

Sample Media Topics, Keynotes & Workshops

Success is a mindset: In this workshop you'll learn

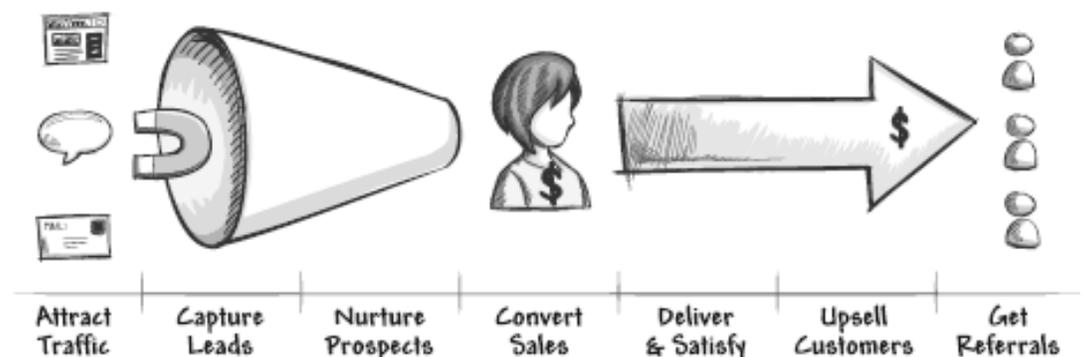
- What does responsibility have to do with our power?
- What does ice have to do with lasting personal change?
- 7 Things Failure is NOT!: How successful people, DEFINE failure differently
- What steps can you take to improve your life TODAY?
- What separates Top Influencers from Top Performers!

4 keys, 7 levers: this workshop will cover:

- How you can **buy** customers when you measure and test
- To stop using your “rear-view mirror and start using your windshield” to manage your business.
- How to reverse engineer the number of prospects you need to reach your Revenue/Profit goals!
- The 4 Keys and the 7 Elements to multiplying business profits
- How to create your Tactical Marketing Plan to support those Revenue/Profit Goals.

How to make CRM's work, how to manage your pipeline/sales funnel

- You ARE losing business if you don't have a formal and structured way to collect prospect details and then manage them through YOUR sales process
- Do you have a formal system?



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Presentation that Inform, Motivate and Inspire

- It doesn't matter whether you're trying to champion your ideas at a school or a Fortune 100 company, you're probably going to use PowerPoint.
- Communication is about getting others to adopt your point of view, to help them understand why you're excited or sad, or optimistic or whatever else you are.
- Our brains have two sides. The right side is emotional, musical and moody. The left side is focused on dexterity, facts and hard data.
- When you show up to give a presentation, people want to use both parts of their brain.
- How will you create a presentation talk that engages your audience at all levels?

Sales Made Simple

- Do you have sales training?
- Do you know the 5 questions EVERY prospect has?
- DO you know how to structure a sales call so that you actually answer those 5 questions?
- DO you ever get an inquiry from a prospect about your price?
 - i. I know dumb question!
 - ii. Would you like to learn how to handle that question?
- What do you do when a prospect says "I want to think about"
 - i. Would you like a proven strategy to help your prospect "think about it"

Purpose of business/personality mission statement

- Do you know the purpose of business
- Do you know the purpose of YOUR business
- Do you know YOUR purpose
- If you don't know what you are aiming at, how can you possibly know where you are going!
- If you don't know where you are going; any road will do!
 - i. Alice in Wonderland

How to Build a One Page Business Plan

- Would you get on an airplane if you knew the pilot had not filed a flight plan?
- Do you have a plan on how your business is going to grow and develop in the next 90 days
- "Hope-ium" is not a strategy!

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Your Personal Relationship with Time.

- While a lot of people are frustrated with the way they are managing time, each person's specific issues are different.
- Buried under the chaos of confusion are clues of individual strengths and weaknesses, personality styles and preferences, your unique sources of energy and what makes you happy.
- Our struggle with time can be characterized by the contrast between two powerful tools that direct us: the clock and the compass. The clock represents our commitments, appointments, schedules, goals, activities -- what we do with, and how we manage our time. The compass represents our vision, values, principles, mission, conscience, direction -- what we feel is important and how we lead our lives."
- This talk will help you find your balance between the compass and the clock!

You can see a version of this talk here: <https://vimeo.com/71353794>

Team Building and Leadership.

- Leadership is getting the "right people, doing the right things, right!"
- Right People is primarily a question of **being**: character, competence and chemistry. If you have the wrong person on your team, you have some tough choices ahead. Wrong people don't very often become the right people and even when they do it typically happens over a long period of time. As a leader, it's doubtful your personality or your strategic plan have the patience for that.
- Right things is primarily a question of **doing**: strategy, tactics and execution. If your team is spending their time, talent and energy doing the wrong things it is probably more a reflection on you than them. In this case, clarifying what and how can bring big changes in performance in a short period of time.
- This talk will help you discover how to get: The Right People Doing the Right Things Right

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