

Colette Carlson

Business Communication & Human Behavior Expert

Please contact a GDA agent for information.

Topics

- Communication
- Emotional Intelligence
- Leadership
- Sales
- Teamwork / Teambuilding
- Work-life Balance

About Colette Carlson

At the heart of every sale, every interaction between a leader and a team member, every conversation with a customer... is a connection. How to make those connections effective, and leverage them for greater success, is the thread woven into every one of Colette's presentations.

Colette teaches audiences how to transform relationships through the power of connected conversations. Her keynote programs are so personalized, attendees often assume Colette is one of them. She has the outstanding ability to connect through engaging content and laugh-out-loud humor.

With a Master's Degree in Human Behavior, and more than 20 years of experience helping individuals change behaviors that impact their success, Colette understands the psychology, mindset, and skills required to make positive, long-lasting change.

Colette is a Certified Speaking Professional (CSP), a designation held by fewer than 10% of the members belonging to the International Federation for Professional Speakers. In 2017, Colette was inducted into the CPAE Speaker Hall Fame®, a lifetime award that honors professional speakers who have reached the top echelon of platform excellence.

Trusted clients include Boeing, Microsoft, Procter & Gamble, Federal Express, Fidelity, Domino's Pizza, Great Clips, and the United States Government.

Select Keynotes

• The Connected Leader

Successful, effective leaders recognize the need to authentically connect on a human level, whether virtually or in-person, to create influence and impact. Connected leaders model courageous behaviors that create a culture of clarity, transparency, inclusion, and accountability, even in the most challenging times. In this engaging, uplifting, and research-based program, attendees will master their ability to communicate and connect on deeper levels, creating an environment where people thrive.

In a digitally-distracted, constantly-changing world, become a Connected Leader to:

- ◊ Drive positive change through intentional and impactful communication, thoughtful questions, and empathetic listening
- ◊ Earn trust, respect, and loyalty from your teams and colleagues
- ◊ Learn specific communication techniques that will inspire action and cooperation, address conflict, and extract more value and productivity from your teams
- ◊ Seek and encourage healthy feedback
- ◊ Create a culture of open communication where people connect, grow, and flourish

• Many Communicate. Few Connect.

The common denominators of the most successful individuals are their ability to effectively communicate and connect, regardless of situation, location, or audience. In a competitive world filled with a global workforce, numerous communication channels, and daily digital distractions, getting your message heard has never been more challenging.

Clear, concise communication is no longer enough to get results: *connection* must be part of the equation.



Amplify your impact and form crucial relationships that drive productivity, engagement, and collaboration by learning how to:

- ◊ Up your emotional quotient to increase your credibility and gain support
- ◊ Foster healthy communication through focused, dedicated behaviors
- ◊ Align your thoughts, words, and actions to build trust and increase influence
- ◊ Communicate with candor and clarity while maintaining a respectful, human connection
- ◊ Be a human highlighter who champions the accomplishments and strengths of every individual on your team

• **YOU Management: Strategies to Avoid Burnout, Boost Resilience, and Accelerate Success**

Regardless of your title and role, people experience everyday stressors while they are expected to stay agile through constant change. In today's world, people are required to exceed expectations and produce more in less time with fewer resources, all while staying positive and engaged with colleagues and customers.

New challenges have collapsed the boundaries between work and home, leaving people juggling opposing demands for time, energy, and attention. It's no surprise, even with the best of intentions, leaders and teams feel stressed out, disconnected, and emotionally exhausted.

Enough! It's time for You Management!

Join Colette in this laugh-out-loud program as she shares practical, yet powerful, science-based strategies to remain resilient and accelerate your success during the most challenging of circumstances by learning how to:

- ◊ Minimize worry, stress, and angst by knowing when to let go or take control
- ◊ Manage devices, distractions, and demands to stay focused, present, and productive
- ◊ Lean in to change by mastering your mindset to increase mental toughness
- ◊ Build in daily self-care strategies to avoid burnout and create more joy
- ◊ Maximize health and wellness through the power of connection

• **Sincere Selling: Stop Transacting, Start Connecting**

In order to make a sale and earn a customer, you must first make a connection. In today's virtual selling environment with shorter meetings and distracted customers, the ability to quickly connect and captivate is paramount. In this engaging, research-based program, learn how to adopt a sincere selling mindset to cultivate authentic relationships that lead to increased sales, repeat customers, and powerful referrals.

As a former national sales trainer who cut her teeth in straight commission sales, Colette will show you how to up your personal connection quotient to maximize relationships, revenue, and results by learning how to:

- ◊ Awaken your awareness to maximize your emotional connection
- ◊ Ask deeper, richer questions to identify customer pain points
- ◊ Listen empathetically to create a collaborative environment conducive to problem solving
- ◊ Align your thoughts, words, and actions to build trust
- ◊ Demonstrate value and gain emotional buy-in through effective storytelling

• **Women Leading with Impact: Accelerate Your Position with Confidence**

When women show up, stand up, and speak out, positive change happens. In this engaging, uplifting, and research-based program, specific to women in leadership, participants gain the strategies and skills necessary to become authentic, credible, and confident leaders. Be recognized, respected, and rewarded in your career by learning how to:

- ◊ Cultivate connections that count
- ◊ Identify, access, and develop strategic relationships
- ◊ Express your success to advocate for yourself and others
- ◊ Conquer self-imposed limits to take risks and accelerate growth
- ◊ Breakthrough barriers by mastering the power of the ASK
- ◊ Stay resilient through constant change and challenges

Select Articles

• [7 Communication Strategies for Virtual Meetings](#)

The recent pandemic has forced our hand to rely on technology over in-person meetings, events or conferences. To continue to connect, inform, and inspire others, everyone must up their virtual meeting game.

• [Feeling Stressed? Time to Take Control or Let it Go](#)

Quarantines, travel restrictions, remote work (with children underfoot), isolation, and financial loss due to cancellations, reduced hours, or the stock market all contribute to individuals feeling a lack of control. A lack of control increases stress, worry, and anxiety because you feel you don't have the resources to handle what's in front of you – whether that's money, skills, support, energy, or time.

- [5 Ways Leaders Show Respect](#)

Without respect, relationships falter. Here's five strategies to up your ability to show respect and build deeper relationships.

- [7 Thoughtful Ways to Stress Less](#)

Up your connection quotient and lower your stress with these seven strategies.

- [Too Much Tech to Connect? 4 Strategies to Reconnect](#)

Avoid these relationship barriers that prevent richer relationships and connection.

- [7 Keys to a Flawless Conversations](#)

Why not connect through conversational strategies?

Select Testimonials

Colette recently spoke for us as the Opening Keynote Speaker and Virtual Chat Emcee/Moderator of our first virtual IAEE Women's Leadership Forum and as always, she was AMAZING! I have used Colette numerous times in my career and she never disappoints; True professional when it comes to presenting virtually. I always know I can count on her to do what's needed to make our program as huge success! Always on point, providing leadership tips to women; she is top notch, has a true pulse on what our attendees need and always able to engage! We love Colette!

– *International Association of Exhibitions and Events (IAEE), Stacy Riddler, Senior Education Manager*

"I have been working with guest speakers for company events for over 10 years and Colette was one of the best and easiest we've worked with. She is not only professional to deal with and an exceptionally engaging and funny presenter, she also took the time to research our company and interview some of our people to customize her remarks to our audience. I have found that level of preparation rare in the professional speaking circuit. Colette spoke about becoming a woman leader to a group of our company's women, and the reviews were fantastic. I would strongly recommend Colette!"

– *Jody Kaminsky, Chief Marketing Officer, Ultimate Software*

Colette spoke recently at the LeadingAge PA Virtual Conference Experience. Colette has received rave reviews from our membership. Senior living providers have been under attack in the media lately and Colette's keynote was the perfect way to celebrate the amazing work they have done! She offered a way for all of us to realize that taking care of ourselves is just as important as taking care of others. Colette did extensive research into our field and was able to reach through the virtual environment to make each person feel like you were having a personal conversation with a friend. We laughed, we cried and we learned. If you want a great keynote to celebrate people, have fun and walk away uplifted, book Colette for your event, you will not be disappointed.

– *LeadingAge, SVP and COO Luanne Reese*

Colette's engaging style and the creative presentation made our virtual event a great success! The post-event survey identified her as the most highly rated session and rated as the "highlight" of the entire 2 days of the Learning and Development program. It was no surprise given her ability to tailor the content to meet the needs of our team members!

– *Microsoft CELA*

"It was a pleasure to work with Colette on Meeting Professionals International Houston Chapter's event. Our audience loved her interaction, as evidenced by the immediate feedback and being ranked one of the highest presentations. I knew as soon as I saw her customized skit for meeting planners, she would be PERFECT to present her leadership program on the power of connection and communication. The chapter is still receiving rave reviews from her talk. I would absolutely recommend Colette and will definitely work with her on future programs."

– *Monica Grinage-Prince, Former Event Program Manager, IFMA*

Select Client Feedback

Colette was great! Her session was fun, entertaining, humorous and most importantly educational! Our attendees loved her session. Colette connected with the audience and engaged them. It was wonderful to see a speaker like Colette who had really done her research about our organization, our attendees and who they are and what they do. She just didn't throw a few key words into her presentation so that it would sound like "it fit". She actually did her research and knew what she was talking about in terms of this audience. That really helped the audience connect with her as she was able to relate to them, their businesses and our industry! I had a number of our attendees come up to me and tell me how much they enjoyed her session. I personally enjoyed her session very much! She is a high energy, well –spoken, professional speaker/trainer.

– **Kim Specht** *Ensemble Travel Group*

4.60/5.00 weighted feedback score. See full survey results under "files" tab.

– **Kelly Stahl** *Wisconsin Realtor's Association*