

# TOPIC LIST



## KEYNOTES

### THE NEW AGE OF INFLUENCE

There's no denying we've entered a new age of influence. For the first time in history, we're more interested in following people than brands.

The rise of digital and the sheer volume of online platforms has changed the game of attention. All eyes are now on those that own the conversation, stand out as an authority, track the horizon for trends and translate them for their networks. So how do you harness the new power of influence? In this presentation, Julie provides insights around how this new age has transformed the manner in which we attract new opportunities. Audiences leave with an in-depth understanding of how to identify their unique space, become the 'go to' authority and then amplify their impact to rise above the noise.

Ideal Audiences

- Sales / Marketing
- Business owners / franchise
- Leadership teams

### THE TRUSTED AUTHORITY

The rise of a new age of influence has created a new horizon in leadership. The ability to stand out as a trusted authority in your field, own your expertise and as a result consistently attract – rather than chase - the best talent and opportunities.

At a time when we are more interested in following people than brands. Organisations are increasingly being judged on the visibility and credibility of their leaders. Combined with the war for talent and declining levels of trust. Our ability to own a point of view as a leader, tell compelling stories and become a thought leader - has become the key to cut through. So how do you start stepping out from behind the brand? In this presentation, Julie walks through a blueprint to thrive as a leader in an influence economy.

Ideal Audiences

- Business owners / franchise
- Leadership teams
- Schools / Education

### INSIDE INFLUENCE

When it comes to securing the next big client, building trust, being heard or inspiring change. Our ability to stand up, own our voice, be seen and communicate in a compelling

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way - is undoubtedly the single largest indicator of success. Yet why do most of us struggle with it the most?

Drawing on decades of experience working with the world's top thought leaders – Julie unravels what it takes to own your voice and be seen as an authority. How do you access personal gravity? How do you design a message that cuts through the noise? How do you learn to overcome your fear of being seen? Audiences will walk away with insider information into the fundamentals of influence. From the myths that keep us small, to the truth that influence is simply a set of choices and behaviours that can all be learnt.

## Ideal Audiences

- All Staff Conferences
- Schools / Education
- Women's Events

## WORKSHOPS

### THE INFLUENCER CODE

The Influencer Code workshop is available as a standalone masterclass or as an addition to a keynote – either half or full day. In these session's audiences focus on each of the keys from The Influencer Code in a highly practical and hands on environment.

**CLARITY** - How to use influence intersections to identify your unique space

**CONTRIBUTION** - How to 'out-contribute' rather than 'out-spend' your competitors

**COMMUNITY** - How to stop collecting and start engaging your networks

**CAPTIVATION** - How to harness the power of epic storytelling

**COLLABORATION** - How to amplify your impact through collaboration

**CONSISTENCY** - How to develop the systems and strategies to consistently stand out

**CERTAINTY** - How to forget waiting for confidence and focus instead on certainty