



KEYNOTE PROGRAMS

with Cindy Solomon



**“ She brought
the house down!
It was awesome! ”**

REGIONAL HEAD OF SALES
BARCLAYS CAPITAL

Winning programs to
ENGAGE, INSPIRE & MOTIVATE!



Watch Cindy in Action
bitly.com/cindysolomon

For more than two decades, widely admired leadership expert, author, and keynote speaker Cindy Solomon has helped Fortune 1000 companies all over the world cultivate Courageous Leaders™ and customer focused cultures.

“ Cindy spoke for the second year in a row at our conference. She is the dynamite that hits the stage each year and sets the place on fire! Our audience of 1,000 waits on her every word, every year. ”

Director, WISE CONFERENCE

With her signature razor-sharp wit, Cindy goes beyond today's business headlines to deliver provocative and game changing strategies to create exceptional customer service and exceptional leaders in today's crazy, customer-driven economy.

Keynote attendees and workshop participants praise Cindy for providing new and relevant information that can be immediately applied to their daily work routines. Business leaders consistently express amazement at the fast and lasting results they see both in their corporate cultures and on the bottom line. Past and present clients include: Oracle, Cisco, Google, Salesforce, Raytheon, Wells Fargo, UPS, PWC, The Ritz-Carlton, Pfizer, and hundreds more.

Cindy is also a bestselling author on the topics of leadership and customer service. Her current books include The Courage Challenge Workbook for corporate employees and The Rules Of Woo, the customer service guide for entrepreneurs and business owners that built a cult following among corporate managers.

Over two decades cultivating **COURAGEOUS LEADERS™**
and customer-focused cultures across the world!

Why a Cindy Solomon Keynote?

- ▶ **Provocative and game-changing strategies** to create exceptional leaders in today's disruptive, customer-driven economy.
- Hilarious and compelling real-world stories** that cut through and go beyond today's business headlines.
- New and relevant information** that can be immediately applied to improve daily work practice across the footprint.
- Fast and lasting results** in both corporate cultures AND the bottom line.

Why Courageous Leadership?

- ▶ **Create bottom line results quickly** by focusing disparate functional areas against a consistent leadership framework.
- Align discordant team cultures** into a unified organizational culture.
- Arm leaders with skills** needed to improve customer experience.
- Improve customer experience** by engaging and enabling leaders with a common leadership toolkit.
- Dramatically improve cross silo communication** with a highly networked team of leaders focused on engagement and consistency.
- Build bench strength and talent management** across the breadth of the organization.



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Courageous Clients



COURAGEOUS LEADERSHIP™ Keynote Programs

"In over 25 years in this business I've seen many speakers... none have left me with as much actionable information and motivation to improve my leadership skills!"

Branch Manager,
KEYBANK

Courageous Leadership

The New Leadership Challenge

Create high performance across your organization through building courage at every level, every role.

Ideal for:

Organizations with a cross section of attendees (either corporate or association based) wishing to focus on what participants can do to create courage in their roles, teams and organizations.

Participants learn to:

- Identify and build courage in everyday work practice
- Boost innovation and embrace change
- Lead through change and disruption
- Build communicative, aligned and successful teams

Creating a Culture of Courage

Your Competitive Differentiator

Harness the courage of your leaders and individual contributors for innovation, effectiveness, and productivity.

Ideal for:

Organizations with a cross section of attendees (either corporate or association based) wishing to focus on what participants can do to create courage in their roles, teams and organizations.

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Courageous Leadership for Women

The Unwritten Rules for Success

Learn the unwritten rules of corporate success to build high performance, retention, and success.

Ideal for:

Organizations who want their audiences to leave this program feeling inspired and with an action plan focused on building their courageous leadership skills – regardless of level or industry.

Participants learn to:

- Harness Courageous Leadership skills to be successful in any environment
- Improve leadership presence and effectiveness
- Identify and optimize strengths to build influence and personal brand
- Attract and retain high performers by developing high potential talent



"Your message about leading courageously will be invaluable as Raytheon strives to create new opportunities in an environment of change."

CEO, RAYTHEON



"Cindy was exceptional! I can't say enough about how much the audience responded to her and her message."

Director, MASSACHUSETTS
CONFERENCE FOR
WOMEN

CREATING A CULTURE OF COURAGE™

The New Leadership Challenge

As companies ask their employees to take more risks, innovate at every turn and anticipate the future, courage is becoming an ever more critical leadership and job skill. Organizations comprised of courageous individuals and leaders are able to make difficult decisions quickly, take advantage of market opportunities and grow their organizations during even the most challenging of times.

In this popular, deeply researched and highly entertaining presentation, Cindy shares the learnings of over 5,000 interviews about courage: how to build it and how to use it. She helps audiences understand and identify their unique type of courage, and shares what every leader and individual needs to know to 'build their courage' and create teams that communicate, innovate and learn from every experience.

Key Themes



Leadership engagement

Leadership effectiveness

Managing through change

Creating high performance teams

Career & team success

Boosting innovation

Cross-functional communication

Takeaways



Recognize and utilize the four types of courage

Learn a foolproof process for overcoming challenges

Learn to leverage courage to build teams that embrace change and the unknown

Learn how to create an action plan process for courageous teams



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CEO, RAYTHEON

Audience



Ideal for all audiences



COURAGEOUS LEADERSHIP™

Boost innovative thinking at every level of your organization

In every team, company and organization, we're being asked to be more innovative. But as we all know, it's easier said than done. How do you jump start your own "out of the box" thinking and inspire innovation in your team? How can you innovate from the customer experience to the employee experience?

In this energetic and provocative keynote presentation, Cindy Solomon shares her experiences with highly influential organizations around the world and reveals what it takes to be an innovator in today's competitive marketplace. She details personal tactics attendees can use to boost their innovative thinking on a daily basis and teaches game-changing leadership techniques to inspire courageous innovation across your entire organization.

With hilarious anecdotes, deep insights, and hardcore advice, Cindy strips worry and fear away from the process of innovative thinking, giving attendees the freedom to soar.

“ In over 25 years in this business I've seen many speakers... none have left me with as much actionable information and motivation to improve my leadership skills! ”

Branch Manager, KEYBANK

Key Themes



Creating courageous teams
Leading effectively through change
Customer process innovation

Engaging employees
Cross-functional communication

Takeaways



How to identify the barriers to innovation within your organization or team
How to create a framework of innovation for any team or initiative
How to inspire innovative thinking in others – regardless of your role
How to bring innovative thinking into all aspects of your life

Audience



Ideal for all audiences



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Director, MASSACHUSETTS
CONFERENCE FOR WOMEN

COURAGEOUS LEADERSHIP FOR WOMEN™

The Unwritten Rules for Success

Every company's competitive advantage is in their ability to attract, retain and develop the very best talent their industry has to offer; but many companies are experiencing a "leaky bucket" of talent, particularly among women. This provocative, hilarious, inspiring presentation shares best practices and learnings from Cindy's 20+ years of developing successful leaders around the world.

Audiences walk away with the tools to navigate their corporate environment, the motivation to build their career, and the skills to emerge as leaders. Nothing is off limits in this "real talk" program that brings audiences to their feet and inspired to make a difference for themselves and their companies

Key Themes

- ▶ Developing high potential talent
- Engaging leadership
- Leadership effectiveness
- Attracting and retaining high performers
- Building employee engagement

Takeaways

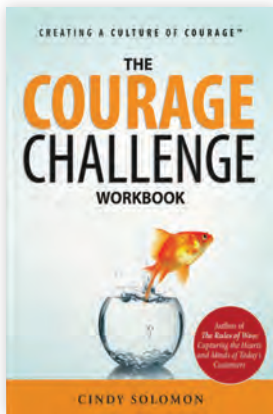
- ▶ The unwritten rules of success, and the skills to leverage them within your career, team, and organization.
- Proven techniques for building performance in any industry
- Tools to optimize strengths and put them to work within your career.
- Actionable skills to build influence and brand within your organization.

Audience

- ▶ Ideal for women or mixed audiences

CINDY'S BOOKS

Creating A Culture Of Courage *The Courage Challenge Workbook*



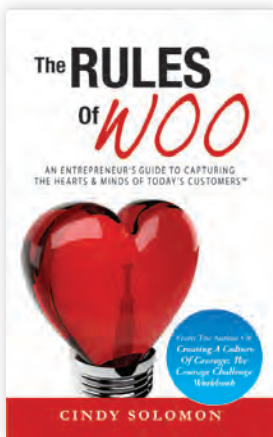
While many believe courage is something you're born with, Cindy Solomon's research shows that everyone can build "courage skills" that yield greater productivity and growth. But all courage is not alike.

Knowing which type of courage to invoke, and when, is the key to success. Cindy's step-by-step workbook takes readers through how and when to use each type of courage to embrace change, thrive on it, and meet the demands of today's personal and business environment.

“ Definitely a must read for small businesses, large corporations and everyone in between! ”

MANAGER, STATE FARM

The Rules of Woo *Capturing The Hearts & Minds of Today's Customer*



Originally written for entrepreneurs and small business owners, this highly entertaining, deeply resonant, content-rich book has become a cult favorite among corporate leaders around the world.

Whether you're an entrepreneur, a business manager, or the chief of a multinational organization, you'll fall in love with Cindy Solomon's energizing voice, hilarious stories, and keen insights into what today's customers really want and need from our businesses. And come away with real life examples of what to do (and what not to do) in the race to woo profitable customers and win their loyalty for the long run

“ This is, hands down, the most real book I've read in a long time dealing with winning customers and customer loyalty. ”

MARKETING DIRECTOR, KEYBANK

TRANSLATE LEARNING INTO ACTION

After your keynote with Cindy build upon your Courageous Leadership™ successes with Live Leadership Intensives and On Demand Learning



On-Site Leadership Intensives

Courageous Leadership Live events arm your leaders with a consistent Courageous Leadership language and skill toolkit, allowing them to experience and practice skills for maximum "stickiness". Create proactive and productive cross-silo communication to build consistent, repeatable customer/employee experiences.



Online Webinar Workshops

Designed to reinforce learnings from our live programs and build stand-alone skills, these engaging programs allow geographically dispersed attendees to continue their Courageous Leadership growth through consistent learning. These programs are entirely customized for your organization's goals.



On-Demand, Micro-Learning Programs

Easy-access turn-key development continues wherever and whenever needed across functions and/or geographies. Micro-learning sessions, provided via mobile, tablet or laptop, link learnings to everyday business, providing high-impact development with essentially no internal resources required.

KEYNOTE PROGRAMS

These fully customized, provocative and often hilarious programs by our founder and CEO, Cindy Solomon, will jumpstart the Courageous Leadership™ message for any leadership or employee meeting.



ON-SITE LEADERSHIP INTENSIVES

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Through their hilarious and provocative keynote presentations, live leadership programs, and online learning, the Courageous Leadership Institute™ reaches over 50,000 leaders a year helping them find their courage building successful companies, teams, and careers.

For more than two decades, founder and widely-admired leadership expert Cindy Solomon has helped Fortune 5000 companies build Courageous Leaders at Scale.

Cindy and her team are fluent in the languages and cultures of many industries and are regarded as exceptional speakers and trainers by top tier companies ranging from financial services to aviation, banking and healthcare to high-tech. Cindy's diverse client partnerships have prepared her to offer you cutting-edge thinking and training on what it takes to lead successfully in today's global marketplace.

Clients



LET'S GET STARTED

Whether you're ready to begin your Courageous Leadership™ journey or simply want to find out more, we'd love to hear from you.

Find Out More

Get more details on the Courageous Leadership Institute™ on our website: cindysolomon.com

Get in Touch

Email: allison@cindysolomon.com

Call CSA directly: 315.806.0952

