

Keith Abraham

SESSION OUTLINE:

PASSIONATELY FOCUSED



PURPOSE. PRODUCTIVITY. PROACTIVITY.



Based on Keith's 2017 book, *Focus—4 Fast Easy Strategies To Beating Procrastination Forever*, this highly demanded presentation shares the 3 simple steps to focus on what counts, remove the distractions and silence the noise.



Keith helps you connect to what is important and provides the solutions for how to create momentum and make progress.



PURPOSE

- Define what is important to you personally, what is vital in your business role right now and rediscover your passion for your profession and your life.
- Explore the 12 questions to having a business you love, income you deserve and admiration of your clients.
- Review the strategies to achieving your goals, seeing the best results in your role and tapping into your full potential.

PRODUCTIVITY

- Investigate what you need to do to take your career to the next level, and the mind set you need to take advantage of your opportunities.
- Recognise the growth opportunities within your business, local area and niche markets.
- Identify the #1 professional goal you want to achieve in the next 12 months, using a simple 8 step process that shifts your focus to a specific destination.

PROACTIVITY

- Learn 3 simple strategies to beating procrastination in your personal and professional life forever.
- Identify the habits and routines you need to start or stop doing in your life or role to implement your plans and tap into your true potential.
- Determine the distractions that you need to let go of, and what you need to focus on in the next 1-7-15-30 days for you to achieve the success you desire.

**“HIS MESSAGE
RESONATES &
DRIVES POSITIVE
BEHAVIOUR.”**

*Phil McNutt—President,
Sunglass Hut Asia Pacific*





The Experience



BEFORE

1. Personal briefing with Keith Abraham about session requirements and business outcomes.
2. Presentation outline developed; outline reviewed to ensure expectations are met.
3. Fully customised presentation developed, including specific business stories about your people, customers, products and industry.
4. Pre-conference promotional video for attendees (3–5 minutes) to engage with your audience and pique their interest in Keith's session.
5. A presentation workbook created for your attendees to create an action plan with and most importantly, take away the key presentation models and refer back to them.
6. Logistics meeting with Keith's team—including advance provision of travel itinerary, audio visual requirements, personal introduction, bio, photos, and any additional marketing material.



DURING

1. Deliver a highly interactive and engaging presentation through:
 - + Audience interaction and participation.
 - + Relating key points to your people and your organisation.
 - + Utilising creative learning techniques.
 - + Embracing questions and comments from the audience during the presentation.
2. Meet with the organiser and relevant stakeholders onsite.
3. Attend scheduled AV checks, and any rehearsals required.
4. Be available in the room, 30 minutes prior to session.
5. Remain at the session, post-presentation to answer questions from delegates.
6. Most importantly, will deliver in scheduled timeframe and adjust if necessary to ensure your agenda stays on track.



AFTER

1. 12 month email advice service where delegates can email Keith with any questions for the next 12 months.
2. To reinforce the key messages, all of Keith's programs offer the following support tools:
 - + Post-conference promotional video for attendees;
 - + Audience access to a 60 minute summary audio recording;
 - + Delegate access to the *Discover Your Passion* eBook;
 - + Access to a weekly inspirational email blog;
 - + Access to download popular activity presentation slides.
3. De-brief meeting with Keith's team to review the follow up campaign, maximising attendee value and your investment.
4. The opportunity to purchase Keith's best-selling books, in print or audio format.
5. The ability to deliver additional post-conference videos, or audio messages.
6. The potential to host a Peer Idea Exchange Workshop.

