



**Leonie Freeman**  
BUSINESS FUTURIST,  
ENTREPRENEUR & SPEAKER

## Dream It, See It, Do It

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Have you ever wondered how people seem to spot opportunities that were right under your nose, and you think "why didn't I think of that?" Or do you have an idea that might invoke positive change in your organisation but are unsure what to do next?

Many business people today are pedalling hard trying to keep up with the great wave of change and disruption that's taking place. The future success and survival of your organisation is dependent on people identifying new ideas and making them happen.

**Dream It, See It, Do It** is a proven three step framework focused on defying disruption and igniting the spirit of innovation in your organisation.

In my presentations you will learn 4 key things:

1. *The principles of why there are business failures alongside the many great successes*
2. *The 3 key steps of the Dream It, See It, Do It framework*
3. *Understanding people's behaviours and attitudes toward change*
4. *Powerful stories that provide examples of phenomenal business success using the Dream It, See It, Do It programme*

Audiences will leave this compelling presentation with a game plan for successfully defying disruption and igniting innovation. **Dream It, See It, Do It** is an ideal stand-alone conference keynote or an extended half or full day program.

## Biography

Leonie Freeman is an Auckland-based business futurist, entrepreneur, housing strategist and speaker. She is a visionary leader who is regarded as one of New Zealand's top business women, having spent over 25 years disrupting and transforming businesses.

- Leonie was the visionary who in 1996 created one of the first commercial websites launched in New Zealand, now known as realestate.co.nz.
- Her next business venture identified the industry opportunity to totally transform a small run-down residential property management business, growing it exponentially before selling it in 2007.
- She launched a philanthropic initiative in 2016 called [www.thehomepage.nz](http://www.thehomepage.nz) which provided the first ever comprehensive solution to fix Auckland's housing crisis.
- In 2011 Leonie was appointed to the board of listed company, Goodman Property Trust.

Leonie has also been a regular and sought-after print, radio and television commentator. She has recently been awarded the Property Institute Life Membership and the Supreme Property Award for 2017 and was a finalist in the recent Westpac Women of Influence Awards.

## Testimonials

"Leonie Freeman is a change agent on steroids. Her fierce intellect, entrepreneurial success, honesty and commitment to social justice inspires all audiences. Leonie articulates solutions to wicked societal problems using engaging stories and practical examples. She is professional, prepared and practical. I will always want to cross the room, and have a conversation with Leonie because she motivates you to make a difference. Leonie is dedicated to ensuring leaders rise to be their best selves."

**Jo Nicol**

Development Director, Global Women New Zealand

"Leonie recently presented to our clients. She spoke confidently and with passion, delivered in a way that totally engaged the audience. The feedback we had from clients was extremely positive and the content of the speech created much interest and discussion. In fact Leonie's speech was the highlight of our function. I would highly recommend Leonie as a public speaker and would welcome her back again to present to our clients."

**Judith Barraclough**

Partner, Conning Barraclough

"Leonie presents as an experienced entrepreneur, thought leader and raconteur. She has a personal style, colourful experience to draw from and a warm easy approach to connecting with her audience. Leonie's passion is palpable and she has a very clear vision of how to make a difference."

**Josh Comrie**

Founder – CEO AmbitAI,  
Entrepreneurs Organisation, Auckland

## Contact Leonie

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