



## Perception is Everything

### How to Change Attitudes, Behaviours and Outcomes in a Heartbeat

#### Why Amanda Gore? Because:

- she delivers ROI by changing perceptions for immediate shifts in attitudes, behaviours and outcomes
- she will have everyone laughing as they learn the practical skills of emotional intelligence
- she creates unique life changing experiences for audiences through stories, laughter, interaction, and tailored content.
- she either kick starts or finishes your conference on an energetic high
- she puts difficult times, experiences or change into perspective
- Lou Gerstner from IBM, realised that facts and figures would not change perceptions or behaviours; touching peoples hearts with an emotional connection would. Amanda creates emotional experiences which result in change.

**Amanda is what we refer to in the bureau business, “a guaranteed success – each and every time!” - Speakers Bureau in the USA**

#### What Makes Amanda Different:

After her presentation:

- people take on a different perspective and make lasting behavioural changes
- they remember what they learned for years - a man stood up at the conclusion of a recent session Amanda presented and repeated 3 things he had remembered from a session SEVENTEEN years ago!
- they share the information they learned with others at work and at home
- the whole conference is up beat, people are energised, engaged, enthusiastic, laughing and the messages are incorporated throughout all the sessions
- she brings out the best in people and teaches them to bring out the best in others

#### Who is Amanda Gore?

Amanda Gore is called a ‘people whisperer’. She is a communications and performance expert, who for 25 years has been helping people achieve results by re-connecting them to what really drives attitudes, behaviour, engagement, joy and positive outcomes in business and life.

Her expertise in transforming the spirit of people and cultures changes perceptions; improves relationships and leadership; connects and engages people; and reframes the value of change.

With decades of experience speaking in over 20 countries to all types of corporations, groups and associations, combined with constant research in scientific discovery, Amanda will entertain, change perceptions, behaviours and attitudes, and move your team to action.

She teaches people how to bring out the best in themselves and others, and how to keep a positive spirit, no matter what the circumstances.

Author of five books and several DVD and audio training programs, she has a bachelor’s degree in physiotherapy, a major in psychology, and expertise in ergonomics, group dynamics, stress management, neurolinguistics, and emotional intelligence.

“Amanda is a wow of wows of speakers. She’s enchanting, captivating, brilliantly funny, tenderly charming, heartfelt, genuine, sincere and poignantly authentic and yet **she delivers a powerful message that we each want and need to hear. She’s unforgettable with her innovative audience involvement techniques..that will give you skills to take home, tell others and start using immediately** to better your life, your relationships, your future and finances. I can’t say enough good about her. **Amanda personifies “Chicken Soup’ in talk.** She’s too good not to be known by the entire world.”

*Mark Victor Hansen, Co-author of the Chicken Soup for the Soul series.*

#### FAST FACTS

**Number of Years Speaking:**  
25 years to over 500,000 people

**Largest Group Size:**  
15,000 people

**Smallest Group Size:**  
12 people

**Average Presentations Annually:**  
85 when in USA  
90 in Australia

**World Wide Presentations:**  
20+ countries

**Books Written: 5**

**Education:**  
Uni of Queensland  
(Physiotherapy and Psychology)

**Awards:**  
2009 National Speakers Association of Australia Keynote Excellence Award  
CPAE - Speaker Hall of Fame 2009  
Meeting Planners International Speaker of the Year 2007  
Toastmasters Communication and Leadership Award 1994  
Certified Speaking Professional 1999

**Topics:**  
Leadership (self and professional)  
Emotional intelligence, Engagement Relationships (personal, sales, customer service) Connection  
Stress, balance and Change.

***“We don’t see reality. We perceive, judge and create our own ‘reality’.”***

***Amanda Gore***



### ***Presentation Topics:***

Amanda has a database of stories, lessons and content that she can ‘mix and match’ to create a meaningful message that is directly relevant to the audience, meeting and corporate outcomes. All her presentations are high energy, funny, practical, use a lot of audience involvement and have serious messages presented in entertaining and memorable stories and activities.

### ***Titles:***

***Amanda’s presentations can be unique and stand alone, or moved through in parts over successive years.***

### ***Perception is Everything - how to change attitudes, behaviours and outcomes in a heartbeat. (Part 1)***

This presentation is about changing our perceptions which transforms how we behave and feel. Full of laughter, interaction, symbols and specific strategies to improve 2 key areas of emotional intelligence - self knowledge and self management - **it makes people feel good about themselves and transforms their thinking and attitudes.** They will learn to

- understand the importance of connection in leadership, sales, service, life and relationships
- discover how to celebrate, motivate and encourage themselves
- acknowledge and recognize others
- deal with stress and change
- balance work and life in new ways
- laugh more and rediscover joy.

### ***The Feel Good Factor - how to make others feel good in a heartbeat. (Part 2)***

In this presentation, Amanda teaches people **how to bring out the best in others and make them feel good.** People always remember how you made them feel. Working with other aspects of emotional intelligence, people learn how to

- motivate and encourage others
- be authentic, humble and work collaboratively
- program themselves for excellence
- unlock the secrets and power of non-verbal communication
- build strong, lasting relationships and
- have a positive spirit - not just a positive attitude!

### ***The Spirit of Leadership - how to engage people in a heartbeat. (Part 3)***

If you want to change an organisation, you have to lead with a Change of Heart - a Change of Spirit. The spirit in which we do anything determines the outcome, whether positive or negative. People are no longer a company’s most important asset; the spirit in which they do things is! People with a positive spirit are **inspired, motivated, excited about what they do, and create strong, lasting relationships.** Once our hearts are engaged in what we are doing, and we see what we do as fulfilling work - not just as a job, then **how we work is transformed.** This purpose/spirit driven culture is the culture of the future. The new generations are demanding it, baby boomers are seeking it, and everyone wants it! This keynote radically affects the group dynamics - **it breaks down barriers so that learning, networking and connection continue not only during the meeting, but for the long term.** This session is full of techniques that will help leaders

- bring out people’s positive spirits,
- inspire them to change or handle any business challenge creatively,
- motivate them to be their best and
- create collaborative teams

*Perceptions • Leadership • Emotional Intelligence • Connection • Performance • Relationships*

### **Topics:**

Leadership (self and professional)  
Emotional intelligence,  
Engagement  
Relationships (personal, sales, customer service)  
Connection  
Stress, balance and Change.

“When Amanda Gore was suggested as a speaker for our sales meeting, I had serious doubts. What could a woman with a physiotherapy background do with a male-dominated, demoralized, fragmented capital equipment sales team coming off a bruising competitive year?... **We’ve used every type of speaker in the past, from star athletes to big-name motivational speakers. Inch for inch, pound for pound and dollar for dollar, Amanda Gore was the best speaking investment we ever made!”**

*- CEO, Hobart Kitchen Supplies USA*



***“Our minds judge. Our hearts use wisdom to discern.”  
Amanda Gore***



### ***More Topics:***

#### ***Take a Chill Pill - how to bust stress in a heartbeat. (Part 4)***

Change and stress go hand in hand. Learning about how the brain actually can and does change (neuroplasticity); that adults learn more quickly than children; and that our brains need change to stay vibrant and alert transforms the way people perceive change. This means instead of being a stressor - change can be welcomed as an opportunity to grow and develop - and live, fully alive, longer! This is a fun session designed to

- address today's tough economic climate
- to put things in perspective and
- have people refocus on what's important.

#### ***Relationships That Work at Work - how to bridge the gender gap in a heartbeat. (or Brain Sex!) (Part 5)***

Yes, men and women are from different planets, but a slight shift in perception is all it takes to have them understanding, appreciating and admiring each other for unique talents. Relationships are like living breathing organisms and they need nurturing, watering and care. In this session find out what the other person wants and needs, and how to nurture. It's very funny - and VERY useful for life and work! This session can be related to sales, customer service, negotiating, call centres, business relationships, or personal relationships and can focus on gender differences or not! Amanda teaches

- specific ways to communicate with the opposite sex
- and practical tools that will help avoid conflict and build trust

#### ***Workshops or Breakout Options:***

Any of the above keynotes can be extended or combined and made into workshops.

#### ***"You Can't Change a Customer's Attitude, but You Can Change Yours - in a Heartbeat!"***

Traditional sales courses focus on communication styles and techniques that are still important ....but everyone knows them. Teach your team the latest subtle verbal and non verbal techniques to create partnerships - not just relationships- with your clients or customers. Partnerships are the next level to aspire towards - while everyone else is just working on relationships, you can be focused on creating true long term partnerships!

There are many secrets to enhancing rapport, connection and delivering unpalatable messages without destroying relationship as well as building ongoing loyalty with customers or clients. All relate to our ability to communicate and connect. This session explores how to find out what our clients really want, at much deeper levels than before which then allows us to serve their real needs better than our competitors - and with more flexibility, options and choices.

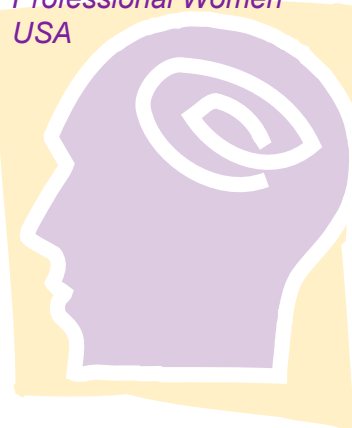
***“Amanda Gore was an inspiring, uplifting, informative delight that our members were discussing the entire remainder of the meeting. I cannot impress upon you enough how well she was received.***

***Amanda's presentation was the most audience - inspiring performance we have ever witnessed. I would extend my highest recommendation to Amanda Gore.”***

***- Executive Director,  
Aluminium Extruders  
Council***

***“Meeting planners have to ask themselves if the speaker that they are looking to hire is worth what they paid. I am here to tell any meeting planner who wants to know, the answer is YES. Amanda is worth every penny and about \$60,000 more! I have hired speakers who charge \$40,000 and more and they did not leave the audience with a fraction of what Amanda did.”***

***- Business and  
Professional Women  
USA***



**“Changing your perceptions changes your life.”**

**Amanda Gore**



## **Why Does Amanda Focus on Perceptions?**

### **Change Your Perceptions and You Change in All Ways - in a Heartbeat.**

Life is not about reality - it is about perceptions, judgments and the creation of our own 'reality' based on our past experiences and filters.

Consider this scenario: a woman is sitting in a quiet coffee shop. A man with 2 small children comes in. The children are going wild, running about and making a lot of noise. The woman, annoyed that her peace is disturbed, perceives and judges the man as inconsiderate and selfish, not caring what impact his children have on other people. Accordingly, she looks disapprovingly at the children and glares at the man. A few moments later, a waitress, noticing this reaction, leans over to the woman and whispers 'he has just come from the hospital where his wife died.' In a heartbeat, this previously angry woman is filled with compassion and starts to play with the children, she smiles at the man and talks gently to them.

A boss bursts out of his office, his face red with anger; he storms across the office to the bathroom and slams the door behind him. Immediately, every person is on red alert. They have no idea what has happened but- it must be bad. For the next four hours, people are unfocused and productivity is appalling as everyone is wondering if they will have jobs tomorrow; if the company is in trouble - or worse, if they are in trouble. Finally, someone has the courage to ask him what is wrong. He, still angry, bursts forth with a tirade on the people repairing his Porsche car and how they are charging him \$800. For four hours, 20 people were in a state of dread based on the perception that something was seriously wrong - in a heartbeat they were stressed. In a heartbeat, when they heard his 'reality', they relaxed and started to work effectively again.

I once consulted to a pillow making factory. After the Ash Wednesday fires, the owner offered to open the factory on a Saturday and donate the supplies if any of the staff wanted to donate their time. They made more pillows on that day than at any other time in the history of the company! Because they perceived that their work had purpose and meaning; they were contributing to something worthwhile.

How we perceive our CEO and company determines what pride - and confidence - we have in the company. How we perceive our boss and vice versa is critical for employee engagement. How we perceive our colleagues impacts on collaborative teamwork and innovation. Positive perceptions of our customers transforms our relationships with them - and the companies reputation. How people perceive change is based on how it is introduced to them.

Perceptions really do matter. Your mood matters. How you see, hear and interpret the world around you determines your beliefs, attitude, level of engagement, performance and behaviour. Your performance - at home and at work - is determined by your perceptions.

Do your people perceive the workplace as secure, do they love what they do, feel that their bosses care, that what they do makes a difference and that they are learning and developing? If not, it's time to change their perceptions by inviting Amanda Gore to speak at your event!

**“You made such a difference.** I spent most of this week out visiting the branches. Wow - it's catching on! **Everyone is using the tools you gave them.** I make financial decisions every day about how to use our budget wisely. **You were the best investment we have made yet. We will earn 'dividends' for a long time.**”

- VP Wells Fargo Bank

**“Amanda Gore is without question the best investment our organisation has made in the last few years, and her message helped connect all attendees with the vision of our hospital. She has an inherent ability to reach a wide variety of people, and this has had a profound impact on the culture of our hospital.**

We literally had employees wanting to attend her session on all three available days, as many of them said that Amanda's session was the best thing they had ever attended.”

- SSM Health Care



**“Stress is a fact of life - it doesn't have to be a way of life.”**

**Amanda Gore**



### **What Others Say About Amanda's Sessions:**

**Amanda was the most dynamic and insightful relationship speaker I've either hired or listened to.** I would not have our first meeting of the Northeast Consulting Partners at Deloitte without her. We changed our dates so she could be with us.

- Director, Deloitte USA

**Amanda Gore proved to be the best speaker we have ever brought in to speak to our organisation's leadership group.** Her very motivational and uplifting style has a way of communicating her message, **even to those who are difficult to reach.** By the end of the session, she had everyone laughing and truly enjoying the "Amanda Experience"

- Reading Hospital

**“I wish I had photographs of some of the things she was able to get our group to do – a group that is normally disinterested in anything not related to insurance.** Our group picked up on the fact that while not directly related to insurance, Amanda's discussion of connection, leadership, relationships and positive energy could translate into more business as well as enhancing our personal and professional lives. She was outstanding.”

- Pacific Life

**“Our company tends to be very conservative and, truth be told, probably a little difficult to please. We are a tough crowd. There were undoubtedly 'safer' choices than you... I had nothing to worry about. You were hilarious, amazing, touching and unforgettable. I would have thought it unthinkable to have everyone pleased with your performance, but I have literally not heard one negative word!”**

- Meldisco

**“Thank you for the most phenomenal session our conference has ever experienced! Amanda was Superb! Our conference attendees were singing her praises and using her techniques throughout the remainder of the conference, which was another 3 days.**

- PAHCOM

**“As always, Amanda was a huge hit!! Her important message was delivered with humour and she totally engaged the audience.** One of our most cynical delegates said it was 'almost a life changing experience' for him!”

- Howards Storage World

**“What a fabulous presentation you gave to our group to close our first day of conferencing !! We need that every time as it was such an energy booster for the night ahead. I still can't believe you had a whole audience of men hugging and singing !! I would never have thought it possible.”**

- Genesys

**“In a word, she was superb, funny, charming, engaging. She had the audience on the edge of their seats. I have been in association management for 15 years and I've never experienced anything quite like it.”**

- VP Programmes, Society of Industry and Office Realtors

**I can say unequivocally that as a result of your presentation, our people are not blaming others for this market; they're dealing with adversity the only way they can ... with grit, determination, clear goals, daily work activities ... and a good sense of humor.** Thanks for helping us all press our internal GO buttons!

- Reichart Real Estate

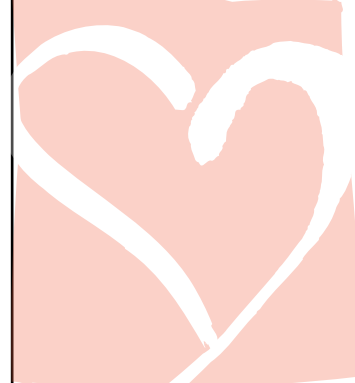
**I'm just sorry I waited so long to book you for a meeting. Only once in a rare while does a speaker come along who actually affects real change from their 90 minutes on stage.**

**You breathe that rarified air!!**

- McDonalds

**“Amanda Gore brings a level of energy, enthusiasm, humor, and intelligence far above the conventional 'motivational speaker' you may be seeking for your next meeting. If you want to make your meeting memorable, and I do mean memorable (attendees are still talking about her presentation and message), and send people home on a high note, Amanda is the speaker for you.”**

- American Association of Diabetes Educators



## ***But Wait, There's More testimonials!!***



### ***What Others Say About Amanda's Sessions:***

"I have been a member of MDRT for 29 years and have seen some of the best speakers in the world. **None has ever received 3 standing ovations like Amanda Gore.**"

- *President, Million Dollar Round Table*

**"You'll be very pleased to know that your wonderful gestures and sayings have really caught on in my own department.** I also overheard someone else ask the other "What's the Best Thing that's Happened to You Today!" and they are all learning to "Build a Bridge and Get Over It" when things happen and there's no sense in holding onto it! I'm sure the same thing is going on in our sales offices across the US! You are a gift that keeps on giving! **You were right...it has given them another language to use that connects them and puts laughter back into the workplace!"**

- *MetLife*

"Audiences who heard Amanda **more than 2 years ago..still talk about her** and use principles from her presentations."

- *Sonic Corporation*

"Thank you for **enabling a team building event to culminate in** a group of people who were just beginning to warm up to one another, walking out of the room **really caring for each other.**"

- *Director Organisational Development, GlaxoSmithKlein*

Last night at our board meeting, each of our departments reported our status from summer to present. **The first thing out of the Director of Maintenance's mouth was how appreciative he and his guys (and ladies) were for "The Speaker" at the beginning of the year.** (We say that like we say "The Pope" or "The President" here...LOL). Anyway, he concluded his report with how much he appreciated what Ms. Gore did for his department and the guys just wanted to say thanks. It was so AWESOME!

- *Pascagoola School*

Our evaluation tool rates a speaker on a 1-5 scale with 5 being excellent. Your total was 4.95, the highest of any of our previous speakers. **Several people changed your score to a 10 or added many pluses next to the scores of 5!** The comments were reflective of the impact you had on our staff. **Adjectives such as 'awesome', 'excellent' and 'the best' were interspersed with full comments like 'best speaker yet – have her back'!**

- *Roper St Francis Health Care*

**"Your motivation, energy and enthusiasm were absolutely what we needed at the end of a very long 3 day conference.** I couldn't have asked for anything better. I must say, I have received countless Ta Da's from my peers and colleagues for putting on such a great employee meeting. Really makes one feel very good."

- *Sabre Holdings*

I don't think the impact you have had on our organisation can be measured in any formal way. There are no metrics. **It's in the hearts of those who met you and the majority of them are still with us and waiting for you to come back to do "Amanda, The Sequel."**

- *Crate and Barrel*

"You rocked our world, Amanda. **No one has ever had such a deep, lasting impact on our lives.** You've given us a timeless gift."

- *Nexstar*

"I just wanted to drop you a note to personally thank you for the unbelievable presentation you put on for us at our YPO University last week. I had heard it was possible, but until I saw a room full of President's linking hands and whistling through Always Look on the Bright Side of Life with my own eyes, I wouldn't have actually believed it. **Your session survey results were great - they love you (and that makes me look great). I also appreciated your 'low-tech' philosophy and hands on approach before your presentation.**

- *Young Presidents Organisation*



## Are You Unconscious Yet?



"The critiques that I previewed gave you the highest of ratings. I was worried that the presentation would be too long for this group to sit through, but everyone thought you should have had more time. Figure that out! **I did a presentation at one of our larger companies yesterday and the folks that attended your session raved about you.** So you made me look good too!"

- *Cendant Corporation*

Congratulations on such a memorable presentation - it's an accomplishment to see so many corporates zooting each other. A first for me!

- *Westpac*

**"I had a workshop straight after the breakfast with some of our Statewide senior directors and the feedback was fantastic.** One I have to share - **we have this very cynical senior leader that had a powerpoint presentation to do - and he kept doing "tada" throughout.** At the end he was zooting everyone!! So in a nutshell, I think you made a positive impact in fact I KNOW YOU DID."

- *Queensland Health*

Yes, it's sometimes tough measuring ROI on attitude and behavior. **Please feel free to have any client call me and I'll be glad to talk with them regarding the impact that you had on us. There are many things that we still embrace of yours.** Our employees seemed to (and continue to) take life a bit easier, not stress so much and enjoy their jobs.

- *Travis Credit Union*

"We, as most leaders in healthcare, operate in a very corporate culture but sometimes someone in a leadership position needs to step a little outside that mold just to see what happens. **Thanks to Amanda, I will be that person in my organisation."**

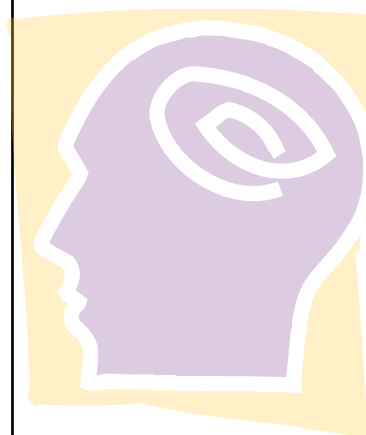
- *Geisinger Health System*

My client was looking for a speaker to address work/life balance issues for a group of sales executives challenged by a lot of change in the organisation. They were limited by their budget and weren't happy with the speakers in their price range. **I suggested Amanda and convinced them to spend more than their budget would give them a return that couldn't be measured in dollars. They hired her and have never been happier - I have a client for life! Amanda is what we refer to in the bureau business, "a guaranteed success - each and every time!"**

- *Speakers Bureau in the USA*

"If the ever was a time for me to take a Ta Da its now, and your presentation was definitely a crowning moment of our conference. **The messages you hit were perfect, and I cannot believe the changes I am seeing in the membership and our team.** One of my staff dropped into a pharmacy yesterday afternoon to find the Pharmacist in floppy ears and the retail manager wearing the perky version. Who would ever believe it!"

- *Sigma Pharmaceuticals*



**Amanda has spoken to over 500,000 people with hundreds of clients over 25 years - here are a few of the companies to whom she has spoken.**



- |  |                      |                              |
|--|----------------------|------------------------------|
| American Automobile Association                              | Accenture            | Microsoft                    |
| American Academy of Cosmetic Dentistry                       | AGSM                 | Mitre Ten                    |
| American Association Critical Care Nurses                    | Alcon Australia      | Million Dollar Round Table   |
| American Chemistry Council                                   | Arbonne              | Nike                         |
| American Council of Engineering Companies                    | Allstate             | New Zealand Insurance        |
| Direct Selling Association                                   | Alcoa                | Oracle                       |
| American Association of Orthodontists                        | ACPET                | Optus                        |
| American Society for Healthcare Risk Management              | AT&T                 | Pepsi                        |
| American Society of Association Executives                   | AMP                  | Pfizer Pharmaceuticals       |
| Meeting Professionals International                          | Ameriprise           | Prudential                   |
| American Staffing Association                                | Australia Post       | Qantas                       |
| National Association Of Federal Credit Unions                | Auto One             | Redkin                       |
| National Paint and Coating Association                       | Bankers Trust        | Rotary International         |
| National Association of Realtors                             | Borders Books        | Railcorp Sigma               |
| Department of Education and Training                         | Bear Creek           | Sony                         |
| Air Transportation Association                               | Beauticontrol        | ShiseidoSilpada Designs      |
| Australian Association of Career Councillors                 | Burger King          | Thrifty                      |
| Australian coal Association                                  | Beaurepaires         | Travelscene                  |
| Australian Farm Management Society                           | Big 4 Holiday Parks  | Tech pacific                 |
| Australian Tyre Dealers Association                          | Blake Dawson Waldren | Triad Hospitals              |
| Australian Institute of Pharmacy Management                  | Century 21           | USANA                        |
| Australian Society of CPAs                                   | Clinique             | Visa                         |
| Australian Human Resources Institute                         | Coca Cola            | Verizon                      |
| Australian Veterinary Association                            | Coldwell banker      | Virgin Cosmetics             |
| Missouri Bankers Association                                 | Colgate Palmolive    | Westpac                      |
| National Alcohol Beverage Control Group                      | Con Edison           | Wells Fargo                  |
| Association of Crafts and Creative Arts                      | Creative Memories    | Yum International            |
| Michigan Municipal Risk Management Authority                 | Dulux Australia      | Young Presidents Association |
| Oklahoma Restaurant Association                              | Deloitte             | Yokohama Tyre Australia      |
| International Facilities Management Association              | Davita               |                              |
| International Association for Exhibition Management          | Energy               |                              |
| International Auto Body Congress and Expo                    | Ernst and Young      |                              |
| National Tour Association                                    | Express Personnel    |                              |
| Florida Manufactured Housing Association                     | EDS                  |                              |
| Salon Association  | Exxon Mobil          |                              |
| National Cosmetology Association                             | Eyecare              |                              |
| Promotional Products Association International               | Email Air            |                              |
| Food Service Equipment Distributor Association               | FedEx                |                              |
| Western Association of Food Chains                           | Freedom Furniture    |                              |
| University of Illinois Biennial Women's Conference           | Genesys              |                              |
| Case Management Society of America                           | General Motors       |                              |
| California Association of Community Managers                 | Glaxo Smith Klein    |                              |
| American Public Works Association                            | Grant Thornton       |                              |
| American Health Management Association                       | Howards Storage      |                              |
| American Chemistry Council                                   | Hearts on Fire       |                              |
| Document Management Association                              | Hilton               |                              |
| Employment Relocation Council                                | L J Hookers          |                              |
| International Association of Assembly Managers               | Hershey Foods        |                              |
| American Nursery and Landscape Association                   | Hewlett Packard      |                              |
| International Association of Convention and Visitors Bureaus | Hotondo              |                              |
| Photo Marketing Association                                  | ICI Cropcare         |                              |
| American Association of Medical Transportation               | IAMA                 |                              |
| American Physical Therapy Association                        | IPWEA                |                              |
| Society of Financial Service Professionals                   | Kellogg              |                              |
| School Principles Association                                | KPMG                 |                              |
|  | Kraft Foods          |                              |
|  | Macdonalds           |                              |
|  | Marriott             |                              |

**Amanda explores the mind-body connection to inspire people to lead, work and live more effectively through emotional and social intelligence, better relationships, perceptions, connections, enthusiasm, less stress, and more joy!**

