

NEW MEMBER SPOTLIGHT



Karen Winfield

EO Brisbane

Founder of PD Training

Joined EO in April 2016

What are you hoping to get out of your membership?

KW/ "My business partner, Paul Findlay, has been in EO for more than a year and raves about it. I can see how his lessons learned have impacted our business for the better. I hope to meet likeminded people who don't mind telling me how it really

is, and I seek to have my next level of leadership and entrepreneurship ignited."

What inspired you to start your own business?

KW/ "I always thought I would run my own business 'one day.' The final push came when I thought I could do a better job than the current owner I was working for. I thought I knew how to make it a more successful and enjoyable place to work, so off I went to prove I could do it better!"

What sets your business apart from the competition?

KW/ "PD Training sets out to deliver training that changes lives, teams and companies, which can affect their bottom line and/or wellbeing. We are the only training company that provides a bespoke system, which includes custom-designed profiling tools to ensure the student gets the best learning experience possible, but also allows the trainers to deliver more targeted training events and grants clients access to powerful BI and ROI tools. We believe our unique, world-class profiling tools and knowledge transfer methodology will be a disruption to the industry, so we

are doing everything in our power to be the innovation leader."

What would people be surprised to learn about your industry?

KW/ "Industry consolidation hasn't occurred in any significant way globally. Global companies spend large dollars on training their employees; however, they do not have a 'go-to' global corporate training organisation with which they can partner and deliver consistent, quality training at a local, culturally aware and financially viable point. This is one of the drivers behind our intent to become the first globally dominant player in the training industry."

What value can you provide your new EO peers?

KW/ "We are a fast-growing business with minimal overheads that can scale quite easily, locally and to new countries. We currently have experience in eight countries, so we've already acquired a list of 'do's, don'ts and don't-even-think-about-its' in these countries. Personally, I would have welcomed this knowledge from a peer before embarking on the unknown."

Welcome Karen to EO— contact her at k.winfield@pdtraining.com.au!