



KEITH ABRAHAM

Multi-Award Winning
Global Keynote Speaker

Best Selling Author of
It Starts With Passion

Founder of the Passionate
Performance Program



With greater clarity comes greater certainty.

THE BY-PRODUCT OF CERTAINTY IS MORE CONFIDENCE
AND WHEN YOU ARE MORE CONFIDENT YOU PERFORM
CONSISTENTLY IN YOUR LIFE AND YOUR ROLE.





Keith Abraham— Speaker, Author, Business Coach

KEITH ABRAHAM HAS BECOME THE WORLD'S PREMIER THOUGHT LEADER ON PASSIONATE PERFORMANCE AND BUILDING PASSIONATE BASED CULTURES. COMPANIES ACROSS THE GLOBE TURN TO KEITH FOR INSPIRATION, INSIGHTS AND IDEAS ON HOW TO BRING THE BEST OUT OF THEIR PEOPLE, THEIR LEADERS AND THEIR CUSTOMERS.

For 18 years Keith has inspired people around the world to live more passionately, assisting individuals and companies alike to create over 12 million goals.

As founder of Passionate Performance, Keith has been dedicated to researching, training and working with people to help them find their passion, harness their passion and turn their passion into tangible results in both their personal and professional lives.

Far from mutually exclusive, the passions which drive us outside of our working lives are intricately linked with those that make us successful in our

careers. Each of Keith's presentations contain time proven and tested strategies that stimulate participants to identify and link their personal goals to their professional goals, then teaches the keys to keep the motivation all the way through to the realisation of their best potential.

Keith's personal experience and speaking proficiency will captivate and educate your leaders and staff, but it's his personal dedication to supporting all participants throughout the follow-up period of his Program that distinguishes Keith. Personal service and time honoured expertise—that's the Keith Abraham experience, and his commitment to you.

SNAPSHOT OF KEITH'S CLIENTS ...



93%

HAVE USED KEITH'S SERVICES
MORE THAN ONCE



57%

HAVE ASKED KEITH BACK
MORE THAN 6 TIMES



34%

ASKED KEITH TO SPEAK EVERY
YEAR FOR THE PAST 10 YEARS



THIS PROGRAM IS A MUST
FOR THOSE COMMITTED
TO UNDERSTANDING THE
MOTIVATORS OF THE PEOPLE
THEY LEAD.

PAUL FOG, GENERAL MANAGER NAB FINANCIAL PLANNING



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I WAS STIMULATED,
LIBERATED AND ULTIMATELY
MORE SPIRITED.
—
STEVE JONES, TELSTRA

Keith's Clients

KEITH HAS DEVELOPED A CLIENT BASE OF OVER 278 COMPANIES ACROSS 29 COUNTRIES, WITH MANY CLIENTS USING HIS SERVICES REPEATEDLY.



When the WHYs become clear, the HOWs become easy.

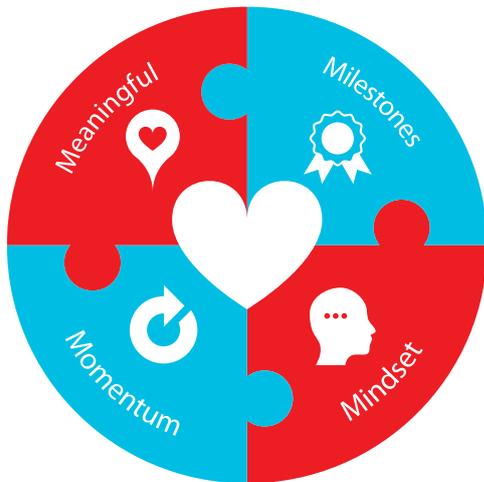
WHEN YOUR PEOPLE CONNECT WITH THEIR PASSION,
DISCOVER THEIR **REAL REASON WHY** AND DEFINE
THEIR MOST IMPORTANT GOALS, IT IS THEN THAT THEY
TAP INTO REAL POTENTIAL AND BECOME THE PEOPLE
YOU NEED THEM TO BE FOR YOUR BUSINESS.



PASSIONATE PERFORMANCE PRESENTATION:

It all starts with passion!

THE 4 SIMPLE STEPS TO FINDING YOUR PASSION,
PURSUING YOUR PASSION AND LIVING A PASSIONATE LIFE!



Passionate Performance Presentation

THIS PRESENTATION OR WORKSHOP IS ALWAYS WELL RECEIVED BY INDEPENDENT BUSINESS OWNERS, BUSINESS LEADERS, FRANCHISEES, SALES PROFESSIONALS AND THE ENTREPRENEURS WHO ARE BUILDING SMALL TO MEDIUM SIZED ENTERPRISES. INTERACTIVE AND ENGAGING, THE PRESENTATION IS AIMED AT ASSISTING PEOPLE TO CREATE CERTAINTY, GAIN CLARITY ABOUT WHAT NEEDS TO BE ACHIEVED AND INCREASE THEIR CONFIDENCE TO OBTAIN CONSISTENT OUTCOMES IN THEIR CAREER, BUSINESS AND PERSONAL LIFE.

MEANINGFUL ...

Everyone needs to find meaning in what they do and in the role they play. As team members, you need to understand the connection and alignment of what you do in your day-to-day role, the company's strategic objectives and your personal goals. When you identify the personal and professional reasons for achievement, the by-product is engaged and purposeful performance.

MILESTONES ...

Dreams and desires are the foundation, however, it is the clarity that comes from clearly defined milestones that truly transitions intentions into actions. What is measurable becomes maintainable. The clarity of each person's milestones is the only way to measure one's progress and impact. It is through this clarity that personal and professional certainty comes.

MINDSET ...

Rarely is it a person's ability or capability that stops them from achieving their goals. It is their lack of confidence and belief that becomes the roadblock. Your people can become the living example of a person who is certain, has clarity and believes in their ability to achieve the desired results, both personally and professionally.

MOMENTUM ...

Your people don't need to be motivated, they need to create personal and professional momentum. Taking action, focusing on priorities, managing distractions and working on objectives generate the real progress. The modern team member today needs to master not just what they do, but to do what matters, what makes a difference and what is important.



Passionate Performance Presentation Key Take Outs

AFTER 25 YEARS OF RESEARCH AND 18 YEARS OF WORKING WITH HIGH PERFORMANCE BUSINESSES, KEITH HAS THE CONTENT TO TRANSFORM YOUR PEOPLES' MINDSET WITH THESE INSIGHTS ...

- A clear understanding on **how to find your passion**, pursue your passion, live with passion and profit from your passion.
- **Identify the six personal emotions** relating to personal and professional achievement.
- **Why dreaming is so important** as adults and how to start the process again in your life.
- Accept Keith's famous **100 Goal Challenge** and the impact it will have on your life and work.
- Gain **insight into why most people quit** on their dreams and goals before they start and how to avoid it forever.
- Understand **your unique driving achievement** values and how to use them to connect to your goals.
- Review the **four key areas** to set worthwhile **meaningful goals** in your life and business role.
- Reveal the **six ways to develop your confidence**, esteem, belief and awareness into the person that can achieve all of your wildest dreams and desires.
- Understand **how to achieve personal and professional momentum** in your life.
- Gain a questioning model that **clarifies what you need to start doing, stop doing**, do more of or do less of right now.

Presentation Duration

This content can be a 45–60 minute keynote presentation, or it can be used in a 90–120 minute workshop. We are also frequently engaged to conduct this content as a half and full day workshop.

We have additional content relating specifically to business leaders and business owners, equipping them to influence their team—in turn creating passionate performance, people or customers.



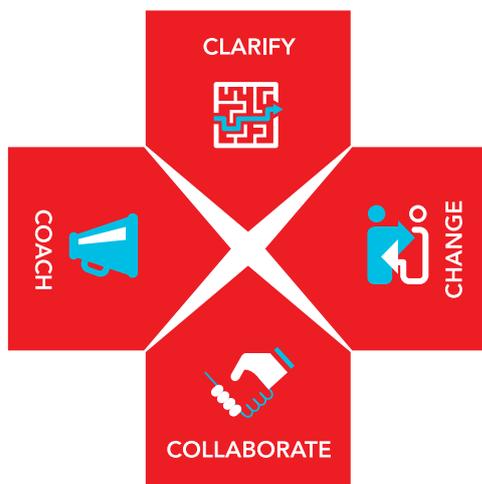
What would happen
to your business if your
people were more
passionate, loved their
life and had greater
clarity about what
they wanted to achieve
this year?



PASSIONATE LEADERS PRESENTATION:

Great businesses are built by passionate leaders.

NOTHING TRULY GREAT HAPPENS UNTIL SOMEONE
BECOMES PASSIONATE ABOUT SOMETHING. FIRSTLY
LEADING THEIR OWN LIFE AND IN TURN BECOMING THE
REAL LEADER, INFLUENCER AND INSPIRER FOR MANY!



Passionate Leaders Presentation

THE OPPORTUNITY FOR EVERY ORGANISATION IS TO CONNECT THE COMPANY **WHY** TO THEIR EMPLOYEES' **WHY**. IN DOING SO, THEIR PEOPLE BECOME ENGAGED AND ENTHUSED, RESULTING IN LEADERS WHO ARE PROACTIVE, PRODUCTIVE, POSITIVE AND PROFESSIONAL.

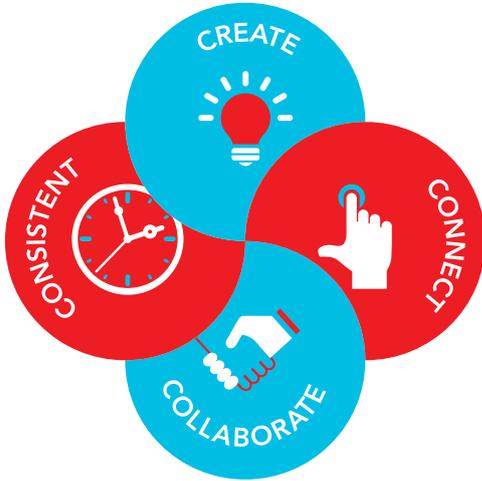
FOR YOUR LEADERS TO BECOME THE LIVING EXAMPLE OF WHAT YOUR BUSINESS STANDS FOR, THE QUALITIES THAT MAKE YOU GREAT, AND HAVE THE CHARACTERISTICS THAT ARE THE FABRIC OF YOUR COMPANY DNA, WE WILL EXPLORE THESE KEY INSIGHTS AND IDEAS DURING THE PRESENTATION.

- Explanation of **why people are reluctant to change** in their leadership role.
- The eight phases of **coping with and conquering change** in your environment.
- The three elements to make the **transition through a changing environment** successful.
- Review the **key strategies to become proactive** when dealing with change.
- Discuss the nine **key elements to building great teams** and the strategies to work together as one team with a common purpose.
- Defining the **vision, culture and goals you want** for your team.
- How to **have your people working smarter, with greater productivity** as a team.
- How to **improve team interfacing** through enhanced communication.
- Review **what world class service companies do** to create a culture of collaboration.
- Discuss the key characteristics for **keeping a positive work environment**.
- Identify the **elements which affect your work environment and attitude**.
- How to keep yourself fresh to **avoid service fatigue**.
- How to **create a great customer service team** culture by defining your service culture DNA.
- Defining **what you can personally do** to be more collaborative and proactive in your role as a service professional.



PASSIONATE CUSTOMERS PRESENTATION:

**Marketing will get
your customers to your
door. Selling them a
product will get them
in the door. Connecting
will keep them coming
back to your door.**



Passionate Customers Presentation

THE MOST EFFECTIVE WAY TO CONNECT WITH YOUR CUSTOMERS IS TO BE COMMITTED TO DELIVERING A WORLD CLASS SERVICE EXPERIENCE. TOO MANY BUSINESSES HAVE CONFUSED MORE COMMUNICATION WITH DELIVERING A GREAT SERVICE. CUSTOMERS ARE INCREASINGLY BETTER EDUCATED, MORE DEMANDING AND HAVE HIGHER EXPECTATIONS.

CUSTOMERS KNOW WHAT IS UNACCEPTABLE, ACCEPTABLE AND EXCEPTIONAL. BUT VERY FEW COMPANIES HAVE ARTICULATED THE DIFFERENCE BETWEEN THESE THREE, WITH EVEN FEWER KNOWING THE SECRET TO CREATING CONNECTIONS.

- Understand what **your unique, visual and emotional service proposition** is with your customers.
- Review **how you can best create your unique point of difference** and value proposition to your key customers.
- Review the **four reasons why** customers don't continue to buy your products.
- Review the **proactive customer service relationship model** and discuss ways to develop a problem solving attitude.
- Review **modern connection techniques** that relate to the five buying motives and the four types of buying demographics.
- Review each step of **your service experience process** in business.
- As a group, your people will **decide on what behaviours and actions are unacceptable, and what standards are not negotiable** within your service delivery unit.
- Develop **enhancements to the customer's service** contact points.
- Review **traditional service versus exceptional service**.
- How to **differentiate yourself in your marketplace** using your services.
- The **before, during, after and forever after parts** of creating a world class customer service experience.
- Explain the **four contact strategy types**—face to face; ear to ear; mailbox to mailbox and screen to screen—to connect with your customers.



How Keith gets his great results—his promise to you.

BEFORE THE PRESENTATION

- I will conduct research to ensure I understand the current state of your industry, business, marketplace challenges, competitors, unique business language and the products and services you provide.
- I will design a customised, professional presentation that will achieve your key conference objectives. It will not be a canned presentation.
- I will design and produce a customised, comprehensive master handout, which will be sent to you prior to the presentation.
- I will take the time to meet or conduct interviews with the key stakeholders in order to deliver the very best presentation.
- I will provide my AV requirements in advance, with my travel itinerary, personal introduction, photos and any additional marketing material you may need to promote the presentation.
- I am happy to create a short video about the presentation and why people should attend.
- I will be at the event early to discuss any last minute changes and the presentation outline.
- I will be flexible to change the presentation or timing to suit your schedule and conference agenda on the day.

DURING THE PRESENTATION

- I commit to stimulate your group, involve them in the presentation, provoke them to think differently and entertain them with relevant stories and examples.
- I will use your company logo, digital pictures and specific industry examples to further align the presentation messages to your delegates.
- I will use interactive learning techniques so the

audience will remember the key points.

- I will allow for questions and comments from the audience during and after the presentation.
- I will not use any offensive or off-colour language, behaviour, jokes or stories.
- I will stick to the allocated timeframe and adjust it if necessary to ensure your agenda stays on track.
- I will allow you to video/audio record the presentation for no additional fee, provided I receive a copy and it is not for resale.
- I will create specific online post-presentation resources and tools that can be used after the presentation by your delegates.

AFTER THE PRESENTATION

- I will commit to staying around after the presentation and will be available to answer questions to add further value.
- I will discuss with you and your key people additional strategies to ensure the impact of my message is utilised after the presentation.
- I will pack up my equipment and materials so I do not interfere with any other presentations.
- I will provide access to my Business Resource Centre, which has business and personal development articles, podcasts, business leader interviews and videos available for downloading by your delegates for free.
- I will seek feedback from you after the presentation and provide you with any comments I received from the group about the conference, my presentation or suggestions for future events.
- I will be available for one-on-one telephone coaching sessions for conference delegates for the following 12 months.





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**KEITH HAS SHARED HIS ENERGY,
SENSE OF HUMOUR AND BUSINESS
ACUMEN WITH HUNDREDS
OF MY TEAM ... PROVIDING TOOLS THAT
HAVE LED TO LIFE-CHANGING
TRANSFORMATION ...**

—
**IAN BLAIR, GENERAL MANAGER
RETAIL BANKING, WESTPAC NEW ZEALAND**



The Real Value— What Our Clients Have Said

KEITH HAS PINPOINTED a great need gap in our business world. Our people matter! Passionate people make better performers, which in turn create a better business and ultimately increases the bottom line—it is that simple!

Ed Santamaria

President Rock Tools, Sandvik Mining

KEITH IS THE PRINCE OF PASSION. I have worked with Keith for over a decade. He has shared his energy, sense of humour and business acumen with hundreds of my team in different countries. The feedback is always exceptional, citing personal insights and providing tools that have led to life-changing transformation. I can attest to this personally.

Ian Blair

General Manager, Retail Banking, Westpac New Zealand

KEITH IS AN INCREDIBLE AND CREDIBLE adviser and presenter. He has a genuine passion for helping people improve themselves professionally and personally. He has ignited a passion in me for 'just getting on with it' and shifting my focus from having a job to having a passion. A great bloke doing amazing things.

Jordan Hawke

*Executive General Manager, Adviser Distribution
Asteron Life*

WE KNOW OUR PEOPLE are connected to what they are passionate about in their personal life and they have a plan to achieve their personal and professional milestones, then they will be outstanding in their work and for our customers. That is why Keith Abraham's approach to passion was so right for our people, our customers and our business.

Lindy MacPherson

*General Manager, Organisational Development and
Human Resources, Data#3*

KEITH IS A UNIQUE AND PASSIONATE guy who has the ability to unleash the potential in any organisation or person. In my experience with global and local companies, we can often spend considerable sums of money to get consultants to find solutions, whereas Keith brings all this thinking and more without the cost, making this book unique and accessible to everybody.

Chris Beer

President, Asia Pacific Luxotica

I HAVE OFTEN SHARED a platform with Keith Abraham. He is a big picture thinker, communicates with simplicity and clarity, understands today's technology, and embraces new technology with his time-tested techniques to engage people. A very passionate man.

Max Walker AM

*Keynote conference speaker, best selling author,
AFL player and Australian test cricketer*

THE IMPACT of the Passionate People Program on our people was that it allowed our staff to spend time on themselves and create personal and business goals, and turning these into action. The key message our people took away was the value of spending time to think about what you want to do; and to be passionate about what you are doing or change it. A must do Program. One that should be part of a school curriculum.

Pina Sciarrone

Head of Retail, Adviser Services AIA Australia Limited



**WE ARE CONFIDENT THIS
PROGRAM WILL LEAD
US TO STRONGER BUSINESS
OUTCOMES ...**

IAN ANDREW, PERSONALISED PLATES QUEENSLAND



The Next Step

To discuss Program or Presentation options for your business, contact Keith personally on one of the following:

Telephone	+61 411 648 081
Email	ka@keithabraham.com
Skype	keith.abraham

Connect with Keith online:



Linked In	Keith Abraham CSP
Facebook	KeithAbrahamCSP
YouTube	KeithAbraham1
Blog	keithabrahamblog.com



Passionate
PERFORMANCE INC.

keithabraham.com