

# 30 Australian executives share the biggest business lessons they have learned in 2015



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It was a year when changing markets, disruption and an increasing emphasis on better-informed customers saw businesses tailoring their existing models and strategies to get ahead of the game.

We reached out to a number of Australian executives to see the biggest business lessons they learnt this year and what changes to their sales process, company culture and mission they had in store for 2016.

From implementing mobile payments into their growth strategies, adopting real-time feedback loops and accelerating marketing efforts through to being prepared to pivot to adapt to new markets, here were the key takeaways from some of Australia's most successful executives.

**Philip Weinman, CEO and executive chairman,  
Locomote**

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'This has been a big year for Locomote; we've grown our staff, signed major customers like ANZ, Medibank, Allen & Overy and World Vision and strengthened our relationship with Travelport. 2015 has been a year full of opportunities and lessons, that have helped us continue developing and growing Locomote both in Australia and internationally.

'As a team, we continue to encourage each other to challenge the status quo of the corporate travel industry. The industry as a whole can be rigid, with long and tedious processes to enter requests, authorisations, make bookings and claim expenses — our objective is to change this, providing solutions to automate corporate travel management and make it more efficient.

'It's crucial that in doing so, we remain focused and apply this same idea of change to our own company - what can we change? How can we improve as a business? What can we do to make our solution even simpler and faster?

'There's always room for change and for improvement. This can sometimes be hard to remember, especially within an industry that can be very traditional, so it's important we keep motivating our team, welcome different perspectives and be open to change. We also partner with companies that we see are making changes so we can innovate together.'