

## National Boys' Education Conference K-12

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### Boosting boys' achievements

Conference Dinner Monday, October 10 6pm

### *Evening with Sheeds*

**The business we don't see? Creating futures for our young me**



Kevin Sheedy, AM is an amazing sportsman and businessman. His Conference Dinner address will tackle the topic *The business we don't see? Creating futures for our young me*, offering his insight on how to motivate young boys. Sheedy is the type of person who strives to make a difference to people's lives. He will

infuse us with his drive, enthuse us with his desire to teach others to be the best they can and encourage us to view ambition and aspiration as synergistic facets of self-esteem. His big vision thinking to involve indigenous boys to become professional footballers is a testament to his insightful leadership, having signed up the 100<sup>th</sup> indigenous young man to AFL this year.

He has his heroes. Edward de Bono is one. Having received a gift of his books whilst still in high school, Sheedy remains a consummate reader and passionate writer. His oft times quirky humour and lateral thinking can change a business conversation into a creative and innovative idea that challenges the status quo. Challenge is nothing but a football for Sheedy; it keeps him in love with life. As Sheeds says, "If you really believe in something. Keep working until you achieve it."

Join us on Monday night for our Conference Dinner and an *Evening with Sheeds!*

Selected publications include: *Stand your ground, Footballs' women: The forgotten heroes, Follow your dreams.*