

Stan Alves OAM

Master communicator and AFL icon

Master communicator Stan Alves is one of those rare individuals whose multifaceted ability has taken him from the elite sporting arena, into that of business management and back to sport.

Having had a stellar career as AFL coach, elite athlete, respected media personality and sports commentator, entrepreneur and successful businessman, Stan has the experience and the ability to create comparisons between sport and business and share his coaching secrets to help you lead your team to success. He will show you how to develop the talents of the individual whilst guiding the team to the attainment of a common goal.

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Stan is an extremely engaging speaker who is highly sought after for his entertaining and informative talks on football, sport, coaching, education, life and the media.

More about Stan Alves:

In 1994, when Stan Alves was appointed coach of the St Kilda Football Club in the Australian Football League it had only won one Premiership in its 97 years in the competition. Poor on-field performance and a declining membership base had the club in a precarious financial position - the future looked bleak.

Five years later, when Stan Alves left St Kilda Football Club, he had taken them to two Final Series, won an Ansett Cup Pre-Season Competition Premiership (their first of any kind for 30 years), got them to their first Grand Final appearance in 31 years and guided them to where they were now respected for their on-field performances.

In addition, thirteen of his players were honoured by the State of Origin selection, one of his players won consecutive Brownlow Medals and the club itself increased its membership to 25,000 and moved into a strong financial position. For his own part, Stan became St Kilda's second-longest serving coach and was rewarded with 1997 Coach of the all Australian Team and 1997 AFL Coach of the Year.



Outside the football arena, Stan has extensive knowledge in the areas of business management, development & marketing. His roles have ranged from company director of his own firm, Verified Financial Planning Pty Ltd, where he was responsible for overseeing the operation of up to 40 consultants and investment advisors, through to the senior management position of General Manager Sales and Financial Planning at IOOF Financial Group during the period when IOOF funds under management grew from \$500 million to in excess of \$2 billion.

In 2008 he was awarded the Medal of Order of Australia (OAM) for service to Australian Rules Football as player, coach and commentator, and to the community as a supporter of charitable organisations.

Stan is a Coaching Ambassador for the Australian Football League, President of the Australian Football Coaches Association, Ambassador for Whitelion - a youth-focused charity, an Australia Day Ambassador, and patron for Christie Centre for the Disabled, Hope Bereavement Services and Menzies Caring for Kids.

A truly gifted coach, motivator and communicator, Stan Alves is dedicated to passing on his knowledge and experiences to others for them to be successful in their chosen fields of business, sport, education and more importantly, life. He is, in a word, inspirational.

Stan Alves talks about:

Here are just a few of the topics Stan covers:

- Achieving Success - Getting There And Going On With It
- Overcoming Adversity
- Goal Setting ... In All Areas Of Your Life.
- Getting The Best Out Of Yourself And The People Under You
- Challenging Your Belief Systems
- The Art of Leadership.
- Unlock Your Creativity
- How To Stay Positive And Motivated In Tough Times.
- Letting Go Of The Past and Limiting Self Decisions

Client testimonials

“ Stan was a true professional from start to finish. His presentation was consistent with our needs and the key messages we wanted to disseminate to our group. The presentation was engaging, and his energy was appreciated by the audience.

- **Glaxo Smith Kline**

“ Stan has a great style in terms of relating to his audience and being able to shift their thinking. He was entertaining, interesting and most importantly, inspirational. Exactly what

we were looking for in a keynote speaker!

- Department of Employment and Workplace Relations

“ Stan was a highlight of the conference. Many delegates are keen for a return visit. I have to say through my involvement in the conference committee over the last five or six years that Stan was the most engaging speaker I have heard. The links between business, sport, education and life really had an impact on me.

- W.A. Primary Principal's Association Conference

“ Stan turned around a lot of negative thoughts to very positive thoughts. His presentation was terrific and he had a good connection with the audience. He was received with great enthusiasm. He incorporated everything in his presentation that he was briefed on and more. Everyone was pleased with our choice of speaker.

- Swinburne University - School of Business and eCommerce

“ We made an excellent choice in choosing Stan Alves as our motivational speaker. Throughout the delivery of his presentation, you could have heard a pin drop – everyone was hanging onto his every word. The standing ovation he received was thoroughly deserved.

- Tasmanian Schools Administrators Association

“ Stan's presentation was right on the mark. Stan contacted me ahead of time for a detailed briefing on the nature of our event, the audience and what we wanted from the presentation which was greatly appreciated. His delivery was excellent and the content was engaging, entertaining and thought provoking. He had clearly given a great deal of thought to his presentation.

- Federation of Automotive Product Manufacturers

“ Stan was received very well. His speech was tailored, relevant and professionally delivered. He spent a lot of time with individuals chatting socially which was appreciated.

- Odecee

“ Stan was able to pick up the theme of the conference very quickly and then translate the key messages using his life experience. It was pleasing to hear our employees refer to Stan's messages throughout the remainder of our conference.

- Novas Architecture

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