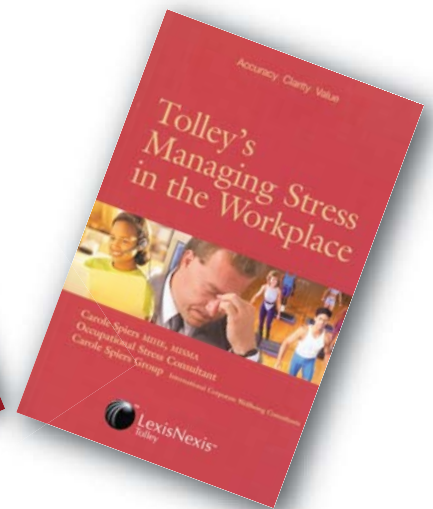
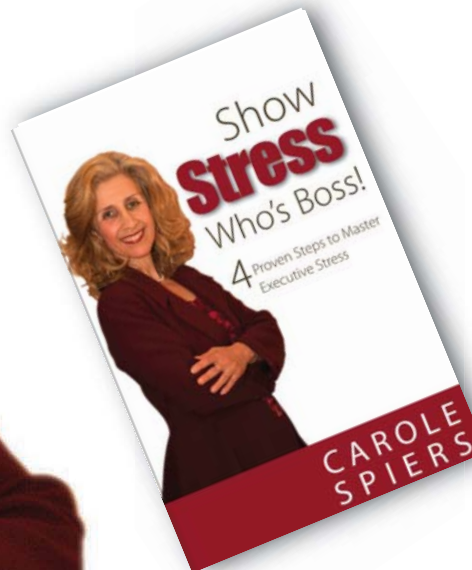


# CAROLE SPIERS

The Speaker Who's More Than Just Talk!

World Authority on Executive Stress

## 9 Keynote Presentations That Have Changed Attitudes and Mindsets



“This will be compulsory reading for all HR Managers and Directors as well as secretaries and business Managers with people responsibility.”  
Personnel Today

**Sellout Speeches for Business  
Audiences From Boardroom  
to Shop-floor**



# World Authority on Executive Stress. BBC guest-broadcaster. Author

## The Carole Spiers Solution to an Age of Change ...

Carole's credibility is rooted in twenty years success as CEO of the UK's No.1 consultancy on Stress Management and Employee Wellbeing. As a World Authority on Executive Stress, popular BBC guest-broadcaster and best selling author, Carole's focus is to empower organisations to achieve a healthy workplace culture through the successful management of stress and organisational change – all of which is underpinned by a compelling philosophy reinforced by her own experience as an Expert Witness before the UK Courts.

## Sellout speaker in the UK, UAE and Globally ...

Carole is a high energy, motivational speaker able to combine inspiration with insight. Her charismatic style and ability to engage emotionally with audiences has made her a sought-after keynote speaker working with equal success in the contrasting cultures of the UK and UAE bringing proven benefits to clients from Bank of England to Abu Dhabi Marine Operating Company.

## Consulted as Stress Expert by all Media ...

Carole is an acclaimed weekly columnist for the prestigious Gulf News, the Emirates leading daily newspaper, writing on topical issues facing Middle East Management and is regularly called upon by the national press and media for comment and is author of industry's bible Tolley's 'Managing Stress in the Workplace'.

## Acclaimed Within the Profession Too ...

In the UK, Carole launched National Stress Awareness day on behalf of the International Stress Management Association of which she is a Vice President. She is also Past President of the London Chapter of the Professional Speakers Association.

Carole's philosophy is timeless, yet also topical to Credit Crunch conditions. *"Both in managing current stresses and in preparing for the upturn, you need proven anti-stress strategies that are essential in retaining your existing top talent."*

## Let Her Audience Speak for Her!

*"A single presentation from Carole Spiers totally revolutionised our understanding of Stress Management. Her charismatic platform style held everyone's attention from the first moments. Key messages were delivered with force and conviction. And her influence is still being felt in the form of practical working tools, techniques and strategies that are now part of our daily operation."*  
Mohammed Naji, Dubai

## 9 Key Themes That Have Touched a Nerve at Conferences and Seminars All Over The World

- Effective anti-stress interventions to build team resilience.
- How to manage the human dimension of organisational change.
- Promoting yourself into a higher league through inspired example.
- The vast motivational power of articulate dialogue.
- Public speaking as a business tool that can influence vital decisions.
- Insight into cultural diversity for our increasingly global corporate village.
- Responding to a crisis with the right word at the right moment.
- Improving your negotiating skills to achieve successful outcomes
- New ways to launch and market yourself as a product and a brand

Amongst the confusions and disruptions of the Credit Crunch, you need these proven solutions to keep your competitive edge, engage with your teams and retain your existing top talent.

### Benefits For Your Audience

- ✓ Skills and strategies to successfully manage the global recession
- ✓ Improved employee communications
- ✓ Smooth organisational change process
- ✓ Global insights into workplace stress
- ✓ Enriching the team through cultural diversity

### Keynote and Seminars

Carole's inspirational style and range of topics are equally suitable for a curtain-raiser, closing speech or a major keynote. She can carry a full-day event with confidence, either as a speaker or conference chair.





## Consulted as Stress Expert by the Media

Carole is frequently interviewed by major newspapers such as The Times, Financial Times, The Telegraph and The Guardian, as well as BBC News, ITV, CNN, CNBC, GMTV, Dubai Eye and Bloomberg.

- **Weekly Columnist for Gulf News**
- **A VP of The International Stress Management Association**
- **Past President of the London Chapter of the Professional Speakers Association**



**GULF NEWS**

**ISMA**



**FINANCIAL TIMES**

Her client list reads as a roll-call of leading international organisations including:

**Accenture**

**Abu Dhabi Marine Operating Company**

**Al Habib (Oman)**

**AXA Insurance**

**Bank of England**

**Debenhams**

**Dubai Cables**

**Dun & Bradstreet**

**Etisalat**

**Financial Times**

**Harrods**

**Kanoo Group**

**London Underground**

**Metropolitan Police**

**Panasonic**

**Speakers Presents (Abu Dhabi)**

**Tecom**

**Unilever**

**Walt Disney**

**WH Smith**

...and hundreds of other blue-chip companies worldwide.



*“Carole’s presentation was intelligent, interactive and energetic - just what we needed as the closing keynote to our Family Business Forum in Abu Dhabi...”*



## Show Stress Who’s Boss!

With businesses under pressure to maintain targets and retain existing talent under a global economic downturn, there is a special need to pressure-proof yourself and your team to enable optimum performance.

As CEO of one of the world’s leading stress consultancies, we have the experience of helping blue-chip clients through the stress-effects of past recessions, by providing strategies that work.

Now benefit from our experience. Learn to recognise how pressure hardens into stress, how to build personal resilience, and formulate effective stress management interventions.

Discover a proven *3 Step Approach* that you can implement immediately from this sellout 45 minute Keynote Presentation from a World Authority and BBC guest-broadcaster on Executive Stress with a long experience of tough economic times.

### The Business Case for Stress Management

**Mounting cost of absence, disruption and under-performance**

**‘Time-bomb’ factor of excessive pressure build-up within teams**

**Value of proven stress management policies and procedures**

### How Pressure Hardens into Stress: the hidden costs

**Unnatural overload and monotony erodes resilience and morale**

**Pressures of home life may remain unknown to employers**

**Familiar signs and signals that indicate a pressured employee**

### Building Personal Resilience for Optimum Performance

**Effective physical and mental counter-stress measures**

**Keeping a handle on pressure - hallmark of the achiever**

**Motivation and work-life balance can expand your capacity**

*“Your innovative workshop on Organisational Change for our Top Team at Al Habib in Oman was really an eye-opener, and an ignition to what I call a ‘mindset change process’...”*



## Change is your Opportunity for Growth!

Human Change Management is not just a model for coping with a crisis. Employees need to be continuously shown the opportunities for personal growth in line with the organic changes happening around them, and you need to be able to manage the differing reactions within your team.

Carole’s speciality is the Human Dimension of Organisational Change, with a topical emphasis on redundancy e.g. dealing with an irrational fear of change; managing the inevitable; getting the team to work together quickly so that the business can move on.

As part of this popular 45 minute Keynote Presentation, you’ll leave with a set of *10 Crucial Principles*, which have been found invaluable in the course of Carole’s extensive experience in Government, Industry and the Professions, especially in the UK and UAE.

### The Inevitability of Change

**Nothing remains in a constant state. No change is ‘no option’**

**Your willingness to encourage change may diffuse major challenges**

**Explain the reasons for change, identify the natural growth-phases**

### Change is Opportunity

**Maintain and encourage a positive attitude to the inevitability of change**

**Use core values to approach change in a culturally sensitive manner**

**Use change to your advantage as a positive attitude for personal growth**

### Communicating the Challenge

**Identify and manage those in denial and those who see opportunities**

**Empower your teams. Build a vision of a corporate future with common goals**

**Your chance to show inspirational leadership, value and reassure your team**

*“Carole is an inspirational speaker who is able to connect with all levels of corporate business through her long career as an entrepreneur.”*



## Release the Entrepreneur in You - Lift off to Success!

Do you still see entrepreneurs as a remote class of achiever, to which you cannot hope to aspire?

Whether you're a full-time employee or a small trader, you can release your own entrepreneurship, and then replicate the success of these high-profile players sooner than you think.

It's all a matter of strategy, self-belief and inspiration, and it comes down to a few simple principles which can be easily taught and put into practice immediately. In no time, you'll be teaching them to the rest of your team, and asserting enterprise culture throughout your organisation. So that individually and collectively, you move into an altogether higher league.

This popular 45-minute Keynote Presentation comes from a speaker with 20 years experience as an international CEO, for whom entrepreneurship has always been second nature.

### Identify the Self-limiting Beliefs that Hold You Back

- Force yourself out of your comfort zone, and embrace change**
- Conquer fear of audiences, present yourself with confidence**
- Keep a handle on the pressures that can harden into stress**

### Add Perceived Value to Your Daily Performance

- Be counted-on to think outside the box - become indispensable**
- Let go of old routines that no longer drive success, and 'raise the bar'**
- Inspire other team-members to adopt the entrepreneurial mindset**

### Best Investment in Your Professional Profile

- Recognition as an entrepreneur-type - your badge of advancement**
- Potential employers or clients will see you as an invaluable asset**
- Adapt latest marketing strategies for your self-marketing agenda**

*“Our Top Team at Phoenix Pharmahandel has learned important techniques from your 3 presentations, and looks forward keenly to the prospect of more star appearances by Carole, as well as the solid information that they convey.”*



## Articulate Dialogue Drives Corporate Growth

Clear, convincing dialogue is a major tool in conducting business - strengthening your powers of argument, averting communication breakdowns and helping you assert corporate values.

This vibrant presentation will give your executives a powerful, articulate edge in dealing with all manner of daily tasks, from routine interviews to public presentations, training sessions, return-to-work interviews, appraisals and performance reviews. To help them engage confidently with their teams and to retain existing talent.

In this powerful 45 minute Keynote, discover Carole’s secrets of articulate communication – part logic, part intuition. A wide-ranging subject expertly condensed into its *3 Key Elements* by a top, High Performance Coach and independent mediator.

### Articulacy is Power

- Communicating without battling for the ears of others
- How to motivate the reluctant interviewee and avert silences
- Effective questioning that doesn’t sound like questioning

### The Science of Listening

- Use of body-language to suggest empathy and achieve rapport
- ‘Playing back’ a long answer in the form of a concise summary
- Verbalising a meaning the other person is struggling to express

### Negotiating - and Restarting Talks

- Deploying communication skills for mediating workplace disagreements
- How to restart broken-down talks, sometimes with shuttle diplomacy
- Working towards a listening-and-influencing culture to engage your team

*“A single presentation from Carole totally revolutionised our understanding of Cultural Diversity. The energy and enthusiasm was quite unique and helped us to highlight the way forward with the challenges we face...”*



## Value the Difference of Cultural Diversity!

Working and communicating with people of different nationalities and different cultures is a key necessity in today's global business arena. Gaining an insight into cultural diversity teaches you not only how to deal sensitively with racial, religious and gender issues and overcome negative stereotyping, but how to recognise and utilise a new range of talents brought to your team by other cultures.

It also shows up vividly in the bottom line by enabling cultural compatibility and successful communication with a new client list from new markets.

This insightful Keynote Speech from an international speaker working all over the world provides a structured *3 Step Approach* to these specialist skills, helping you to foster a more productive workforce and a workplace where every member has respect for others.

### Achieve a Workplace Where Every Employee Feels Valued

- Appreciate the impact of prejudice on the actions and behaviour of others
- Develop an understanding of racial, gender and cultural stereotypes
- See the business and social limitations of purely a mono-cultural team

### Identify and Address the Barriers to Respectful Communication

- Learn the skills necessary to modify counter-productive behaviour
- Recognise when cultural factors affect group dynamics and relationships
- Bullying behaviour: an obstacle to a healthy workplace culture

### Build Respect and Co-operation to Ensure Optimum Productivity

- Create an environment that encourages diverse thought and experience
- Focus your cultural lens to view cultural differences as *different* and not *wrong*
- Prepare the way forward with acceptance, inclusion and creativity

*“Carole was inspirational... she is Professionalism Plus!... A charismatic, Motivational Speaker in the full sense. The London chapter of the Professional Speakers Association are lucky to have her as their President...”*



## How to Deliver High Impact Presentations!

Public speaking is a valuable business tool that can influence important decisions. Yet it can cause embarrassing stage-fright, even in the most senior executives if they have not had expert training.

These fears can be overcome with proven techniques that will also enable inspiration and passion to shine through your delivery - to the immense advantage of both yourself and the company as a whole.

From this charismatic 45 minute Keynote Speech from the Past President of the London chapter of the Professional Speakers Association and BBC guest-broadcaster, you'll discover the inner secrets to the *3 Scientific Speaking Principles* and develop a unique style for presentations that will be remembered long after they have been delivered.

### Maximise Professional Presence

- Understand platform psychology and the roots of stage fright
- Deliver your presentations with gravitas to raise your profile
- Carry conviction - your credibility could influence crucial decisions

### Appreciate the Importance of First Impressions

- Be seen as the expert as soon as you start to speak, so that people relate to you
- Begin by selecting an unexpected statement to rivet audience attention
- Establish rapport: assert an air of authority, sincerity and professionalism

### Engage and Involve an Audience

- Plan and structure your presentations creatively for maximum impact
- Build rapport with your audience by generating passion and inspiration
- Get a handle on timekeeping, summarising, continuity of presentations

*“Carole has a unique ability of empowering people to change attitudes and mindsets that hold them back from unlocking their untapped potential. Her inspiration is touchable as she provides you with the impetus to permanently transform the quality of your life and reinforcing the absolute will and determination to succeed. Your presentation will have a lasting benefit on our bottom line...”*



## Crucial Dialogue at Critical Moments!

There are times when the right words can make all the difference to the outcome of a sudden crisis, conflict or emergency – just as the wrong words may make a bad situation worse. Most managers, dread having to deal with a crisis, but they will be the ones who must take the initiative and take control of difficult and sometimes dangerous situations.

This unique keynote speech will focus on the skills that your team require, to frame the right announcements, the right questions and the right answers, to manage individuals and teams affected by emergencies and accidents in the workplace.

Discover the *3 Significant Elements* packaged in this successful Keynote presentation on Crisis Management from Carole Spiers who has acted as Crisis Intervener and Debriefers in many war zones and areas of conflict.

### Element 1: Conflict and Aggression

- Understand types of environments, people and situations that spark anger
- Learn to spot those tell-tale signs of anger and frustration in colleagues
- Handle criticism effectively either on a one-to-one basis or in a group

### Element 2: Handling Distress Through Verbal and Non-verbal Interventions

- Managing silence – knowing what to say and what not to say
- Study the effects of bereavement, using the Kubler-Ross grief cycle
- The suicide situation - how to support a team in shock

### Element 3: Trauma and Crisis

- Understand the stages of crisis and trauma in different human types
- Give the right support to employees in the aftermath of a critical incident
- Prepare for shock-reactions - anger, tears, silence, false euphoria

*“Your charismatic presentation on Negotiation Skills delivered to the Entrepreneur’s Association in Oman has resulted in our techniques improving 100%. You have given us the best advice we’ve had in a long time”*



## It's a Deal! - Secrets of Effective Negotiation

Negotiation is increasingly recognised as a specialist intervention, worthy of dedicated study. In competitive market conditions, the dialogue between supplier and customer can become a crucial contest for survival. You need the specific skills and the human qualities necessary to turn a tense negotiating session into a successful outcome. How to get orders, how to close a deal, what gets in the way of a successful negotiation, how different people react towards each other, matching behaviour with finely tuned active listening skills. Effective sales negotiation skills can be used not just for winning orders but for setting team targets, getting your team onto your side. So learn how to get the best deal in today's tough, competitive market with these proven tools and strategies.

### Reading the Situation Correctly

- Research the market in detail to establish your bearings**
- Pinpoint the strengths and weaknesses of your opponents' position**
- Visualise the hardest questions and have your answers ready**

### Asserting the Logic

- Bargaining with authority over the cost of products or services**
- Fixing on the 'big picture', in order to anticipate compromise**
- Keeping your walk-away option, by referring decisions elsewhere**

### Managing the Emotions

- Ensuring a harmonious atmosphere likely to encourage concord**
- Establishing rapport and willingness to make commitment**
- Achieving the win-win sensation, where both sides feel good**

*“Carole Spiers is walking proof that you can ‘Turn Your Passion into Profit’.. the title of her charismatic presentation, demonstrating how to set yourself up in business with no investment, as she once did...”*



## Turn Your Passion Into Profit!

Discover how to match your enthusiasm with a sound business strategy, and develop your vision into a success, whether as a solo operator, a team-leader or a high-profile brand-name.

This popular Keynote Speech will reveal the truth behind marketing yourself on a zero budget. How to make money while you sleep... create your own mastermind team... develop your product range... become an expert voice on TV and Radio... learn hard marketing on the internet... write headlines and copy that sells.

Nobody would know more about self-marketing than someone who established her own business over 20 years ago, which is now an international consultancy to blue-chip clients worldwide. She provides the passion and instant access to a *5 step plan* to promote your business successfully. Time you shared her energy and inspiration in this 45-minute Keynote Presentation by The Speaker Who's More Than Just Talk!

### Focusing and Preparing in an Optimistic Spirit

- Know where you want to go - identify your goal, chart your route**
- Research the market, position your product, write your Business Plan**
- Let go of established routines, consciously ditch your self-limiting beliefs**

### Relationship Building – Your Essential Support Network

- Exploit every relationship you can - some take years to mature**
- Identify individuals whose skills will help you raise your game**
- Join networking groups, cultivate gurus, hire a coach for key agendas**

### Professional Promotion, the Key to Visibility

- Create and propagate a memorable image of yourself and your product(s)**
- Exploit every opportunity to appear in the press, and on radio and TV**
- Use the net to bring in instant business via blogs, Social Networking etc.**



## Read What Others are Saying About Carole...

'Holding the attention of a multicultural audience for two hours is hard enough. Leaving them with a set of practical stress management tools ready to implement at once is Professionalism Plus! Our Top Team at Phoenix Pharmahandel has learned important techniques from your three presentations, and looks forward keenly to the prospect of more star appearances by Carole Spiers, as well as the solid information that they convey.' *Florian Hohagen, Head of Personnel Development, PHOENIX Pharmahandel Aktiengesellschaft & Co KG, Mannheim, Germany*

'Carole Spiers' energy, experience and knowledge was greatly appreciated....the value she added was immeasurable. Her presentation was intelligent, interactive and energetic – just what we needed as the closing keynote to our Family Business Forum in Abu Dhabi.' *Purva Hassomal, Director, Leaders of Abu Dhabi, Family Business Forum*

'Carole's energy, determination and commitment to both doing the right things, and doing things right are an inspiration. Carole's focus on people, and people issues, make her a role model for us all. Her keynote 'Change is an opportunity' has left us with a positive message and the inspiration to move forward. Thank you so very much for your invaluable contribution. We now have the tools to do the job.' *Mark Stagg, Head of Human Resource Development, Maritime and Coastguard Agency*

'Incredibly inspirational! Carole has a phenomenal ability to take a single comment and to delve into the real issue...in just a brief session, she helped me regain a sense of perspective and to focus on what is important to me.' *Lyndsey Wright, Vice President. Acambis plc*

'Carole Spiers made a tremendous impact on our Malaysian audience, comprising mainly of professional speakers. She spoke from her heart, with passion and conviction. She has certainly made a positive difference to my life personally.' *Yew Kam Keong, Ph.D (Dr.YKK)*

'Carole's dynamic presentation style with real life examples made the session truly invaluable. I enjoyed it and learnt a *great deal from the presentation.*' *Peter Day, Area Manager – WH Smith Ltd.*

'Carole made a measurable difference to the way I see myself. I wish I had met her ten years ago. She kicks open the door of inspiration and you just have to follow.' *Colin Dale, Managing Director. Business Information on Demand.*

'Thank you for your energetic and convincing presentation which was absolutely right for the audience and occasion.' *Peter Rimmer, Director of Information. Health and Safety Executive*

'Carole Spiers is a speaker of rare credibility and charisma. During her presentation at the ISMA-BR Congress in Porto Alegre, Brazil, she really captured the delegate's attention with her vibrant presentation style.' *Ana Maria Rossi, Director, ISMA Brazil*

'Your innovative workshop on Organisational Change for our Top Team was really an eye-opener, and an ignition to what I call a 'mindset change' process. We all felt thoroughly engaged and involved in this important issue. Truly we understand your main message that no-change is no option and have the strategies to take us forward.' *Hayyan Al Habib, Director, Al Habib Group (Oman)*

**Now bring charisma and insight onto your platform.  
To book Carole and for further information please contact:**

**Sam Turner, PR and Marketing Consultant**

Gordon House, 83-85 Gordon Avenue, Stanmore, Middlesex. HA7 3QR. UK

**T: +44 (0)20 8954 1593 F: +44 (0)20 8420 7618**

**E: [info@carolespiersgroup.co.uk](mailto:info@carolespiersgroup.co.uk) [www.carolespiersgroup.co.uk](http://www.carolespiersgroup.co.uk)**