



About the Author

This article was written by Ian Berry, author of *Changing What's Normal* and creator of the Enhancing Their Gifts System and is republished here with permission. Ian Berry is an international business speaker with unique expertise in why doing good is good for business. The author of two books and a contributing author to three more, Ian holds the CSP (Certified Professional Speaker) designation, the highest level available to professional speakers internationally. He is also a Fellow of the Australian Institute of Management.

Ian Berry's career as a strategic advisor and professional speaker began in 1990 and followed a highly successful career in financial services. His unique presentation packages and strategic advice challenge the mind, stir the heart, and inspire you to feel, think, be, and do like you never have before. Ian is regarded by many as Australia most engaging and inspiring business speaker.

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