

Cecille Weldon.



Cecille is an innovative thinker with a proven track record in bringing together business strategy, innovation, communication and knowledge management to deliver new opportunities for business and the social sector. This expertise has been developed over 25 years experience in areas as diverse as strategic and creative management, marketing, systems development, event design and management, publishing and production.

In addition, Cecille has extensive design and production experience in all communication media, and has been responsible for the distinctive 'look and feel' of numerous corporate identities for businesses, both nationally and internationally.

She holds a Bachelor of Arts (Dip Ed) and a Graduate Diploma in Linguistics, specialising in Semantics (the study of meaning) and Sociolinguistics (the study of the relationship between language and social and cultural values). This informs much of her unique approach to strategy, brand and content.

Cecille was creator of the award-winning Liveability Real Estate Framework. Developed to drive a new value proposition in real estate, and incubated within LJ Hooker over a four year period, this groundbreaking property marketing framework includes a new professional pathway in real estate, the Liveability Real Estate Specialist. The framework encompasses high level training for sales agents and property managers, the 17 Things Checklist™ and unique property marketing icons and tools to identify, appraise, sell and rent homes with Liveability Property Features™. It is underpinned by compliance technology which ensures only trained Liveability Real Estate Specialist agents can appraise, list and sell properties with these features. In addition, the framework includes the collaborative consumer portal, liveability.com.au, which supports consumers to create their best home: healthy, efficient, comfortable and connected to their local community.

The Liveability Real Estate Framework was seen by many as the future of real estate and was endorsed and supported by key organisations in the sustainable design, building/construction, development and assessment industries.

In July 2011 Cecille was appointed to the Executive Leadership Team of LJ Hooker. Within her role as Head of Liveability Real Estate for LJ Hooker she was responsible for the roll out of the innovative national Liveability strategy which has developed efficiencies and identified new business opportunities for real estate. Prior to this as Head of Knowledge Management for LJ Hooker she delivered the ambitious collaborative "the LJ Hooker Way" a revitalised business operations manual for their franchise real estate business, and established new knowledge management capability within



its head office team. Cecille was also founding chairwomen (corporate) of LJ Hooker Females in Real Estate (FIRE) whose mandate is to connect, support and inspire over 3,500 women within the LJ Hooker network.

She was also a member of the Property Industry Advisory Committee, Bond University.

Additional to her own consultancy, Cecille has held the following positions; Publishing Director for the Couran Cove Environmental Research Trust, Marketing Director for the start-up venture capital firm TiNSHED Corporation, Creative Director and General Manager of the sports marketing company Ocean Events International Pty Ltd, Founding Director of Weldon Kids children's publishing company, Assistant General Manager for the publishing house Kevin Weldon and Associates, Managing Partner of Fidado, which provided technology services to leading design studios.

An entrepreneur in her own right, Cecille created and developed the Organic Time Management System® and regularly conducts individual and group sessions outlining its principles. She has recently completed the book *Travelling with Time* on the subject.

She has also created and developed the Organic Business Management System® which represents an integrated approach to business management encompassing business strategy, brand strategy and knowledge management. It has been used by numerous businesses to facilitate the startup of a new business or refine and consolidate an existing one. Organic Business Management enables businesses to integrate and systematise what they do and how they do it; identifying the qualities and core processes within the business, clarifying goals/directions/objectives, integrating brand & image with these core features, recording and integrating essential information through the Template System and creating appropriate and congruent promotional tools and strategies.

Her passion to support young creative and social entrepreneurs and develop their business, brand strategies and communication skills has driven many individual mentorships with young changemakers.