

# COLETTE CARLSON

Hall of Fame keynote speaker  
and human behavior expert who  
transforms relationships through the  
power of connected conversation



At the heart of every sale, every interaction between a leader and a team member, every conversation with a customer... is a **connection**.

How to make those connections effective, and leverage them for greater success, is the thread woven into every one of Colette's presentations.

Colette knows the difference between trendy topics and timeless truths when it comes to successful business practices. Through her real-world, highly-engaging, and laugh-out-loud funny programs, Colette teaches organizations how mindful communication creates powerful connections.



**MICHELLE JOYCE**

— SPEAKERS —

## Up Your Connection Quotient

In order to make a sale and earn a customer, you must first make a connection. Wider and deeper relationships lead to increased sales, repeat business, and powerful referrals.

As a former national sales trainer, who cut her teeth in straight commission sales, Colette will show you how to up your personal connection quotient to maximize relationships, revenue, and results.

Every program is customized for each audience. Some of Colette's most-requested sales lessons include:

- Recognize that connection begins within
- Focus on opening the dialogue, rather than closing the sale
- Create a sincere selling mindset
- Align you thoughts, words, and actions to build trust and confidence
- Boost your sales team's productivity, enthusiasm, and bottom line
- Embrace change in your ever-changing marketplace
- The power of ASK

"You will learn, earn, and be able to return more when you think, speak, and live the truth as brilliantly taught by my speaker-friend, Colette Carlson."

~ MARK VICTOR HANSEN, CO-CREATOR OF THE NEW YORK TIMES #1 BEST-SELLING CHICKEN SOUP FOR THE SOUL SERIES®

### For booking information:

Michelle Joyce  
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## The Connected Leader

Successful leaders understand the nuances in communication that make a big difference when inspiring action and cooperation. Leaders know the power of their words and understand that words alone do not generate trust, allegiance, and loyalty. Connection is the glue that keeps relationships, projects, and organizations together.

A leader must be authentic and exhibit the behaviors conveyed in their message to maintain respect for their authority. Advance your communication style, increase your credibility, earn respect, and gain support by learning how to:

- Communicate with candor and clarity to guide your team to achieve remarkable results
- Develop phrases that dissolve conflict and inspire cooperation
- Engage, persuade, and influence others through strategic storytelling
- Exhibit integrity, build trust, and allow Truth Tellers into your life
- Become a human highlighter who champions the accomplishments and strengths of every individual on your team
- Lead with warmth to build connection and trust

"Colette's keynote at our Women's Industry Network Educational Conference was both powerful and engaging! As women we all strive to improve our leadership skills, and her message was not only inspiring and informative, but it was down to earth and filled with hilarious examples. Everyone loved it!"

~ J.B., 2014 CONFERENCE CO-CHAIR  
3M – WIN

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## Many Communicate, Few Connect

The common denominators of the most successful people are the ability to effectively communicate and connect, regardless of the situation or audience. In a competitive world filled with a global workforce, numerous communication challenges, and daily digital distractions, getting your message heard has never been more challenging. Clear, concise communication is no longer enough to get results: connection must be part of the equation. Productivity decreases, collaboration stalls, accountability suffers, and conflict and stress escalate when even the simplest of miscommunication occurs. Without connection, these outcomes are only heightened.

Connect and communicate on a deeper level to form crucial relationships that drive productivity, engagement, and collaboration by learning how to:

- Awaken your personal awareness to foster healthy communication
- Align your thoughts, words, and actions to build trust and increase influence
- Overcome conflict while maintaining a respectful, human connection
- Become a human highlighter who champions the accomplishments and strengths of every individual on your team
- Increase rapport and leave a positive, lasting impression with everyone.

"After two days of education focused on improving patient safety and health care quality, Colette's closing keynote brought an element of positive inspiration and humor to a crowd of 500 health care executives! The post event evaluation identified her as the most highly rated speaker, and it was no surprise given her ability to tailor the content to meet the needs of our audience."

~ S.B., PROGRAM MANAGER  
TEXAS HOSPITAL ASSOCIATION FOUNDATION

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# Stress Less

## *YOU Management vs Time Management*

The truth is whether you are in leadership, in sales, or on the front line, you are expected to produce more in less time with fewer resources, while staying positive and connected with colleagues, customers and clients. The reality is we are all stressed out, tightly wound, and exhausted trying to meet and exceed expectations. People have the best intentions that seem to go out the window before lunch as they are constantly changing schedules, demands, and priorities. Enough already! Create the focus, energy, and mindset necessary to make healthy choices and stay connected to those who count.

It's no longer about time management, it's about YOU management. Get ready to laugh-out loud and walk away ready to make positive, long-lasting change the next day.

Customized for every audience and their unique challenges, some of Colette's most-requested lessons include:

- Differentiate between time management and YOU management
- Know when to let go or take control
- Eliminate unrealistic expectations and energy zappers
- Beat the stress and temptation of everyday life in healthy ways
- Build a positive mindset to increase mental toughness

"Colette did her homework and tailored her presentation specifically to us – even down to common language within the organization. I knew she was a hit, but was pleased to see a standing ovation from the crowd!"

~KATHERINE BORISH, DIRECTOR OF TRAINING  
ETCETERA

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## 3 Truths Female Leaders Need to Know

The world seeks more women leaders.

Colette delivers the latest research and strategies specific to women in leadership, so they can be recognized, respected, and rewarded in their career. Participants will gain a bigger self-awareness and learn the skills necessary to being a credible and confident leader.

Deliver positive results for your company or organization by learning how to:

- Identify and change communication patterns that limit your influence
- Employ the art of self-promotion to express your success in a manner that gains supporters and censors critics
- Build a persuasive case to back up your ASK for maximum impact
- Cultivate connections that count: identify, access, and develop strategic relationships
- Give and receive feedback so it lands as a gift
- Increase risk taking and choose to fail forward
- Strategically say no to grow to the next level
- Stay resilient through constant change and challenges

"Colette's enthusiasm, humor and very practical advice were a huge hit with our group of women General Counsel and senior level in-house counsel. She fully committed to our program – spending time with our attendees and other speakers to gain a deep understanding of our challenges and goals. She made sincere personal connections – our attendees left energized and better prepared to address the obstacles that impede their success and the success of the organizations they serve."

~CHAIR, NATIONAL ASSN. OF WOMEN LAWYERS  
8th GENERAL COUNSEL INSTITUTE

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