



THE IMAGE OF LEADERSHIP

HELP YOUR LEADERS DEVELOP A STRONGER PRESENCE THAT POSITIVELY SHAPES YOUR ORGANIZATION'S LEADERSHIP CULTURE BY LEVERAGING EMOTIONAL INTELLIGENCE.

- » IMPROVED LEADERSHIP PERFORMANCE
- » INCREASED EMPLOYEE ENGAGEMENT
- » GREATER TRUST WITH STAKEHOLDERS
- » ENHANCED CLARITY AND CONSISTENCY
- » ALIGNED LEADERSHIP STYLES

KEYNOTE DESCRIPTION

Effective leadership in today's dynamic and complex world requires intentional choices made by mindful leaders who understand that their professional reputation is critical to gaining and maintaining trust, building impactful relationships, and achieving sustainable long-term organizational success.

By leveraging their emotional intelligence skills to make purposeful choices about their leadership presence, leaders can develop a deeper understanding of themselves and others, overcome unconscious biases, and adapt their leadership style to meet the needs of their team, organization, stakeholders, and, ultimately, themselves.

Consider for a moment the leadership presence of your organization's leaders and how it impacts their ability to inspire and engage stakeholders. Are your leaders aware of their professional brand and how to use it to effectively build trust, credibility, and influence?

WATCH ME IN ACTION



SPEAKER DEMO



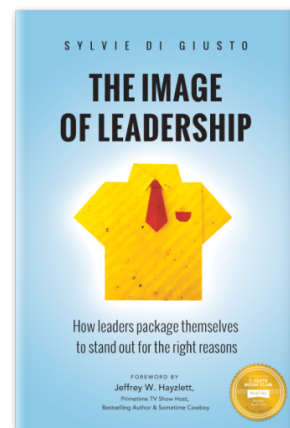
KEYNOTE HIGHLIGHTS

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 LEARN ABOUT THE TRANSFORMATIVE POWER OF EMOTIONAL INTELLIGENCE BY UNDERSTANDING HOW THEIR LEADERSHIP PRESENCE CAN POSITIVELY AFFECT THEIR TEAMS' PRODUCTIVITY THROUGH INTENTIONAL LEADERSHIP.

Through an interactive, fun, and thought-provoking exercise, participants will gain a deeper understanding of how their leadership presence shapes the culture and reputation of their organization, how it affects their professional brand, and how it is perceived by stakeholders.

They'll experience up close and personal how others' unconscious biases affect their judgments of their leadership and the organization, and how these biases can either lead to great opportunities or wrong assumptions.

They'll actively engage in a journey of self-discovery, identifying areas for improvement and learning how to proactively leverage their visual, behavioral, nonverbal and verbal, digital, and social intelligence to authentically represent themselves and their organization, build stronger relationships, and achieve tremendous success in their leadership roles.



LEARNING OBJECTIVES

LEADERSHIP PERCEPTION

Learn about the psychology behind perceptions and how a professional imprint can create an aura of executive presence to build a positive reputation.

LEADERSHIP ALIGNMENT

Develop a strategic plan to align your leadership style with your professional goals and organizational objectives to build a strong professional and organizational brand.

POSITIVE IMPACT

Learn how to make purposeful choices that positively affect your personal and organizational brand to create a culture of trust, credibility, and collaboration.

INTEGRITY & RESPECT

Understand the importance of leading with integrity and by example to establish trust and respect among stakeholders.

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BENEFITS FOR YOUR ORGANIZATION

LEADERSHIP CULTURE

By helping leaders develop a strong leadership presence, they can foster a culture of leadership that inspires and empowers teams to reach their full potential.

STAKEHOLDER TRUST

By guiding leaders to make purposeful choices that reflect their personal and organizational values, they can enhance the organization's reputation.

COMMUNICATION COLLABORATION

By providing visual, behavioral, and communicational strategies, leaders are equipped with the tools needed to build strong relationships with stakeholders.

TEAM MORALE ENGAGEMENT

By emphasizing the importance of leading by example, leaders can create a more cohesive team that works together toward achieving organizational goals.

PRODUCTIVITY PERFORMANCE

By teaching leaders concrete ways to improve their emotional intelligence, leaders can enhance their decision-making, problem-solving, and effectiveness.

BENEFITS FOR YOUR AUDIENCE

SELF-DISCOVERY

Participants will actively engage in a journey of self-exploration, identifying areas for improvement and developing a road map for professional growth.

SELF-LEADERSHIP

Participants will learn how to proactively shape their leadership culture through intentional choices that positively affect their personal and organizational reputation.

SELF-ESTEEM

Participants will develop an accurate self-image that will enhance their confidence, leading to more effective leadership and stronger relationships with others.

SELF-EMPOWERMENT

Participants will tap into their inner selves and learn how to leverage their own leadership style to empower themselves and those around them.

SELF-DISCIPLINE

Participants will strengthen their sense of responsibility by managing their intentional choices and staying focused on the objectives at hand.

RECOMMENDED AUDIENCES

MANAGERS
EMERGING LEADERS
ONBOARDING PROGRAMS
WOMEN INITIATIVES
DIVERSITY, EQUITY, INCLUSION INITIATIVES
GOVERNMENT
ASSOCIATIONS
ANNUAL MEETINGS

LOVE NOTES

“ Having selected speakers for over thirty years, the challenge is to be relevant to your audience, be personable, easy to work with, flexible, and genuine! Sylvie di Giusto is all of those! She's among my top picks.

Dean Jones CMP
Director Conferences & Events
RCMA

“ This was the BEST presentation we had during this meeting and that I have ever experienced. There was so much value in what you left with us. I think you have taught me something that will stick with me forever and that I will be able to share with others in and out of work.

Christine Bronne
Boutique Operations Manager
Nespresso

“ Sylvie is highly knowledgeable in her area of expertise, personable, and engaging. The amount of positive feedback I received after the presentation was incredible!

Linda Najok
HR Manager
American Express



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.**