



How Bruce Wayne Becomes Batman

Gavin Freeman, Director
The Business Olympian Group



THE MINDSET YOU BRING

King

Test Pilot

Nurse

News Reporter

Business Exec

Forensic
Scientist

Half a
computer 😊

It doesn't matter who you are, What matters is
your plan, how you use it, AND

LOGIC VS EMOTION

Emotional

- Gut instinct
- Feeling
- Reactive
- Emotional reasoning “I feel it so it must be true”

Logic

- Rational
- Intuitive
- Cognitive
- Proactive



Amygdala hijack



THE LIMBIC
SYSTEM

Difference between good and great

Ability to perform consistently
under pressure

What is going on in the world?

Where are your organisations sources of pressure?

Medicare card r Alan Tudge call

By political reporters [Jane Norman](#) and [H](#)
Updated 4 Jul 2017, 3:49pm

SA power outages load-shedding hit

It f Posted 9 Feb 2017, 4:03pm

Wednesday night's load shedding i
was just the second time it has hap
2009, but with South Australia's he
[continue until late Saturday at leas](#)
suburbs face temporary power out
possibly even today.

Woolworths experiences 'major delivery system outage' leaving customers hungry

WOOLWORT
were cancelled

Staff writer

What went wrong at Medibank Private



Medibank chief executive George Savvides said last September, before the insurer's \$5.7 billion float, that as the market leader it should be able to flex its muscle over private hospital operators. David Rowe

orders

17 9:57PM

for

Happens to the best of us

JUST ASK GAV

BRAIN TORQUE

Behold the second instalment of a new "agony uncle" column by **Gavin Freeman**, senior sport psychologist at the Australian Institute of Sport. Got a sporting problem that no instruction manual can fix? Send your letters to our new email address of **insidesport@horwitz.com.au** and we'll get Gav to answer 'em (saving you big bucks in shrink's fees). The published

letter each month will win a great prize. This month, it's a copy of **David Beckham: My Son** by **Ted Beckham**, published by Boxtree.
Q: Why do I find it hard to compete in front of my family?

– **Shane Galway, Perth, WA**



Shane, this is a common problem for many athletes. The main reason is that, as humans, we are often motivated to avoid failure; that is, we'll do anything to not be negatively evaluated by others. That said, I would hazard a guess that your family doesn't come to watch you train, and therefore you are not used to seeing them while you are competing. Competition by its very nature creates a degree of pressure, and that is compounded by the presence of people who are important to you. Imagine losing and then imagine losing in front of your loved ones. No-one would like that. The challenge here is twofold: first, ask your family to come to your training sessions and let them be a part of your whole sporting life (trust me, you'll get used to them being there); second, ask yourself why you're letting their presence affect you. If you're motivated to avoid failure, I would suggest you **re-evaluate your goals and ensure you are focused on the steps to achieve those goals (processes) and not just the outcome**. I honestly believe that losing can be seen as a stepping stone to future success.

Cyber Crime – in Australia

PMC – Cyber Strategy Paper 2017

Drivers of the rising cost of malicious cyber activity in Australia



Greater number of cyber security incidents

Almost one million Australians were estimated to be victims of identity theft online in 2014. Over 9,500 cyber crimes were reported to the Australian Cybercrime Online Reporting Network in its first three months of operation. The Australian Signals Directorate responded to 37% more government cyber security incidents in 2014 compared to previous years.

Greater number of targets

The range of possible targets is expanding from computers and phones to other devices connected to the Internet of Things, such as cars, fridges and medical equipment. There will be at least 50 billion connected devices by 2020.

Greater sophistication

Cyber attacks are becoming more sophisticated and previously unseen malicious activity, including infections to the firmware of hard drives, can now leave almost no trace. This saw software developers taking an average of 59 days to roll out patches for software vulnerabilities in 2014, compared to just four days in 2013.

9,500 incidents

50 Billion

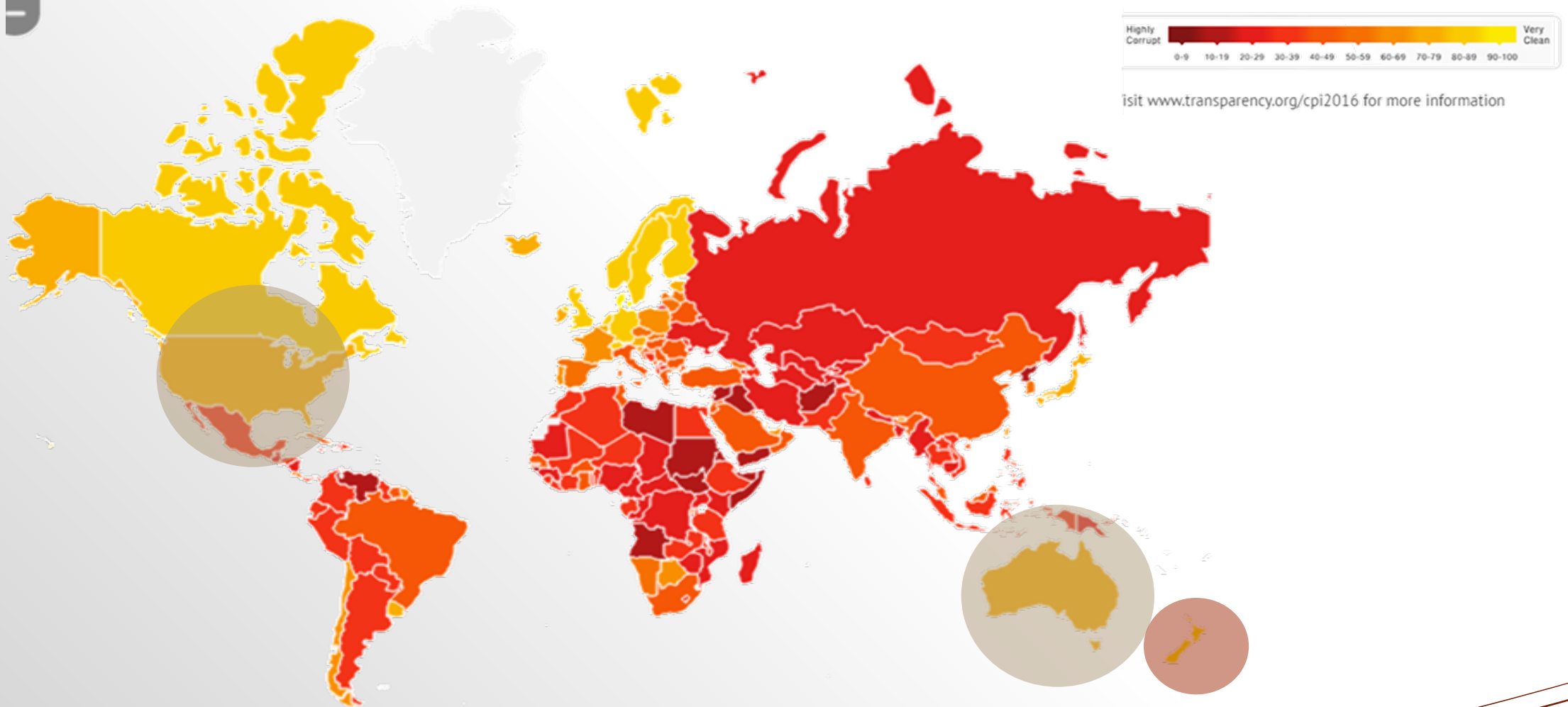
No trace

New Mandatory Reporting Laws

On 13 February 2017, the Australian Senate passed the Privacy Amendment (Notifiable Data Breaches) Bill 2016 (Cth) (the Bill). The Governor-General gave formal assent to the Bill on 22 February 2017, which will now see the Bill enacted into law from 22 February 2018.

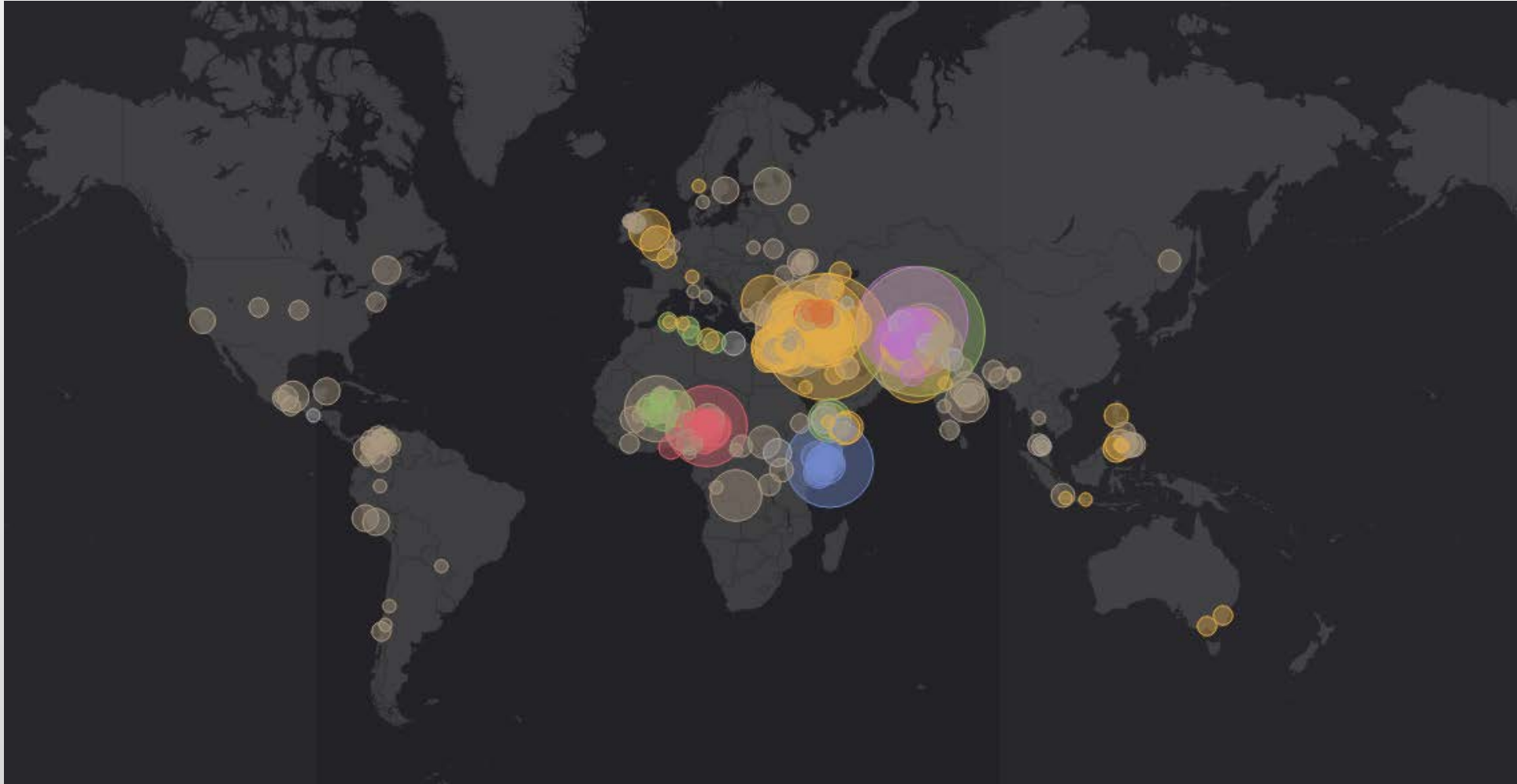
“An entity must notify the Australian Information Commissioner and affected individuals once it has reasonable grounds to believe there is an 'eligible data breach.'”

Corruption Index



2017 Terrorist Attacks

555 Attacks 3775 Fatalities



United Airlines – Post Incident



Ardent – Dreamworld Incident



Next 3 months...



They have recovered slightly but at what cost



**With great power
comes great
responsibility**





Team
Roles

Plan /
Logs

Toys /
Dress

Proximity

Mood

Decision
Making

Crisis Team

Defining the characteristics

Who are these media people?

- Traditional Media
- Non-traditional media (mum and dads on twitter)
- Satirical media
- Other companies – Qantas vs Samsung

QANTAS GROUP STATEMENT ON SAMSUNG GALAXY NOTE 7 – TOTAL BAN

PUBLISHED ON 15TH OCTOBER 2016 AT 15:18

Like 1.8K Tweet +1 0

Print Friendly Version

Qantas and Jetstar customers are advised that the carriage of Samsung Galaxy Note 7 devices on-board is prohibited on ALL FLIGHTS effective 12:01am (AEDT) Sunday 16 October 2016. This is due to concerns regarding potential fire risk from the device's battery after a number of incidents worldwide and follows a ban put in place by regulators overseas. The ban applies to devices being carried onto the aircraft, in carry-on baggage as well as check-in luggage. Other Samsung devices are not affected.

is updated advice from the previous Qantas Group policy, which allowed carriage of the Samsung Note 7 provided it was turned off. This restriction has now been broadened to a total ban.



Air NZ boss to United: Don't waste a good crisis

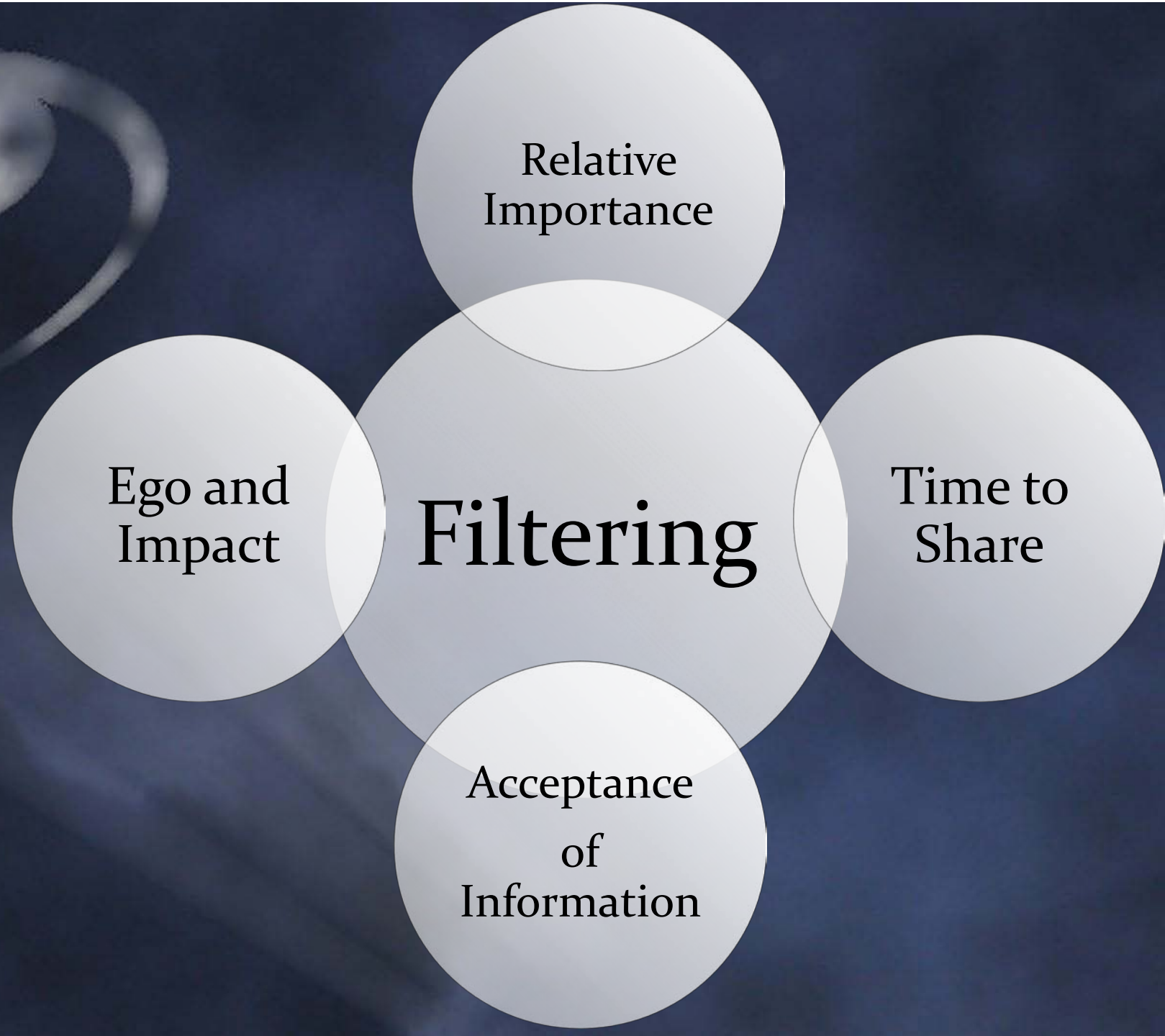
Air New Zealand chief executive Christopher Luxon.



Air New Zealand chief executive Christopher Luxon says United Airlines "shouldn't waste a good crisis" created when a passenger was dragged from an overbooked plane. He said the US airline's "abysmal failure" to handle the situation was a great opportunity to completely turn around its culture. "When you see big failures in customer service like that, it is really linked to the failure of a development of a culture over 20 or 30 years," said Luxon.

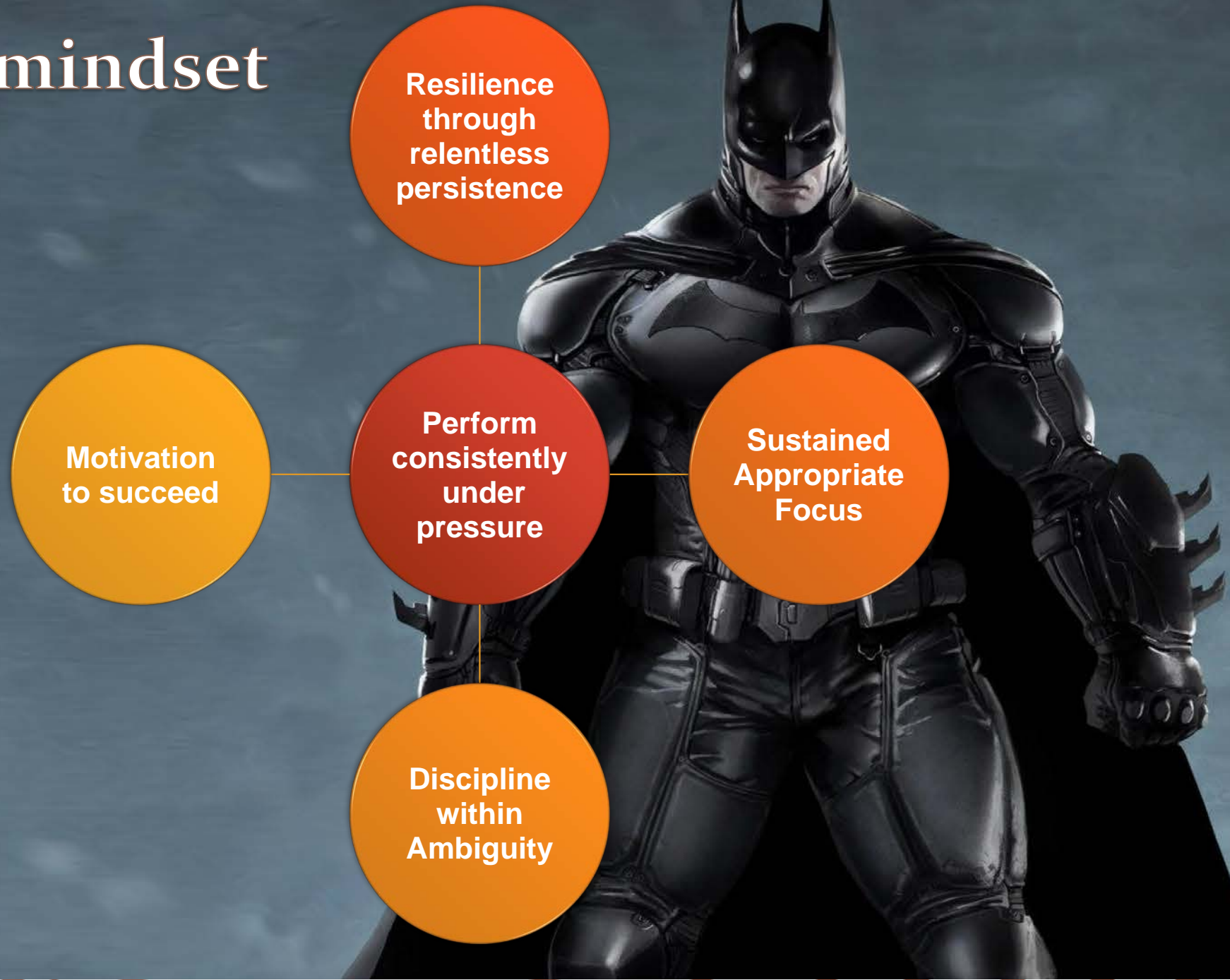


Trained vs Fit



Why

Building the mindset



What does your Batcave look like?



And how are you training your team?

7 things we can learn from Dreamworld

1. Involve all levels of your organisation in the conversation
2. Include your Board in training and exercising to ensure congruence of messaging
3. Authentic messaging
4. Consistent and structured messaging
5. Ensure a constant level of fitness through effective training and exercising
6. Use your experts
7. Skeletons