

The Whittle Story

A Live Book

The Whittle Consulting Seminar Story

By Stephanie Jones, July 2019

My story with Whittle Consulting starts with the seminars. I came to know Whittle Consulting in 2010, when Gerald Whittle contracted the events company, I was then working for, to help run his Money Mining seminars. In the first year, I helped to organise 4 Whittle Consulting seminars around Australia. By the end of 2010, Gerald had successfully facilitated over 15 seminars in Australia and overseas - and we could see that due to their popularity that there was an opportunity to run even more seminars worldwide.

As the number of seminars grew, Gerald quickly realised that he needed someone in-house to help him with this job. Fortunately for me I was offered the role of Marketing Manager – and I've been doing it ever since! The job started in the way it has continued for the past 10 years - and that is busy!

On my third day with Whittle, I hit the ground running as I travelled with Gerald to Toronto, Canada to experience the worlds' largest mining conference, PDAC (Prospectors & Developers Association of Canada.) Although by then I had worked in the events industry for 8 years, I had never seen anything quite like this for sheer size and scale. Over 1,000 exhibitors, 2,000 investors and 24,000 attendees from over 120 countries.

There is nothing like “jumping in at the deep end” and PDAC gave me a valuable taste of what lay ahead. To familiarise myself with the mining industry, Gerald suggested that I note down a list of any terminology that I came up against that I didn’t understand. We then would go over my list at the end of each day. Boy, that was one long list!!

In 2011, we ran 11 seminars & attended several mining conferences in Australia and around the world. I often travelled with Gerald to help him with the organisation and smooth running of our events. In my first twelve months alone, we held seminars in Lima, Peru; Santiago, Chile; Johannesburg, South Africa; Vancouver & Toronto, Canada; London, England in addition to several local seminars in Perth, Brisbane and Gold Coast. Travel became an interesting yet strangely everyday fact of life for me. Indeed, I was even helping Gerald with a seminar in London only 1 week prior to my own wedding back in Australia!

Over the past decade, one of the marketing challenges Whittle Consulting has faced has been how to explain the impact of Whittle Integrated Strategic Planning. Many businesses struggle to make their business proposition sound good enough. But at Whittle Consulting we have had the reverse issue – how do you make a business prospect that has the ability to create tens or even hundreds of millions of dollars in financial uplift ring true? We were constantly struggling with the concept of it being unbelievable, simply because it was just “too good to be true.”

This was why the seminar was so important. The concepts behind Whittle Consulting and our proprietary software, Prober-E, are so revolutionary that people need to “re-learn” how they operate and run their mining businesses. To make this step change in your thinking takes time and a carefully built learning environment to explain how and why this is so. The Whittle Integrated Strategic Planning Seminar has gone through many iterations and refinements over the past 10 years. However, the philosophy of carefully guiding participants through a 2-day immersion and learning experience has always been central to how we run the course.

One of my favourite things when attending the seminar is to witness the growing realisation that seminar participants go through over the 2 days. Often, delegates are unusually quiet at morning tea on the first day. Due to the counter-intuitive nature of the learning paradigm they are experiencing; you can almost see them feeling uncomfortable as they try and digest what they are hearing. By the end of the first day the penny is starting to drop for some participants. For others they are feeling quite discomfited and need to go and “sleep on it,” in order to process what they have been experiencing within the seminar environment.

At the beginning of the second day, our participants usually arrive with a range of questions – some designed to try and test Gerald and catch him out! This is always a good sign, as you can see that people are starting to make the necessary mental leap to understand the Whittle concepts. By the end of the second day, people are usually quite amazed at what they have learned. Some leave shaken by the prospect that the way they have been operating their mining business (or in the case of some academics who have attended) the way they have been teaching other mining

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professionals, has actually been having a negative impact on the mining operations with which they have been involved.

Over the past 10 years I am proud to have assisted Gerald and Whittle Consulting with the running of over 150 seminars, attended by in excess of 3,000 delegates. It is rewarding to see that as we celebrate 20 years of operation that this hard work is paying off. Today, more often than not, our delegates are attending the Whittle Integrated Strategic Planning Seminar due to their awareness of Whittle as the internationally renown “name” in the mining industry for integrated strategic planning. Due to our seminars, and a great deal of hard work by the Whittle team, there is a growing realisation of and experience within the mining industry that Whittle Integrated Strategic Planning substantially improves not only the economics but also the sustainability and environmental footprint of mining projects or operations all around the world.

To read Stephanie's bio please scroll to the next page..

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Stephanie Jones
Marketing Manager, Whittle Consulting

Stephanie orchestrates the marketing and client communications for Whittle Consulting. In particular, Stephanie is responsible for the organisation of our Integrated Strategic Planning seminars held throughout the world. As a support to our management and global sales team, Stephanie co-ordinates our advertising, marketing activities, global communications and website development. Stephanie has enhanced our CRM capability and oversees the ongoing communication to our clients, industry, media, business and alliance partners.

Prior to joining Whittle Consulting in 2011, Stephanie had 8 years of experience in the marketing and events industry. During this time, she successfully co-ordinated a wide range of events, conferences, seminars and training courses for corporate, government and industry association clients.