

SUSAN GUZZETTA

PROFESSIONAL SPEAKERS FOR ALL OCCASIONS



COLETTE CARLSON

SPEAK YOUR TRUTH. THINK IT! SPEAK IT! LIVE IT!

If you are looking for a fun speaker to bring awareness and insight that inspires accountability and action to your attendees, Colette Carlson is the real deal.

As a crowd-pleasing speaker with proven results, Colette's clients include Boeing, Cisco, Microsoft, New York Life, PepsiCo, Proctor & Gamble and the United States Government. She serves as Leadership Faculty for Executive Women International and writes a monthly column, "Tactfully Speaking," published in Business Management Daily. She is a contributing author in Conversations on Success and The Book of Riches. Colette's work has been featured in Success, Working Mother and Personal Development Magazine, as well as the motivational movies, Pass It On and Riches: 7 Secrets of Wealth You Were Never Told. She has joined just 10 percent of speakers worldwide in earning the coveted Certified Speaking Professional designation through the National Speakers Association. Achieving this credential indicates a proven record of professionalism and success.

With a master's in Human Behavior and a fascination with communication trends, Colette delivers the latest research letting the facts support the fun. She engages an audience with her energetic style, inspirational anecdotes and quick sense of humor. At the core of Colette's presentation is her passion for sharing the tools, terminology and techniques that encourage people to excel.

Colette learned her *Speak Your Truth* message the hard way. She started out a big, fat liar. Literally! Only by telling the truth on herself and admitting her fears did she break through her complacency, lose over 50 pounds, embrace healthy risks and enjoy success.

Colette found the courage to leave the safety net of a monthly paycheck and boldly step into the livelihood of commission-only sales. Working for sales legend Tom Hopkins, she quickly ascended to become the #1 sales producer. Her immediate success led to an opportunity to join sales guru Brian Tracy's international organization, and shortly thereafter she became a National Sales Trainer for US West.

Knowing that it is more fun to learn through play, than to discover truths the hard way, Colette eases the audience into a heartfelt, humorous look into their own lives, bringing about the self-awareness that begins real change.

Laugh and learn with Colette as you step into the Truth Booth and receive the tools necessary to create positive, long-lasting change.

Topic Categories: Leadership, Communication, Stress Management, Sales, Healthcare, Motivation

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TOPICS

Stress Less: YOU Management vs. Time Management!

The truth is whether you are in leadership, sales, or the front line you are expected to produce more in less time with fewer resources, while staying positive and engaged. The reality is we are stressed out, tightly wound, and exhausted trying to meet and exceed expectations. We have the best intentions that seem to go out the window before lunch as we are constantly changing schedules, demands and priorities. Too often lunch gets skipped or inhaled while hunched over our desk. Enough already! Create the focus, energy and mindset necessary to make healthy choices in our 24/7 world. 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. Learn how to:

- Know when to let go or take control
- Train your brain to stay cool, calm and collected in stressful situations
- Eliminate unrealistic expectations and energy vampires
- Beat the stress and temptation of everyday life in healthy ways
- Build a positive mindset to increase mental toughness

The bottom line: Stress kills. Work-life balance is dead. It's time to face the truth and employ do-able strategies to take back control of your life to gain focus and energy!

The Language of Leadership

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. 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 and build trust when you walk your talk (especially under pressure!)
- Become a human highlighter who champions the accomplishments and strengths of every individual on your team

*Can be customized to your organization's unique internal culture, challenges and terminology. For example, emphasis can be on the art of effective feedback, customer service-focused phraseology, employee engagement, effective meetings or conflict resolution.

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TOPICS

3 Truths Female Leaders Need to Know

Want to be recognized, respected and rewarded in your career? Want to be tapped for your leadership potential? The world seeks more women leaders. Why not enjoy the perks and adventure of being one? Now is the time to take an honest look, assess and advance your leadership skills. Join Colette as she delivers the latest research and strategies specific to women in leadership. You will gain the self-awareness and success-skills necessary to become an authentic, credible and confident leader – and laugh out loud along the way. 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

*Truths can be substituted based on your desired goals and program takeaways. Options include:

- 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

What Does Sex Have To Do With It? The Truth about Gender Selling

The truth is there are small, subtle behavioral differences between the way men and women communicate that create misunderstandings, frustrations and judgments that can cost you the sale. Using humorous examples, research and real case studies, Carlson unlocks the secrets of gender selling to help you present, persuade, and communicate more effectively with the opposite sex. Increase your revenues and customer loyalty by attending this relevant program where you will learn how to:

- Leverage gender selling for maximum understanding and impact
- Build appropriate rapport that creates incredible credibility
- Influence and engage the opposite sex without offending anyone
- Implement specific strategies when selling to couples for an immediate buying
- Stop the simple mistakes each gender makes and win the sale

Why choose this program?

Men: Women earn, spend and influence spending at greater rates than ever before. This market is key to any businesses' success and one you can't afford to ignore. Considering that over the next decade women will control two-thirds of consumer wealth, it's clear that understanding how to engage, persuade and influence female consumers is essential. Already women purchase more than 50% of traditional "male" products - including autos, consumer electronics, and home improvement merchandise. The good news? There are sales skills you can adopt that will assist you in reaching this powerful female demographic.

Women: Increase gender intelligence to best capitalize on your strengths to be seen as an industry expert and solution-oriented adviser.

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CLIENT LIST

CORPORATE

Allison McCloskey Escrow
Bank Iowa
The Boeing Company
Cardinal Pacific Escrow
CCS Presentation Systems
Chevron Texaco
Chicago Title
Cisco
Community Affordable
Housing Equity Corporation
Discovery Bank
Energy-Northwest
Exxon Mobil
Hotel La Jolla
The Impac Companies
International Truck & Engine
Maly's
Madow Group - Dental Event
Merck & Co. Inc.
Metafacts, Inc.
Microsoft
Morgan Run Resort & Club
NetApp
One Coach
Pacific Northwest National Lab
PepsiCo
Raytheon
Reed Smith
Rockwell Collins
Rurban Financial
Ruiz Foods
PIMCO
Salon Training International
Siltronic, Inc.
The State Bank & Trust Co.
Synopsis
Takeda Pharmaceuticals
This Week
USG Corporation
Vintage Senior Living
Weekenders
Westport Escrow
Your Beauty Network
Young Living Essential Oils

Associations

Admin Professional's Conf. (2005, 06, 07, 08, 09, 10) US and Canada
Am Business Women's Assoc
Am Society of Women Accountants
American Banker's Association
Deputy & City Clerks Association
CA Society of Addiction Medicine
CA Tax Collectors Association
Escrow Institute of California
Financial Women Intl - SD
Florida Bankers Association
Georgia Assoc Chiefs of Police
Inter Assoc of Admin Prof.- CA
Limo Digest
Natl Assoc for Electrical Distributors
Natl Assoc Professional Mortgage
Women (2006, 2007, 2008)
Natl Assoc of Prof Organizers San Diego
Natl Assoc of State & Local Equity Funds
Natl Assoc of Women Bs Owners - OC
National Auctioneers Assoc Auxiliary
Professional Fiduciary Assoc of CA

HEALTHCARE

Beth Abraham Health Services
The Golden Door Spa
Harris Hospital
Grinnell Regional Medical Center
Lancaster General Hospital
Major Hospital
Memorial Hospital
Northwest Medical Center
Parker Chiropractic Seminars
Penn State Hershey Medical Center
Scripps Hospital
Sharp's Health Symposium
Speaking of Women's Health Conference

WOMEN'S CONFERENCES

Bakersfield Women's Bs Conf (2007, '09)
Central CA Women's Conf (2006, 2008)
Columbus Area Chamber of Commerce -
Women's Professional Conference
Desert Women Entrepreneurs Conf.
For You Network
Ex Women Leading the Way Natl Conf
Executive Women Intl- SF, Chicago
E-Women Network - Orange County
Harrisburg PA Business Women's Forum
Kansas City Women in Business Conference
Long Bch Chamber of Comm Women's Council
Manhattan Beach Chamber of Commerce -
Women In Business Conference
Natl Assoc of Female Executives Conference
Palos Verdes Chamber of Commerce Conf
Professional Business Women's Conference -
Sacramento, San Francisco
Rancho Santa Fe Bs Women's Prof'l Association
San Diego Chamber of Commerce Conference
Soroptimists International Rgnl Conference
Young Women's Spirit of Leadership Conference
Wealthy Women's Business Expo
Women & Business Expo - Inland Empire
Women's Council of Realtors - Southern CA
Working Mother Balance Seekers Program
Women Sage Conference
Non for Profit
Jenna Druck Foundation Teen Conference
Jewish Community Services Youth Conference
National Charity League
United Warriors Survivor Foundation
YMCA

EDUCATION

The Bishops School
Parker Chiropractic Seminars
University of California - UCSD

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TESTIMONIALS

"The feedback we received on your "The Truth About Communication" program was absolutely terrific. Your contagious enthusiasm and entertaining style makes learning a pleasure and fun!"

PepsiCo

"Your program, "The Truth About Communication" was extremely well-received with both our local and international teams that flew in specifically for training that week. Your ability to use humorous examples while providing solid content on how to deal with difficult conversations was refreshing. We look forward to bringing you back for additional inspiration and cutting-edge techniques."

Microsoft

"On behalf of myself and the 3,500 attendees at the 2008 Central California Women's Conference, I want to say, "thank you". Your opening keynote presentation, The Truth About Balance, was the perfect way to start our conference. Having you as the opening keynoter and Suze Orman the luncheon speaker, for the sell-out crowd, was a wise decision and proved to be our best conference in the 21 year history of CCWC!" Colette's hilarious keynote left our attendees excited, enthusiastic and full of energy. She brought down the house!"

Central CA Women's Conference

"Colette's hilarious keynote left our attendees excited, enthusiastic and full of energy. She brought down the house!"

American Home Shield

"Wow! What a great presentation - nothing but fabulous raves!"

Boeing

5

"Your keynote exceeded our expectations and was the highlight of the conference!"

Raytheon

"Colette's keynote was outstanding! Not only did she give us exact phraseology to get positively noticed in the workplace, but a formula to deal with difficult conversations as well."

Energy-Northwest

"Choosing you to bring your program, Speak Your Truth, to Cape Town, Johannesburg, and Durban was a smart investment! I've never received so much written, positive feedback from attendees to date."

Going For Gold International

"If your sales team wants to master the fine art of asking rich questions, listen to my brilliant friend Colette."

Mark Victor Hansen

Co-Creator of the New York Times #1 Best-Selling Chicken Soup for the Soul Series® and Co-author #1 New York Times best-seller, One Minute Millionaire

"As our 2009 Bakersfield Women's Business Conference opening and session speaker, Colette wowed her audiences with her high energy, humor, and practical knowledge about the many roles women play in today's world. In fact, she had the highest rating of all our conference speakers! She uses real life experiences and stories to make her points clear and memorable. Attendees raved about her upbeat and funny examples. If you are looking for a speaker who is genuine, articulate and loads of fun, you are looking for Colette Carlson."

Bakersfield Women's Business Conference 20th Anniversary

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TESTIMONIALS (cont.)

"You were a perfect fit for our global audience and the highest rated speaker of the day!"

Cisco

"Your Keynote - The Truth about Balance: How to Achieve the Unexpected was very well received at our Working Mother Balance Seekers Event. On a scale of 1-5 with 5 being "excellent," you scored a 4.9 - making you the highest rated speaker of the day! Here are a few comments about your workshop: "She was fabulous + did a good job of having audience evaluate their own life + situation. I loved her energy, her dynamic delivery and the interactive nature of her presentation." "Informative and funny!" "Colette was inspiring" "Colette Carlson was awesome. Very dynamic speaker with real life scenarios and actionable recommendations" "Colette's visual demonstration was priceless!" I truly enjoyed working with you, Colette, and would be happy to recommend you to anyone seeking a speaker. You go above and beyond the call of duty and you do it in a grace and light-filled manner."

Working Mother Media

"Colette took the necessary time up front to understand our organization in order to customize her presentation and connect with our team."

Merck & Co., Inc.

"Every once in a great while a speaker comes along that is like a breath of fresh air. That's Colette Carlson. Easy to listen to with a very timely, beneficial message."

Harry Paul

FISH! A Remarkable Way to Boost Morale and Improve Results and REVVED! An Incredible Way to Rev Up Your Workplace and Achieve Amazing Results, Co-Author and Author

"Emceeding a two-day event can be a huge undertaking, but you kept the crowd at the National Association of Female Executives 2007 National Conference engaged, entertained, and energized all while keeping us running on time! Your participation on the work/life balance panel along with Carol Evans, CEO of Working Mother Magazine and Rayona Sharpnack, founder of the Institute for Women's Leadership provided a well-rounded discussion full of humorous, yet practical advice on how to manage the demands of both work and motherhood."

Executive Women's Network 2007 National Conference

"Colette delivered an arsenal of skills on male/female communication and kept us laughing!"

NetApp

"Our organization works with the foremost thinkers in the world and we don't give out testimonials unless the speaker is world class! Colette is AMAZING! I have had her for several events and every time our clients see her they love her! Her content is fresh, her message is pure and she is a show stopper. I could put Colette in an audience of 100 or 100,000 and she would have them laughing and crying! I have worked with Colette for the past 5 years and will continue to use her and recommend her to our clients!"

OneCoach International

"After seeing you at our 2006 NAPMW Roadshow, "Remarkable Women," I knew you would be the perfect keynote speaker to kick off our 2007 National Convention. Your energy, humor and material was well-received by our attendees, which was reflected by how many chose to attend your break-out session that followed. "

National Association of Professional Mortgage Women

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TESTIMONIALS (cont.)

"We'd like to invite you back again to speak at APC 2009 both in the US and Canada. The 2005, 2006, 2007, and 2008 attendees loved you! Be prepared to do an encore session again (just like last year) based on popularity and attendance!"

Administrative Professional Conference

"All the feedback I received from your keynote, 'Success Strategies - Become a Sales Star' was over the top! Everyone said it was the best conference we have ever put together, and I know that I have you to thank!"

The Escrow Institute of California

"Thank you so much for speaking at our annual Women in Business luncheon. With well over 350 people in attendance, there were many women in the audience who try to balance the overwhelming demands of family and career. Your message on how to say no hit home, and I know many benefited from hearing your message."

Bank Iowa

"After seeing you present at the 2005 Administrative Professional's Conference, our team was determined to bring you to Corporate Headquarters for our 2006 Administrative Professional Day celebration. We loved it so much we had you back again in 2007! You have a gift for making people feel comfortable which gets them to open up and learn. I know that many of us walked away with confidence, skills and desire to grow our careers."

USG Corporation

"The fun, enthusiastic delivery of your progra, exceeded my expectations!"

Women's Council of Realtors

"Thank you for making our Annual Sales Rally a huge success. Your ability to captivate our 200+ audience with wit and humor made learning enjoyable! Our employees left with a positive outlook, excellent sales tools and newly found motivation to succeed."

The State Bank and Trust Company

"Your presentation 'Negotiation Strategies for Success' was a huge success! Your charm and wit kept our audience stimulated and actively participating. Your thought provoking concepts and tips were so beneficial and delivered with such humor and clarity. Thank you!"

SCORE - Counselors to America's Small Business

"Your topic, 'Yes, I can Say No!' was riddled with humor and the audience was riveted. I can honestly say that you were the favorite speaker at the expo. In addition to getting your message across, the attendees enjoyed your up-beat personality -- you were a hit!"

2006 Women in Business Expo - Inland Empire

"When our team debriefed one month after training, our sales people were still implementing the majority of the skills learned in our session with Colette. Bringing her in to work with our team was a wise investment."

Siltronic Corporation

"The conference was a huge success thanks to the great job you did with your presentation. I am pleased to report that your program received a rating of 4.75 on the standard ABA 5-point scale!"

American Bankers Association

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TESTIMONIALS (cont.)

"When Florida Banker's Association President, Gwynn Virostek, returned from the 2007 American Banker's Association Conference and said, "I found the perfect speaker for our conference," she was right! Your energy, content and humor kept the attendees engaged and laughing. Yet, based on the feedback, you also gave them skills to take back to the workplace and grow their business. Thank you for making this event a success on all levels!"

Florida Bankers Association

"Thank you for helping make our inaugural Discovery Women event such a success. Your presentation was informative and entertaining. Laughter is a great stress reliever and you really had them laughing."

Discovery Bank

"You brought a creative energy that was extremely informative and helpful to our team. Your examples were a true testimonial to our industry, and we will be able to use your informational seminar outline on a daily basis in our workplace. Thank you for being so inspirational."

Hotel La Jolla at the Shores

"Having Colette Carlson speak on Negotiation at your event is like hitting a home run every time. She is amazing, and Colette brings information, energy and humor to the stage. She was the highest rated speaker at our Expo, and we were honored to have her grace the platform."

Women's Small Business Expo 2006

"Your entertaining style captured the audience and compelled them to listen, think and apply your message. The buzz was all positive, and I'm thrilled we chose you to empower our audience."

Women in Business Symposium

"Colette, thanks again for bringing so much fun and energy to the Auxiliary's 2007 Annual Convention. I do not think that there was one person in the room who could not relate to your message. I truly believe it was a mirror image of each woman there, and each related to what they saw and heard. I am so glad that we had the pleasure to meet you and have you as part of our event!"

National Auctioneers Association

"After seeing you speak at the 2005 APC Conference, the administrative assistants were so excited to hear that you were coming to share your communication strategies at ITEC's Corporate Headquarters. Thank you, thank you, and thank you for providing another energizing, hilarious and tangible afternoon of fun at our 2006 Annual Administrative Professionals Forum event."

International Truck and Engine Corporation

"Thank you for the invaluable teachings and wisdom you shared at our conference! We have already received an overwhelming amount of positive feedback on your incredibly relevant, timely and helpful topic, and hope to have you present again soon."

Professional Fiduciary Association of California

"I knew when I saw you speak at the Escrow Institute of California's Annual Convention that you were just the right person to bring in-house to inspire and educate our staff. Your mix of sales, customer service, motivation and humor is exactly what we needed."

Westport Escrow

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TESTIMONIALS (cont.)

"Wow!! You humored, inspired, and informed the 370+ attendees at the annual Women in Business luncheon sponsored by the Chamber of Commerce. I know I took away several positive, "doable" habits I can incorporate in my life, and I thank you for finding such an interesting way to present them."

KMA960/KKBZ FM

"Throughout your energized presentation you suggested easy changes we could make in order to increase our business and challenged us to feel more powerful by being specific, clear and concise in our words and actions. You were just what we needed, and we want you to come back again soon!"

Cardinal Pacific Escrow

"Colette Carlson is an articulate, thought-provoking speaker. She has launched me on to a wonderful life changing voyage. Every woman should experience Colette personally."

USANA Health Sciences