



YOU HAVE 7 SECONDS. MAKE THEM COUNT!

HELP YOUR AUDIENCE TAKE CONTROL OF THEIR NARRATIVE BY USING THEIR EMOTIONAL INTELLIGENCE TO BUILD LASTING CONNECTIONS AND DRIVE RESULTS.

- » IMPROVED EMPLOYEE PERFORMANCE
- » GREATER CUSTOMER SATISFACTION
- » INCREASED SALES AND REVENUE
- » ENHANCED SALES EFFECTIVENESS
- » ENHANCED BRAND REPUTATION

KEYNOTE DESCRIPTION

People we meet make quick decisions about us. Should they hire us? Trust us? Buy something from us? It just takes a blink of an eye, and, like it or not, you're going to be judged. This may seem unfair, but it's an opportunity to take control of the narrative and showcase your best self from the first to last interaction with team members, customers, vendors—any stakeholder.

In business, first impressions are essential to building relationships with others. They'll set the tone for the entire experience, and the relationship with the brand will depend on them. The good thing is that this impression is something people can control.

By leveraging the power of emotional intelligence, they can make intentional choices about how they present themselves in these crucial moments. Whether seeking to build relationships with colleagues, impress stakeholders, or win over new customers, their ability to convey authenticity, confidence, and empathy can make all the difference.

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.

sylviebookings@cmispeakers.com +1-403-398-8488



AUDIENCE INTERACTION THAT GOES FAR BEYOND "RAISE YOUR HAND IF YOU..." QUESTIONS



MY PROMISE

PARTICIPANTS WILL LEARN ABOUT THE TRANSFORMATIVE POWER OF EMOTIONAL INTELLIGENCE AND HOW TO HARNESS IT TO MAKE INTENTIONAL CHOICES ABOUT HOW THEY PRESENT THEMSELVES IN CRUCIAL MOMENTS—FROM THE VERY FIRST MOMENT.

Through an interactive, fun, and thought-provoking exercise, participants will gain a deeper understanding of how others perceive them, how this perception impacts their professional image, and the way their organization is perceived in the marketplace. They'll experience up close and personal how others' unconscious biases affect their judgments and 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 convince others, build stronger relationships, and achieve tremendous success in their professional lives.



LEARNING OBJECTIVES

BEHAVIORAL NEUROSCIENCE

Develop a deep understanding of the psychology of first impressions and their impact on personal and professional relationships.

BRAND ALIGNMENT

Gain insight into what your first impression communicates about your personality, values, and beliefs and learn how to align your professional goals and corporate brand.

CUSTOMER PERCEPTION

Understand how first impressions can shape customers' perceptions of your organization and how to create a consistent and positive image in all customer-facing interactions.

RELATIONSHIP MANAGEMENT

Identify and overcome unconscious biases in your professional relationships and learn how to build stronger connections with customers, vendors, managers, or colleagues.

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

sylviebookings@cmispeakers.com +1-403-398-8488

cmii20

BENEFITS FOR YOUR ORGANIZATION

RELATIONSHIP BUILDING

Develop a workforce with stronger interpersonal skills, leading to improved employee performance, increased productivity, and organizational success.

BRAND CONSISTENCY

Align individual brands with the organization's brand, creating a consistent image in all customer-facing interactions, leading to enhanced brand reputation.

SERVICE EXCELLENCE

Create a customer-centric culture where employees understand the impact of first impressions to shape customers' perceptions of the organization, leading to increased customer satisfaction, retention, and referrals.

WORKPLACE COLLABORATION

Foster a diverse and inclusive workplace where employees understand unconscious biases, leading to stronger relationships with stakeholders, resulting in, ultimately, better business outcomes.

TEAM EMPOWERMENT

Equip employees with practical techniques and strategies for making positive and lasting impressions in any customer-facing environment, leading to a more cohesive and collaborative team dynamic.

BENEFITS FOR YOUR AUDIENCE

SELF-REFLECTION

Participants will better understand their strengths and blind spots and work to improve their professional appearance, behavior, and communication accordingly.

SELF-MOTIVATION

Participants will gain a deeper understanding of how their own appearance, behavior, and communication can positively influence the perceptions of others, which will motivate them to adopt more intentional and constructive choices.

SELF-CONFIDENCE

Participants will feel more confident and in control of their interactions with others and feel empowered to pursue their goals with greater determination.

SELF-EXPRESSION

Participants will feel more comfortable expressing themselves while still adhering to organizational guidelines, industry standards, or customers' expectations.

SELF-CONTROL

Participants will gain the ability to manage their choices in a way that aligns with their and their organization's goals and values.

RECOMMENDED AUDIENCES

SALES TEAMS
CUSTOMER-FACING EMPLOYEES
CUSTOMER SERVICE TEAMS
SERVICE INDUSTRY PROFESSIONALS
ASSOCIATIONS
ANNUAL MEETINGS
USER CONFERENCES
SMALL BUSINESS OWNERS

LOVE NOTES

“ The uniform consensus among my team is that Sylvie is the best speaker they have had—ever. I couldn't agree more.

Bill Ravenscroft
SVP Sales and Account Mgmt.
Adecco

“ Her meticulous and flawless talk, along with her dynamic speaking-style, content, and entertaining audience participation techniques, kept our Airmen laser-focused on her delivery, message, and her teachings.

Scott Heathman
Vice Commander
US Airforce

“ Sylvie's keynote speech was named as the best of the day; so, for those who are looking for an innovative, authentic, and convincing speaker who put all her effort to make your conference great, I strongly recommend Sylvie.

Goda Pereckaite
Project & Event Manager
Verslo žinios



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

cmii20
CMISPEAKERS.COM



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*.

sylviebookings@cmispeakers.com

+1-403-398-8488

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

sylviebookings@cmispeakers.com

+1-403-398-8488

**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.**

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

sylviebookings@cmispeakers.com +1-403-398-8488