

## CHAIR PROFILE – PETER GRIFFITH

*“The mind that has the problem usually has the solution – it’s just waiting for the right question.”*



Peter Griffith is the Managing Director of 3Things, a management consulting firm focused on unlocking the winning potential of businesses and leaders. Prior to establishing 3Things, Peter was a Partner with rogenSi, the cultural change and sales transformation division of TeleTech, a U.S. listed customer experience company with more than 40,000 employees around the world.

After receiving an honours degree in politics and history, Peter began his professional career with Fairfax, working in several advertising sales and account management roles. In the early days of the dotcom era, he was appointed to the role of Sales and Marketing Manager for Fairfax Digital, where he developed and managed products, go-to-market strategies and teams across a broad portfolio that included Domain, MyCareer and Drive.

In 2000 he moved into management consulting in the role of International Business Manager for the European sales performance consulting firm Mercuri International, which merged with rogenSi in Australia in 2002. In 2009 he became a global partner in the firm and in 2014 he and his fellow partners designed and executed a strategy for the sale of the business to TeleTech, and he became part of the global executive team of TeleTech Consulting. In 2017 he established his own firm, 3Things, which helps leaders and businesses be more connected, compelling, and committed to delivering their vision and strategy.

Over the past 18 years, Peter has transformed the leadership, sales, and service functions of dozens of leading companies, including Caltex, AMP, CBA, Lendlease, Bluescope, Telstra, and Blackmores. While building these accounts and many more, he has coached senior executives locally and internationally in the areas of leading change, sales transformation, and winning multi-million dollar bids & tenders.

In addition to leading leadership and sales transformation projects for clients, he spends much of his time conducting research into the cultures, capabilities, and leadership attributes that create competitive advantage and a phenomenal customer experience. In addition to his work with corporations, he coaches Start-Up and Scale-Up businesses with the Slingshot Accelerator, and he is involved with a number of not-for-profit organizations, including The Funding Network and Opportunity International, where he serves on the Advisory Board and as an Ambassador.

Peter’s area of expertise lies in methodologies around:

- Business and leadership development
- Strength based leadership
- Sales Transformation
- Customer Experience Strategy
- Shaping culture through exceptional leadership
- Facilitation
- Change Management

### Why 2020 Exchange

Peter is one of Australia’s most trusted, transformative practitioners in the areas of leading change, business transformation, and winning new business. Having worked with dozens of iconic organizations during his



career, Peter brings a breadth and depth of insights across a number of industries, including banking & insurance, professional services, infrastructure & property, engineering, pharmaceutical and medical, manufacturing, and retail. His focused and empathetic style as a facilitator and coach enables the power of the question to bring insight and engagement to the conversation, which align him with 2020 Exchange.

### **Positions Held**

2017 – Present	Managing Director, 3Things Consulting
2016 - Present	Mentor & Pitch Coach – Slingshot Accelerator
2009 – Present	Ambassador & Advisory Board Member – Opportunity International
2009 – 2017	Partner - rogenSi / TeleTech Consulting
2009 - 2014	Non-Executive Director - rogenSi Australia,
2002 - 2009	Principal and Senior Consultant - rogenSi
2000 - 2002	International Business Manager & Consultant - Mercuri International
1997 - 2000	Online Sales & Marketing Manager - Fairfax
1995 - 1997	Contact Centre Manager - The Age Newspaper
1994 - 1995	Account Executive - The Age Newspaper

### **Qualifications**

Bachelor of Arts - Politics & History (Honours) – Melbourne University & Gustavus Adolphus

Australian Company Directors Course - AICD

Accredited Practitioner – Extraordinary Leader (Zenger Folkman)

Accredited Practitioner – Lifestyles Inventory (Human Synergistics)

Accredited Practitioner – Myers Briggs Type Indicator (Australian Psychologists Press)