

Timely Topics for Professionals

Build Your Brand

Marketing research shows we have only 6.5 seconds to engage people or they "tune-out". How are you engaging? What's different from your competitors? Do you have a clear and compelling brand? Can others share it easily? Learn how to:

- Create a Unique Brand
- Articulate a Compelling Message
- Reinforce your Brand in Word & Deed

Power MORE Client Referrals

Everyone wants more referrals and most have been taught to keep asking. But research shows that nearly 90% of clients do not refer when asked. Instead of just asking, create more referrals by building high referral value, trust and opportunities. Learn how to:

- Power Value and Referral Desire
- Build Referral Trust and Avoid Pitfalls
- Create Opportunities that Deliver

Also available: Power MORE COI Referrals

Behavioral Science: Guiding Clients to Good & Calm Decisions

Subconscious cognitive biases drive instinctual behavior that is powerful and pre-rational. Behavioral skill is key to working with clients to remain calm and on track. Learn:

- Top Pre-Rational Drivers and What to Do
- How to Respond to Clients and Stay on Track
- How to Proactively Guide Clients to Work with You

Communicate to Keep Clients Loyal

Rapid change is putting pressure on professional to repeatedly explain disruptive events to clients. Keeping clients loyal is critical to success. Learn:

- How to Communicate Changes Proactively and Positively
- How to Respond to Questions and Challenges
- Communication Process that Builds Loyalty

Thriving in Change

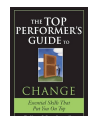
Massive change is coming fast. Sadly, the research on change is discouraging. Up to 90% of individuals actively resist change, two-thirds do not successfully adapt and 70% of organizational change goals fail. Fortunately, through decades of research, behavioral scientists have discovered the keys to change success. Learn from the author of *Top Performer's Guide to Change*:

- How to Embrace Change
- Disciplines to Succeed
- Practical Tactics to Execute and Thrive

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Leading People & Teams

Leadership research shows that awareness adaptability and engagement skills are critical to leading and inspiring success. Learn:

- How to Lead Self & Team
- How to Motivate Every Person
- Top Techniques to Leading People

Leading Communication & Collaboration

Conflict and tough conversations are a part of any working relationship. Those conversations either damage or build collaboration. Communication and conflict skills are key to long term success. Learn:

- How to Read People & Respond Effectively
- Top Communication Mistakes to Avoid
- Communication Steps that Build Collaboration

Recruit, Retain & Develop Women Professionals

Women are 44% of all judges, 54% of all medical scientists and 62% of all accountants, but only 19% of advisors. Attract more women professionals and engage more women investors. Learn:

- What to Avoid and How to Attract Women Professionals
- What 's Different and How to Adapt
- Practical steps in Recruiting & Retention of Successful Women

\$14 Trillion Opportunity with Women Investors

Women control 50% of the nation's wealth, an estimated \$14 trillion. Today, 95% of women are actively involved in directing financial decisions and 84% want help. Yet, only 7% of women have a written financial plan. There is a huge opportunity to meet the needs of women investors. Learn:

- What's not Working and What Women Want
- How to Build Loyal Advocates
- Easy Ways to Reach New Prospects

Barbara Kay, MA, LPC, RCC

As a business psychology and productivity coach, Barbara serves clients through coaching, consulting and speaking on: *Growth, Productivity, Teams, Communication, Change and Leadership.*

Barbara has over 15 years experience coaching and speaking, in addition to graduate and post-graduate training in Clinical Psychology and Coaching. Her publications include numerous articles and two books, *The Top Performer's Guide to Change* and *The \$14 Trillion Woman: Your Essential Guide to Engaging the Female Client*. Barbara speaks at conferences, builds custom workshops, consults on growth, and coaches professionals nationwide. As a Woman Business Enterprise, BKC is a Certified Diversified Supplier supporting vendor diversity goals.

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