

Sarah Richardson Consulting Pty Ltd

I hope you've had a fab year and have great things in store for 2015.

Please enjoy my Christmas message.



My news

Recent inspiration

"His survival weapon was story ... my Mr Dickens had taught every one of us kids that our voice was special and could never be taken away from us."

-*Mister Pip* by Lloyd Jones

New website

Last year I unleashed my new [website](#) – and recently took the opportunity to add a new blog section, update some content and make the site mobile responsive.



Staying tuned

I'm always keen to keep up to date with latest trends and recently attended some interesting seminars and read some insightful research..

Precedent engagement seminar

Precedent discussed customer engagement at an international roadshow using the session to present the themes from their latest report, Driving Actions & Reactions:

Latest musings

Is content truly king?

In this world of digital, has functionality taken over from a [truly good yarn](#)?



Where does engagement start?

This month we go inside organisations and consider the [seeds of engagement](#).



My consultancy

Established in 2004, we provide SME sales, marketing and management consulting to build disciplines for turnaround/growth. The [consultancy](#) offers business advice to CEOs and Boards who may not have a senior marketer, sales manager or HR professional,

Google not-for-profits day

Google Australia generously reached out to the not-for-profit sector holding a seminar full of insights into Google Adwords, Google Hangouts, Google Maps, YouTube, Google Analytics, networking opportunities and much more.

Australia Post study

Earlier this year I heard Australia Post speak about their journey of cultural change towards becoming a customer centric organisation. It was a fascinating presentation and I was delighted to recently receive their study based on surveying 9,000 Australians, [Creating Connections that Matter](#).

Biz health check

Take the [Survey](#) to identify your business advice needs.

Gold stars

Over the years Sarah Richardson and Sarah Richardson Consulting have been recognised with prestigious [awards](#).

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