



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

Leadership
Business Communication
Organizational Culture
Workplace Wellness
Female Leadership

BOOK COLETTE

Please contact
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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, the United States Government, and many more.

**FOR BOOKING INFORMATION
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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)

"We had Colette Carlson back for our Annual Leadership Retreat. No regrets! She was spot on with her content and delivered in a way that resonated with each leader at every level of the organization. Colette has a way of connecting all the dots by combining her knowledge and expertise peppered with just enough humor to capture and hold the attention of the entire room. She rocked it!"

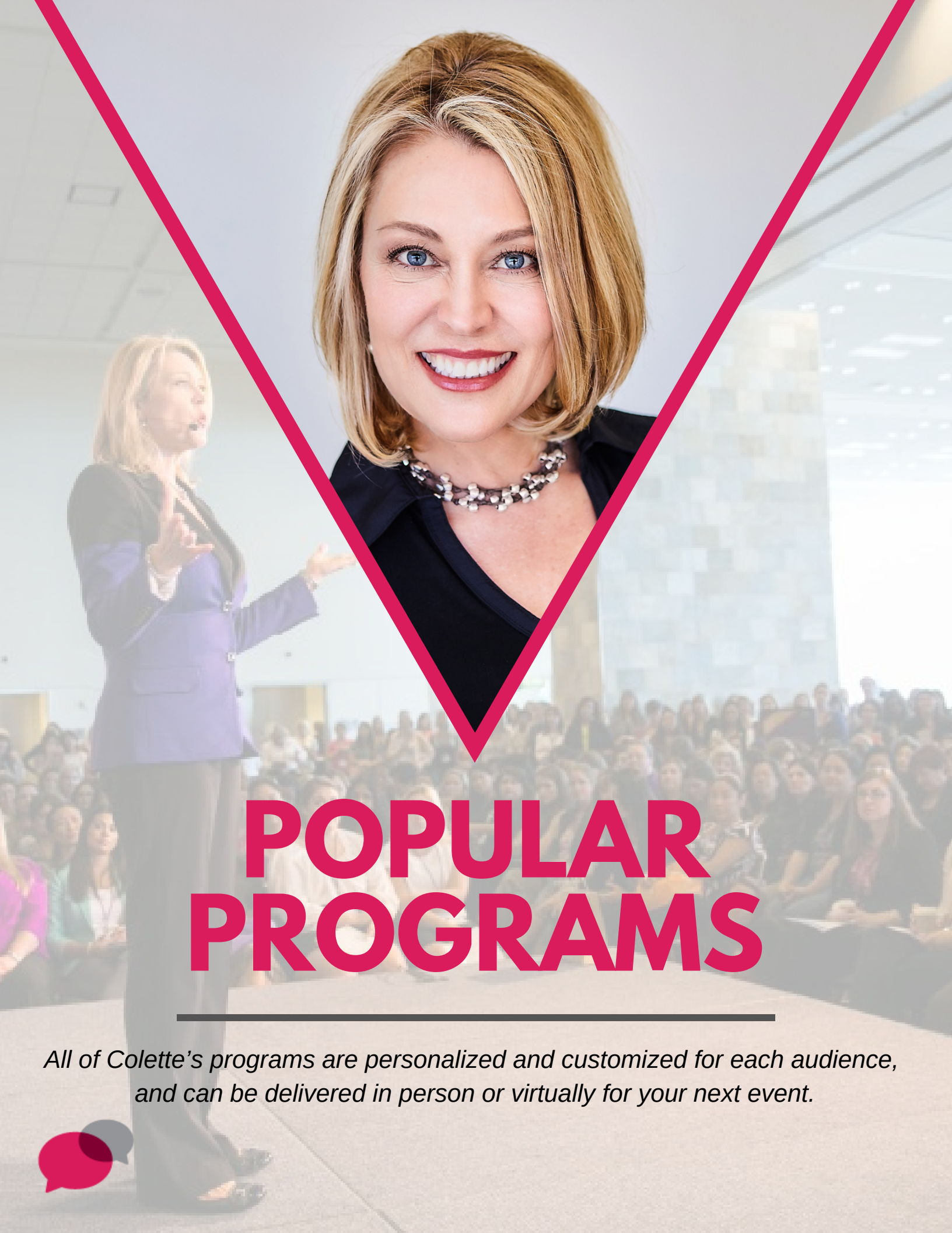
– JOHN MUNOZ, DIRECTOR OF LEARNING & ORGANIZATIONAL DEVELOPMENT, TRUECARE



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POPULAR PROGRAMS

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



CONNECTION CULTURE

Create a Cohesive Team That Thrives

Your business is only as strong as your people.

Workplace culture often lacks connection, empathy, and collaboration – which leads to a toxic environment of unmotivated and under-performing employees. Purposeful, aligned organizational cultures allow individuals to do their best work as they feel safe, seen, heard, and valued. These types of workplace environments honor people, not just profits, which drives loyalty, productivity, and a sense of belonging.

This program teaches companies how to create teams that feel psychologically safe, supported, engaged, inspired, and motivated to perform at their highest potential.

Attendees will learn how to:

- Prioritize the human experience to build trust, cooperation, and commitment toward an inclusive workplace
- Effectively communicate who matters, what matters, and why it matters to create meaning and purpose
- Foster an open and honest exchange of feedback, ideas, and insights to support individual and organizational growth
- Make workplace connection a ritual in a distributed workforce to break down silos, deepen relationships, and increase overall employee well-being
- Support the growth and development of the whole person to attain and retain talent



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CONNECTED LEADER

Drive Positive Change Through Intentional and Impactful Communication

The future of leadership is human. The ability to create a connection that is real, emotional, and personal drives employee motivation, engagement, and outcomes.

Connected leaders, through their own transparency, inclusion, and accountability, create a psychologically-safe environment where individuals feel like they belong and matter – which is key to job satisfaction and mental health.

The demands of new hybrid workplaces require that leaders be compassionate and conscious communicators who can lead change, and influence and impact their teams.

In this engaging, uplifting, and research-based program, leaders will master their ability to communicate and connect on deeper levels by learning how to:

- Strengthen emotional intelligence to maximize impact and influence
- Invest time to grow and develop the whole person to attain and retain talent
- Create intentional rituals to build a healthy, engaged, and committed team
- Learn specific, human-centric conversations that inspire action and cooperation
- Champion the accomplishments and strengths of every individual on your team
- Create a culture of growth where individuals flourish and thrive



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WORKPLACE WELLNESS

Strategies to Build Resilience, Beat Burnout, and Accelerate Performance

Given the volume of change, uncertainty, and relentless pressure in today's modern workplace, it's time to take employee health seriously. We need to grow beyond the outdated concept of work-life balance, or that self-care is a day off or a bubble bath. More importantly, we must move past the belief that exhaustion is a requirement of success.

The digital environment collapsed the boundaries between work and home, leaving people juggling opposing demands for time, energy, and attention – while others experience isolation and disconnection. And levels of stress and burnout for every title and role are only intensifying.

Without the strategies and support to manage these situations and emotions, even the most-resilient individuals can experience chronic stress, anxiety, or burnout. When left untreated, these feelings impact motivation, engagement, and productivity.

In this program, Colette shares practical, powerful, science-based strategies to remain resilient, create a healthier workplace; and accelerate performance during the most challenging of circumstances. Attendees will learn how to:

- Control the controllables to preempt worry, stress, and emotional exhaustion
- Implement science-backed steps to master your mindset, increasing mental toughness and emotional regulation
- Reprioritize well-being. The relationship you have with yourself, and how you take care of yourself, affects all your relationships and your work.
- Create healthy boundaries through intentional rituals to stay focused, present, and productive
- Ask for and create the support you need to perform at your best and improve your quality of life



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CONNECTED CONVERSATIONS

Essential Skills to Increase Engagement, Build Trust, and Deepen Relationships

To build relationships that close sales and earn customers, you must first make a connection. In today's selling environment, where trust has become more fragile, the ability to quickly connect and captivate is paramount.

The way in which sales are made today has drastically changed. Salespeople must humanize and customize their communications, show up prepared, and demonstrate empathy to build an emotional connection.

In this engaging, research-based program, learn how to adopt the skillset and mindset to cultivate authentic relationships and partnerships 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 provide practical, actionable strategies to maximize relationships, revenue, and results.

Customized for each audience and their unique objectives, attendees will learn how to:

- Stop transacting and start connecting to build deeper, richer relationships
- Deliver a personal experience in all communications allowing your customer to feel seen, heard, and valued
- Ask deeper, richer questions to identify the customer's needs and challenges
- Listen empathetically to create a collaborative environment conducive to problem-solving
- Demonstrate value and gain emotional connection through the power of story
- Leverage your physical and digital body language to clearly communicate and build trust



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WOMEN LEADING WITH IMPACT

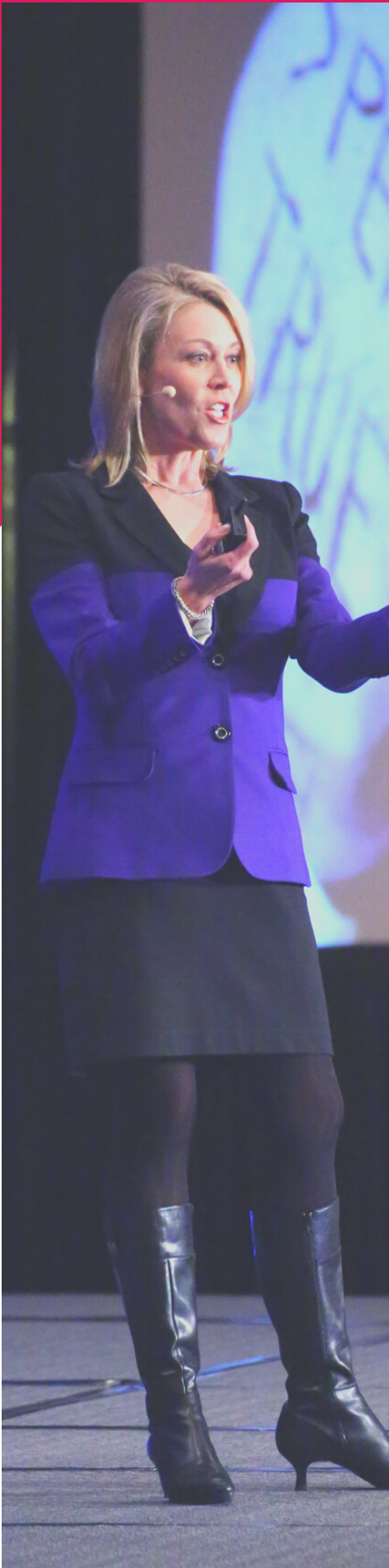
Accelerate Your Position With Confidence

When women show up, stand up, and speak out, positive change happens.

In this engaging, uplifting, and research-based program, 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 ASK
- Stay resilient through constant change and challenges



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