



DISCOVER YOUR FAIR ADVANTAGE

HELP YOUR AUDIENCE UNLOCK THEIR FULL HUMAN POTENTIAL BY IDENTIFYING THEIR UNIQUE SELLING POINTS THAT HELP THEM STAND OUT FROM THE SEA OF SAMENESS

- » INCREASED SELF-AWARENESS
- » GREATER SELF-CONFIDENCE
- » IMPROVED JOB SATISFACTION
- » GREATER EFFICIENCY
- » BETTER TEAM DYNAMICS

KEYNOTE DESCRIPTION

How do you set yourself apart from your peers and competitors? How do you distinguish yourself from the rest of the pack? What exactly makes you stand out? Why should people trust, follow, buy from, or buy into you?

These are profound questions that professionals in the workplace should be able to answer instantly. However, they rarely take the time to identify what makes them one of a kind. The answer lies in their fair advantage—the combination of fifteen unique selling points that help them position themselves as valued professionals to decision-makers within or beyond their organization.

Discovering and leveraging their fair advantage provides professionals with a greater sense of self-awareness and self-confidence that allows them to present, act, and communicate authentically and confidently in any situation.

WATCH ME IN ACTION



SPEAKER DEMO



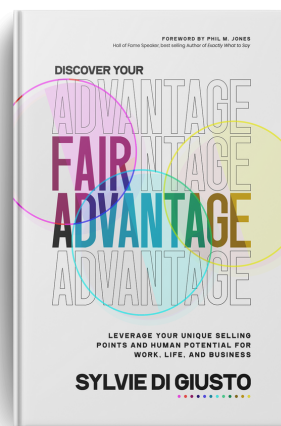
KEYNOTE HIGHLIGHTS

TAKE THE FIRST STEP TOWARDS AN EXCEPTIONAL EXPERIENCE AND MAKE THE RIGHT CHOICE FOR YOUR NEXT EVENT.

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THIS KEYNOTE CAN BE
ACCOMPANIED BY SYLVIE'S BOOK.
PREFERRED CUSTOMER PRICING
IS AVAILABLE.



MY PROMISE

PARTICIPANTS WILL WALK AWAY WITH A DEEP UNDERSTANDING OF THEIR UNIQUE SELLING POINTS AND LEARN HOW TO USE THEM TO BE MORE PERSUASIVE, MAKE AN IMPACT WITHIN MERE SECONDS, AND BUILD TRUSTING RELATIONSHIPS WITH OTHERS.

During this interactive presentation, participants will embark on a journey of self-discovery to uncover their unique selling points and learn how to leverage them in their work.

Through a series of thought-provoking insights and profound questions, participants will explore the intersections of fifteen different factors that make each professional a "category of one."

By understanding their unique qualities and traits, participants will be empowered to excel as professionals, which will make a lasting impact in their careers.



LEARNING OBJECTIVES

AUTHENTICITY

Develop a personal brand voice and learn how to use it within a professional environment.

DIFFERENTIATION

Uncover your unique selling points and learn how best to communicate them in a concise and compelling manner.

PERSPECTIVE

Gain a greater sense of self-awareness and understanding of what makes you unique and how you can use it at work.

ACCOUNTABILITY

Learn how to take ownership of your professional development and growth by creating a personalized brand strategy that aligns with your fair advantage.

CREDIBILITY

Discover the value you bring to the table and why people should trust, follow, or buy from you.

SELF-BELIEF

Learn techniques to overcome self-doubt, imposter syndrome, and other limiting beliefs that hinder professional growth.

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BENEFITS FOR YOUR ORGANIZATION

EMPLOYEE ENGAGEMENT

Encourage participants to align their personal assets with the organization's mission and vision, leading to a greater sense of connection and purpose.

PRODUCTIVITY EFFICIENCY

Provide participants with tools to communicate their value proposition and contribute to the organization's goals and objectives.

DIVERSITY INCLUSION

Encourage participants to recognize and celebrate their unique perspectives and experiences, resulting in a more inclusive organizational culture.

INNOVATION CREATIVITY

Provide participants with tools to think outside the box and leverage their unique assets, resulting in increased competitiveness and growth.

SALES PERFORMANCE

Provide participants with tools to articulate their unique selling points to prospects and clients, resulting in increased revenue and customer loyalty.

BENEFITS FOR YOUR AUDIENCE

SELF-DISCOVERY

Participants will uncover their unique selling points and learn how to best communicate them in a way that resonates with their target audience.

SELF-PROMOTION

Participants will develop an authentic professional brand that increases their visibility and recognition within their organization.

SELF-ESTEEM

Participants will become more confident in advocating for themselves and their work to increase credibility and influence within and beyond your organization.

SELF-IMPROVEMENT

Participants will identify and overcome limiting beliefs and self-doubt, which may hinder their professional growth, preventing them from achieving their full potential.

SELF-FULFILLMENT

Participants will gain a greater sense of satisfaction by aligning their work with their unique assets to improve their performance and well-being.

RECOMMENDED AUDIENCES

MANAGERS
EMERGING LEADERS
ONBOARDING PROGRAMS
CAREER DEVELOPMENT PROGRAMS
DIVERSITY AND INCLUSION INITIATIVES
WOMEN INITIATIVES
ASSOCIATIONS
ANNUAL MEETINGS

LOVE NOTES

“ Sylvie did an amazing job learning about our company, then she took that knowledge and created an excellent and interactive presentation that resonated with our people. The team is still talking about what Sylvie taught us.

Operations Manager
DFW Flight Service
American Airlines

“ Here is what our attendees said: 'I got my money's worth for the entire conference, just for her session.' 'Out of all the conferences I have been attending for this association, she was the best you have had yet.' 'You hit it out of the park with having Sylvie speak. She was so good!

Marlee Honcoop
Operation Coordinator
Smithbucklin

“ It was truly an eye-opening, inspirational, and rewarding presentation. I would strongly recommend Sylvie. Her presentation provides the perfect insight for any organization that is looking to empower its individual employees.

Leslie Rosa
Sales Manager
Diversified Communications HQ



NOTHING IS MORE
IMPORTANT TO ME THAN
MAKING YOUR EXPERIENCE
WORKING WITH ME EXTRAORDINARY.

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THAT'S WHY I WORK WITH THE BEST IN THE INDUSTRY

My team understands the *Power of Choice* and is committed to delivering the most outstanding experience possible, from booking to execution, so that you can focus on what matters most—your audience. For inquiries, please reach out to *Rebecca Clark*.

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AUSTRIAN BY BIRTH.
FRENCH IN MY HEART.
ITALIAN IN MY KITCHEN.
GERMAN IN MY WORK ETHICS.
AMERICAN BY CHOICE.

ON A PERSONAL NOTE

LET'S TALK ABOUT THE OBVIOUS.

I am honored that you are considering me as a resource and keynote speaker. Please know that I have been *"one of you"* for twenty years and understand the corporate and meeting world like few other speakers do. In my prior role, as the head of an international management academy, I was responsible for hundreds of events—from small corporate sessions to large conferences, from in-person meetings to hybrid and virtual programs—and I found myself spending days searching for the perfect speaker.

Today, I am grateful to know both worlds. I understand that your professional reputation is dependent on the keynote speaker you choose for your event, and I will do everything necessary to ensure you and your organization receive excellent feedback.

I also want you to know that I am not a "diva" to work with. In fact, I take tremendous pride in being low maintenance and easy to work with. There are only a few requirements I have to make your job and mine less stressful and more efficient.

I believe in the transformative power of emotional Intelligence—the Power of Choice. Let me help you turn "unconscious behavior" into "conscious intention" for better performance and results in your organization.

Now, the power is in your hands. The choice is yours. I hope you choose to reach out and discuss how we can create a memorable, fun, and impactful experience for your audience.

Sylvie de Ginsto
KEYNOTE SPEAKER



**MAXIMIZE YOUR ORGANIZATION'S
HUMAN POTENTIAL BY TAPPING
INTO SYLVIE'S 20 YEARS OF
CORPORATE EXPERIENCE AS A
LEARNING & DEVELOPMENT
EXECUTIVE AND CONSULTANT TO
FORTUNE 100 COMPANIES.**

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