



# COLETTE CARLSON

HALL OF FAME KEYNOTE SPEAKER AND HUMAN BEHAVIOR  
EXPERT WHO TRANSFORMS RELATIONSHIPS THROUGH  
THE POWER OF CONNECTED CONVERSATIONS

## IMPORTANT LINKS

CLICK the links below for:

[On-Stage Preview Video](#)

[Virtual Preview Video](#)

[Speaker Website](#)

## AREAS OF IMPACT

Communication

Leadership

Work-Life Balance

Stress and Resiliency

Women's Leadership

## BOOK COLETTE

Please contact

**Michelle Joyce**

704-965-2339

[Michelle@MichelleJoyce.com](mailto:Michelle@MichelleJoyce.com)

[www.MichelleJoyce.com](http://www.MichelleJoyce.com)



**MICHELLE JOYCE**  
— SPEAKERS —

# MEET COLETTE



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 teaches audiences how to transform relationships through the power of connected conversations. Her keynote programs are so personalized, attendees often assume Colette is one of them. She has the outstanding ability to connect through engaging content and laugh-out-loud humor. With a Master's Degree in Human Behavior, and more than 20 years of experience helping individuals change behaviors that impact their success, Colette understands the psychology, mindset, and skills required to make positive, long-lasting change.

Colette is a Certified Speaking Professional (CSP), a designation held by fewer than 10% of the members belonging to the International Federation for Professional Speakers. In 2017, Colette was inducted into the CPAE Speaker Hall Fame®, a lifetime award that honors professional speakers who have reached the top echelon of platform excellence.

Trusted clients include Boeing, Microsoft, Procter & Gamble, Federal Express, Fidelity, Domino's Pizza, Great Clips, and the United States Government.



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📞 704-965-2339

# TESTIMONIALS



*"Colette's engaging style and creative virtual presentation made our event a great success! The post-event survey identified her as the most highly-rated session, and rated her as the 'highlight' of the entire two-day Learning and Development program!"*

**– ESIN AKKANAT, MICROSOFT**

*"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**

*"Colette recently spoke for us as the Opening Keynote Speaker and Virtual Chat Emcee/Moderator of our first virtual IAEE Women's Leadership Forum and as always, she was AMAZING! I have used Colette numerous times in my career and she never disappoints; True professional when it comes to presenting virtually. I always know I can count on her to do what's needed to make our program a huge success! Always on point, providing leadership tips to women; she is top notch, has a true pulse on what our attendees need and always able to engage! We love Colette!"*

**– STACY RIDDLER, SENIOR EDUCATION MANAGER, INTERNATIONAL ASSOCIATION OF EXHIBITIONS AND EVENTS (IAEE)**

*"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."*

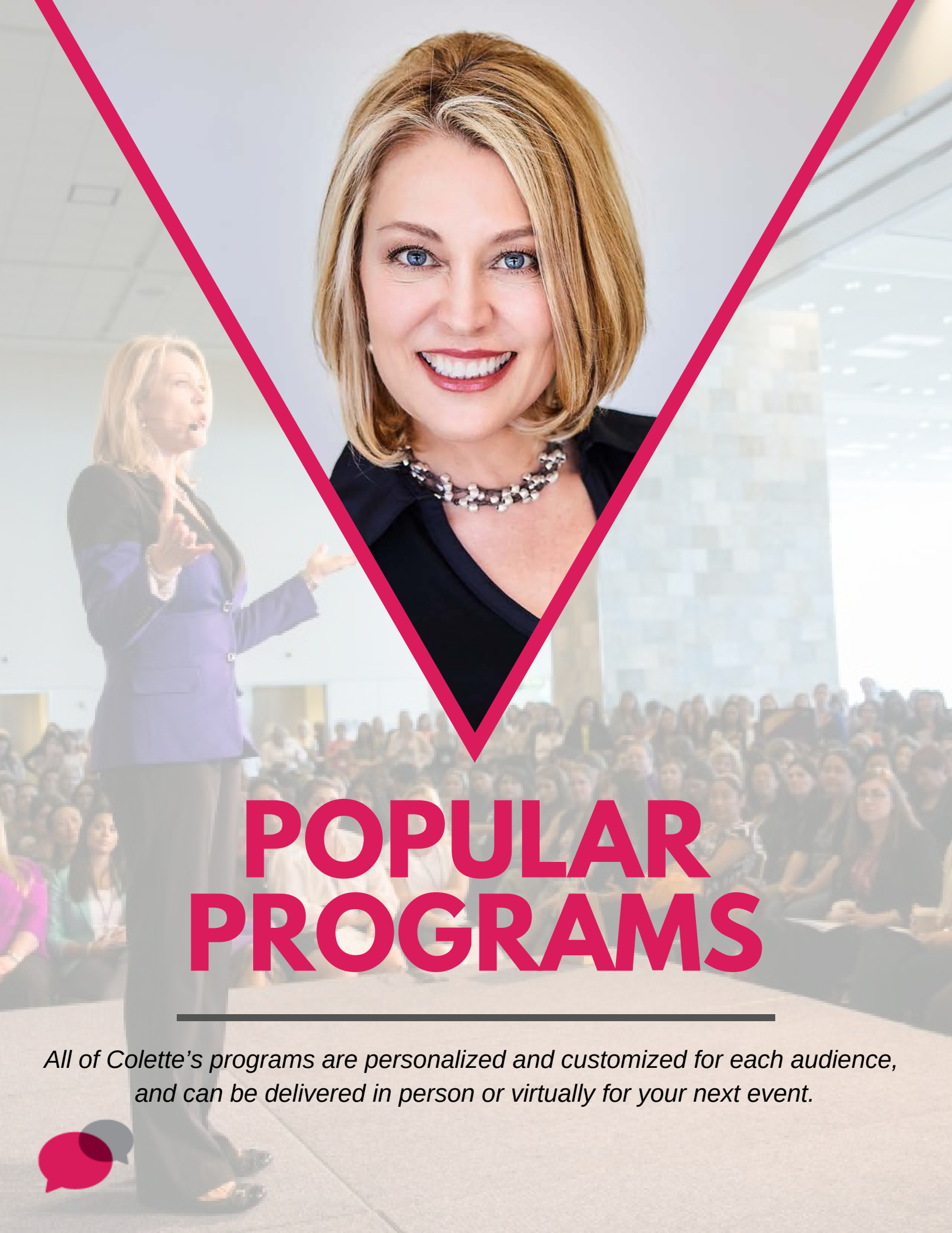
**– CHAIR, NATIONAL ASSN. OF WOMEN LAWYERS, 8th GENERAL COUNSEL INSTITUTE**



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# POPULAR PROGRAMS

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*All of Colette's programs are personalized and customized for each audience, and can be delivered in person or virtually for your next event.*





# THE CONNECTED LEADER

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Successful, effective leaders recognize the need to authentically connect on a human level, whether virtually or in-person, to create influence and impact. Connected leaders model courageous behaviors that create a culture of clarity, transparency, inclusion, and accountability, even in the most challenging times. In this engaging, uplifting, and research-based program, attendees will master their ability to communicate and connect on deeper levels, creating an environment where people thrive.

**In a digitally-distracted, constantly-changing world, become a Connected Leader to:**

- Drive positive change through intentional and impactful communication, thoughtful questions, and empathetic listening
- Earn trust, respect, and loyalty from your teams and colleagues
- Learn specific communication techniques that will inspire action and cooperation, address conflict, and extract more value and productivity from your teams
- Seek and encourage healthy feedback
- Create a culture of open communication where people connect, grow, and flourish



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# MANY COMMUNICATE. FEW CONNECT.

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The common denominators of the most successful individuals are their ability to effectively communicate and connect, regardless of situation, location, or audience.

In a competitive world filled with a global workforce, numerous communication channels, 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.

**Amplify your impact and form crucial relationships that drive productivity, engagement, and collaboration by learning how to:**

- Up your emotional quotient to increase your credibility and gain support
- Foster healthy communication through focused, dedicated behaviors
- Align your thoughts, words, and actions to build trust and increase influence
- Communicate with candor and clarity while maintaining a respectful, human connection
- Be a human highlighter who champions the accomplishments and strengths of every individual on your team

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# YOU MANAGEMENT

## **Strategies to Avoid Burnout, Boost Resilience, and Accelerate Success**

Regardless of your title and role, people experience everyday stressors while they are expected to stay agile through constant change. In today's world, people are required to exceed expectations, and produce more in less time with fewer resources, all while staying positive and engaged with colleagues and customers.

New challenges have collapsed the boundaries between work and home, leaving people juggling opposing demands for time, energy, and attention. It's no surprise, even with the best of intentions, leaders and teams feel stressed out, disconnected, and emotionally exhausted.

***Enough! It's time for You Management!***

**Join Colette in this laugh-out-loud program as she shares practical, yet powerful, science-based strategies to remain resilient and accelerate your success during the most challenging of circumstances by learning how to:**

- Minimize worry, stress and angst by knowing when to let go or take control
- Manage devices, distractions, and demands to stay focused, present, and productive
- Lean in to change by mastering your mindset to increase mental toughness
- Build in daily self-care strategies to avoid burnout and create more joy
- Maximize health and wellness through the power of connection

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# SINCERE SELLING

## Stop Transacting, Start Connecting

In order to make a sale and earn a customer, you must first make a connection. In today's virtual selling environment with shorter meetings and distracted customers, the ability to quickly connect and captivate is paramount.

In this engaging, research-based program, learn how to adopt a sincere selling mindset to cultivate authentic relationships that lead to increased sales, repeat customers, 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 by learning how to:**

- Awaken your awareness to maximize your emotional connection
- Ask deeper, richer questions to identify customer pain points
- Listen empathetically to create a collaborative environment conducive to problem solving
- Align your thoughts, words, and actions to build trust
- Demonstrate value and gain emotional buy-in through effective storytelling



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A woman with blonde hair, wearing a blue blazer, a black skirt, and black boots, is speaking on a stage. She is gesturing with her hands. In the background, there is a large screen displaying a blue graphic.

# WOMEN LEADING WITH IMPACT

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## Accelerate Your Position with Confidence

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When women show up, stand up, and speak out, positive change happens. In this engaging, uplifting, and research-based program, specific to women in leadership, participants gain the strategies and skills necessary to become authentic, credible, and confident leaders.

**Be recognized, respected, and rewarded in your career by learning how to:**

- Cultivate connections that count
- Identify, access, and develop strategic relationships
- Express your success to advocate for yourself and others
- Conquer self-imposed limits to take risks and accelerate growth
- Breakthrough barriers by mastering the power of the ASK
- Stay resilient through constant change and challenges

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