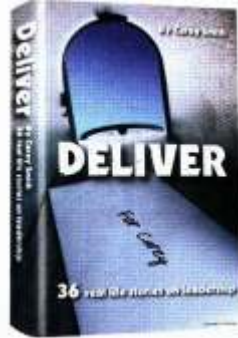




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CAREY SMITH – DELIVER HOW TO THINK AND ACT LIKE A LEADER



If you read the business or property pages, you'll have heard of Ponsonby resident Carey Smith. As Chief Executive of Ray White New Zealand, he is responsible for one of the fastest growing real estate companies in the country with more than 125 real estate offices nationwide.

His company transacts around \$5 billion worth of property sales a year. As Chief Executive of The Loan Market NZ, he also has 38 brokers facilitating \$600 million in Property finance a year.

Smith moved to New Zealand from Australia in 1996 to assist in the rebranding of United Realty, the New Zealand component of the Australian business. He found it one of the more difficult challenges he'd faced in real estate, a business he'd entered at the age of 17. He discovered the New Zealand culture to be a lot different to Australian culture. And the business environment was not necessarily friendly to outsiders.

Smith had the chance to lead the company in 1998, and over the past 10 years his strong, inclusive leadership style has earned him huge respect from within. He is also regarded by heads of industry as a leader in his field.

What is it that makes Carey Smith so successful? His new book, *Deliver*, gives insights into his style as well as offering down-to-earth, practical lessons on how others can learn from his observations and experiences.

Deliver asks questions many may not have asked themselves. The focus of the book is a letter Smith writes to himself determining his life and business goals each year. At the end of the year, it raises the question, "What have I achieved? If our experiences over time can be measured, would we be better for having those experiences?"

Deliver shows how an autonomous leader can challenge his or her own thought patterns. It shows how to apply observation to gain the most from the directions in which you choose to go. He believes that if two people are in a meeting together and they both think the same, then no creativity can be developed. Through the discovery of leadership, a person's thinking can be changed to be creative even when that person is compelled to comply with today's thinking.

Deliver goes to the heart of what good leadership is about in a raw approach which demonstrates that each action has an outcome. It is when we learn from those outcomes that change is most effective.

"No one is born a winner; no one is born a loser," says Carey Smith. "We are all born choosers. The same goes for leadership – it is the learnt lessons of observation that make today's leaders most successful." **[PN]**

The Book is available from www.careysmith.com