other 3 areas are in a mid range area it means that he has no natural "wont" drives. This means that he is driven to succeed but has the natural instinctive drives to feel comfortable doing virtually any task or instigating any process if he can see this is a means to achieve the outcome. What makes his profile so unique is that he has no instinctive "won't do" tendencies which nearly everyone has as part of their make-up.

As a person who has an instinctive drive to improvise Ken has the talent to:

Take risks (and experiment) if necessary to usually find a way.

Respond positively because his instinctive reaction is always "yes".

Be quick on his feet and "off the cuff", often appearing to create opportunities out of nothing.

See problems as challenges, even if seemingly impossible.

Inspire and persuade others to go beyond their comfort zones.

Get enthusiastic and excited about things very quickly.

Strive for simplicity in everything.

Make a memorable first impression.

2. Myer Briggs Profiling

Ken has an ENTJ profile which only 5% of the NZ or Australian population has as a profile.

Ken therefore is:

An intuitive, innovative ORGANISER.

He is analytical, systematic, and confident and pushes to get action on new ideas and challenges.

Ken has extroverted THINKING as his strongest mental process.

Ken is at his best when he can take charge and set things in logical order.

As an ENTJ Ken values:

- Analysing abstract problems and complex situations
- Foresight; pursuing a vision
- Changing, organising things to fit into the vision
- Putting theory into practice, ideas into action
- Working to a plan and schedule
- Initiating, then delegating
- Efficiency; removing obstacles and confusion
- Probing new possibilities
- Holding self and others to high standards
- Having things settled and closed
- Tough mindedness, directness, task focus
- Objective principles; fairness, justice
- Assertive, direct action
- Intellectual resourcefulness
- Driving towards broad goals along a logical path
- Designing structures and strategies

Basic Characteristics (Energetic, Futuristic, Conceptual, Logical, and Dynamic):

- Frank and decisive
- A natural leader
- Thinks on his feet
- Exudes confidence
- Is well informed

3. Omnia Compatibility Rating (a profile done to assess ability to handle National Sales Management role by The Omnia Group Incorporated)

Ken, you are very assertive, proactive in your approach to tasks and a confident decision-maker. Present energy scores indicate a good ability to quickly take in new information and meet the demands of even 50-60 hour work week.

Your flat perspective line suggests that you are consistent in your behaviour and that your judgement is sound.

Your good people skills allow you to generate enthusiasm about products, establish positive relations with prospective clients and motivate staff members effectively.

You have balanced analytical abilities which enable you to assess/respond to needs, maintain relatively high accuracy levels and devise effective solutions to problems in your department/organisation.

You prioritise projects well and feel comfortable with a wide range of responsibilities.

You are very capable of dealing directly with workers whose performance falls below expectations, but you are relatively “hands off” in managing responsible employees.

You are very capable of showing initiative, meeting deadlines and making “big picture” management decisions.

Motivators for you Ken include:

- An informal work environment
- Challenging goals
- The ability to self direct, show initiative, take risks
- Direct compensation for your individual sales efforts
- Recognition for your achievements