



# KEITH ABRAHAM

## CORPORATE PROFILE

CONFERENCE KEYNOTE SPEAKER  
BEST SELLING AUTHOR  
LEADERSHIP PROGRAM FACILITATOR



# THANK YOU



Thank you for taking the time to review my profile. I appreciate the opportunity to provide you with some additional information to review.

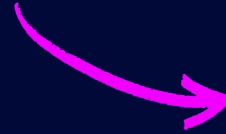
Over the following pages I have provided you with my ...

- Presentation Promise
- Leadership Program Content
- Keynote Presentation Topics
- Successful Results
- Testimonials from Clients

Please review it and let's reconnect in the coming days to discuss how best I can assist you in achieving your goals.

Regards,

HOW creates



**ACTION**

**ACCOUNTABILITY**

HOW compels



HOW causes



**ACHIEVEMENT**

# PRESENTATION TOPICS

Companies that lead their competitors, lead their industry, and are the living examples for others to emulate, are the companies that know the formula to invigorate their people, elevate their leaders, and accelerate the growth of their businesses.

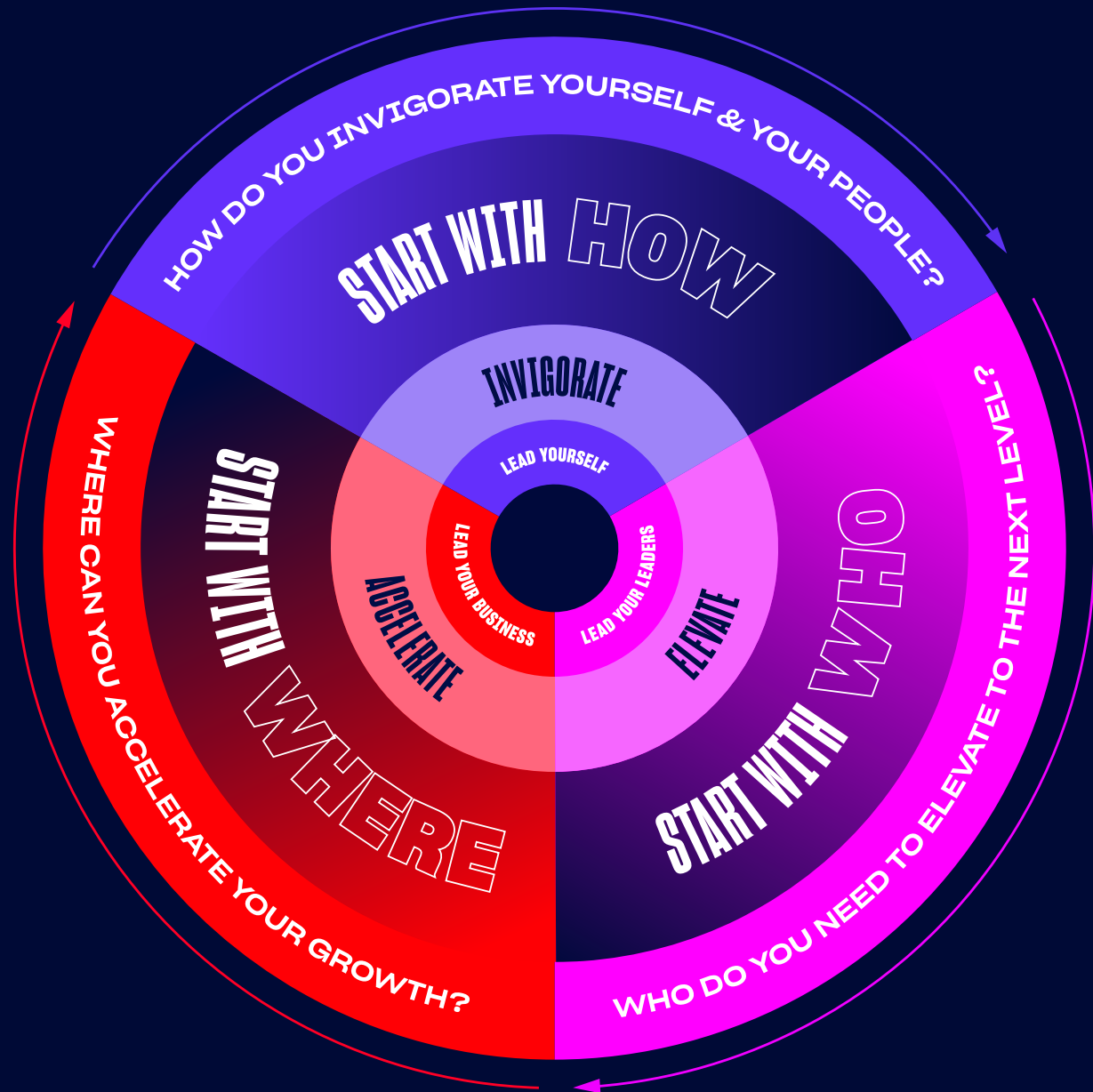
In the past 28 years, I have worked with more than 500 companies across 41 countries, sharing my time-tested formulas that give them and their people that edge.

Take a moment to review my presentation topics over the next couple of pages and let's chat about how I can co-create a customised presentation for your business.

60 MINUTE  
KEYNOTE



2 HOUR / HALF DAY  
WORKSHOP



# INVIGORATE YOUR GOALS

## LEADING YOURSELF CLARITY

60 MINUTE  
KEYNOTE



2 HOUR / HALF DAY  
WORKSHOP



### MEASURABLE MILESTONES

- How to start with HOW ... understanding what emotionally drives you.
- The 3 components that turn interested into committed and compelled achievement.
- Using a simple 6-part formula to achieving your most important goals.



### OUTCOME 1

Clarify and plan out the #1 goal your team member needs to achieve in the next 6 - 12 months!



### MOMENTUM MINDSET

- 4 steps to building unwavering self belief and exceptional self-confidence.
- The 6 mindsets that create massive personal momentum in your life.
- We will clarify the roadblock that is stopping you from being the best version of you!



### OUTCOME 2

Your people will have identified the best growth mindset for them to have and the 3 keys to making it part of their natural DNA!



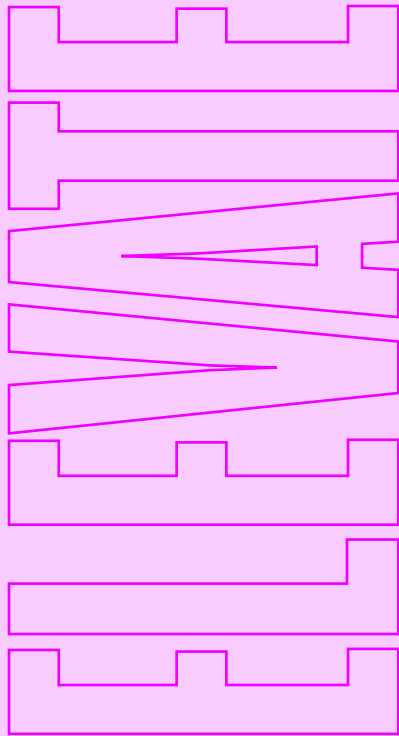
### MASTERING MONO-FOCUS

- How to starve your distractions and feed your focus in your business role.
- Identify what you need to let go and what you need to focus on right now.
- Create your 1 minute / 1 hour / 1 day / 1 week / 1 month implementation roadmap.



### OUTCOME 3

Each person will have a clearly defined plan on what to implement in the 1st minute, the 1st hour, the 1st day, the 1st week and the 1st month after your event. Implement quickly, achieve faster!



# LEADING LEADERS CONNECTION

60 MINUTE  
KEYNOTE



2 HOUR / HALF DAY  
WORKSHOP



## COMPELLING CONVERSATIONS

- 4 ways to connect with your Team
- Getting everyone to buy in.
- Knowing who's onboard and who's not and what to do about it.



### OUTCOME 1

Each Leader will understand how to build stronger connections with their people so they are compelling to go the extra mile.



## CONFIDENT CHANGEMAKER

- The 3 phases of collaboration
- How to calibrate and create change.
- Defining your team success DNA.



### OUTCOME 2

Each Leader will know how to curate change to obtain a sustainable high performance within their Team.



## COACTIVE COACHING

- Understanding the 8 drivers of high performance.
- The 5-part coactive coaching framework.
- Defining the best coaching style for you.



### OUTCOME 3

Each Leader will discover how to bring the best out of each Team Member by understanding what drives them personally.

# LEADERSHIP CAPITALISE

# LEAD BUSINESS CAPITALISE

60 MINUTE  
KEYNOTE



2 HOUR / HALF DAY  
WORKSHOP



## DYNAMIC DIRECTION

- Creating a compelling goal for growth.
- Lean into the work you are avoiding.
- Decide on what 10X growth looks like.



## OUTCOME 1

Each Leader will define a goal that energises, enthuses and empowers their Team to go beyond what they thought possible.



## DRIVING DESIRE

- Understanding the 8 drivers of your people.
- Applying the 10x10x10 growth formula.
- What do you need to do vastly different?



## OUTCOME 2

Each Leader will know how to leverage their efforts by using the power of GoalDrivers within their Team.



## DETAILED DEVELOPMENT

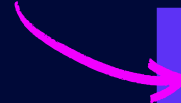
- Defining your non-negotiable daily habits.
- Identifying the discipline required for success.
- Creating the 1 hour / 1 day / 1 week / 1 month momentum roadmap.



## OUTCOME 3

Each Leader will create a set of daily non-negotiable growth habits that form an implementable growth momentum roadmap.

Leading BUSINESS



# DEVELOPING YOUR LEADERS TO

Leading LEADERS



Leading SELF



# BECOME MASTERFUL

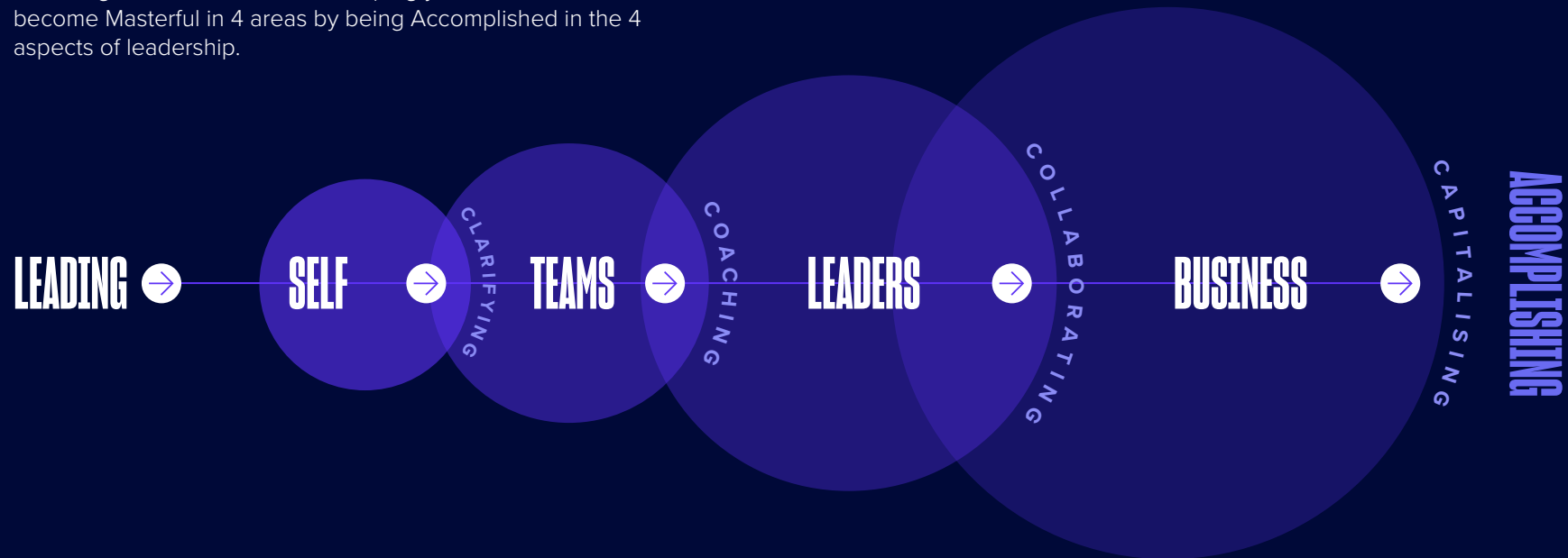
Leading TEAMS





# DEVELOPING YOUR LEADERS

This Program is focused on developing your Leaders to become Masterful in 4 areas by being Accomplished in the 4 aspects of leadership.



## LEADING SELF

It is difficult to lead others if you feel like you are not leading yourself personally and professionally. Getting your Leaders clear on their goals, direction and purpose is such an important part of becoming a great Leader.

## LEADING TEAMS

I love the quote ... *He who thinks he is leading and has no one following him is only taking a walk.* It's vital your Leaders are taking their team on a journey with them. Knowing how and when to coach is the key to unwavering engagement.

## LEADING LEADERS

All too often I see Leaders acting like their colleagues are the enemy, not the competitor down the road. When Leaders collaborate your business accelerates.

## LEADING BUSINESS

You want your Leaders to be best in class, market leaders and the best version of themselves for your clients. This section is about honing the skills and senses so your Leaders can see and capitalise on opportunities consistently.

# CONTENT OVERVIEW

The depth and extent of this content will be dictated by the length of the Program. In the 2 Day face to face Leadership Workshop, I will cover **Clarity, Collaborate, Converse** and **Capitalise**. However, all throughout these content modules I will incorporate and weaving into the fabric of the Masterclasses your business values.



## CLARITY

Each individual will clarify their personal and professional goals in order to create an alignment with your values and capability framework. They will define what they need to do differently as a Leader to deliver on their plans.



## CONVERSE

During the course of the Program, your Leaders will have the opportunity to have deeper and more meaningful conversations with their colleagues across the whole business. So that they can build trust, rapport and will be encouraged to build stronger networks of internal associates.



## COLLABORATE

We will explore how your Leaders can collaborate more with their colleagues on the Program by working with them in small teams on a project that will impact the business immediately and into the future.



## CONNECT

One of the simplest ways to gain a growth edge as a Leader, is to find ways to build stronger connections with their team of associates in their business. We will look at how they can accelerate and elevate their personal brand with their colleagues and Executive Leaders.



## CAPITALISE

Businesses thrive when they are growing. In this Program, your Leaders will identify opportunities on how they will grow their businesses, capitalise on their existing relationships and seek out new ways to save and make money, save time and make their people better.



## COACHING

Each Leader will have access to unlimited GoalDriver™ Profiles and trained in coaching team members using the GoalDriver™ Coaching Playbook. They will understand the power of proactive coaching in their business role and the ways to bring the best out of people.



## CULTURE

We will discuss how each Leader plays a role in building, maintaining and elevating the values and how to leverage the capability framework. How what they do, not what they say can make the biggest impact on the business character and culture with their team members.



## CONSISTENT

Each Leader will be asked to create and present their 90 Day Implementation Roadmap as a result of the 2 Day Masterclass. They will need to be clear on their plans and will receive feedback from their colleagues. We will do this every 90 days during the Program.

# THE MARK OF GREAT LEADERSHIP DEVELOPMENT IS THE RESULTS GENERATED SHORT & LONG TERM.



**I** have been engaged to create and deliver Leadership Development Programs for a number of reasons. For some companies, it was about future-proofing their business by having a deep leadership talent pool, for others it was all about slowing leadership churn or significantly improving talent retention. Some organisations were looking for their Leaders to coach and lead by having deeper and more meaningful conversations with their team members, which also assisted the Leaders to connect more effectively with other company Leaders to form stronger, collaborative relationships.

The results over the page were obtained using the content, methodology and commitment of the Leaders who attended the Program as outline in this proposal.

CASE STUDY ONE

# TOP 5 GLOBAL CONSULTING FIRM UK LEADERS



**57** HIGH PERFORMANCE LEADERS



**£11.6M** GENERATED IN ADDITIONAL REVENUE



**33X** RETURN ON PROJECT INVESTMENT

In this 4,000 person company, their top 57 high performance and high potential Leaders were invited to participate in a 9 month **Development Program** aimed at achieving **3 key results**:

## ONE

Create a talent pool of future-ready leaders who could step into C-Suite and next level below roles quickly.

## TWO

To work collaboratively with colleagues across 3 divisions of the business and multiple sections of the firm to promote whole of business services.

## THREE

To generate substantial additional revenue during the program as an additional program success metric.

Each participant was required to work on a project that generated additional revenue for the Firm in addition to their normal day-to-day role without spending any additional funds. Their Projects needed to be scalable and have the opportunity to be leveraged across the global.

After 9 months, each Participant was required to present to a Panel of Senior Executives the results of their Projects. The results were that this group generated was an additional £11.6 Million (A\$22.5M) in revenue with an ongoing annual recurring revenue of just less that £10 Million in the following year.

**This represented a 33 x Return on Program Investment.**

CASE STUDY TWO

# NZ BASED GLOBAL ENGINEER BUSINESS



**45** EMERGING LEADERS



**\$6.4M** GENERATED OR SAVED



**24X** RETURN ON PROJECT INVESTMENT

In this 2,000 person firm, 45 Emerging Leaders were invited to participate in a 4 month **Development Program** aimed at achieving two key outcomes:

## ONE

Assist to create energise, enthused and empowered Leaders ready to lead their part of the business.

## TWO

Opportunity to collaborate with colleagues across the whole business over a long period of time.

Each participant was required to work on a project that achieved 1 to 4 of their key results ...

- 1. Save Money**
- 2. Make Money**
- 3. Save Time**
- 4. Make People More Productive**

This was in addition to their normal day-to-day role without spending any additional funds. Their projects needed to be scalable and have the opportunity to be leveraged globally. The results of their Projects were that this group generated or saved NZ\$6.4 Million.

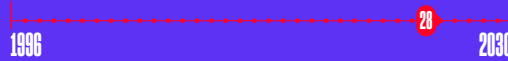
**This represented a 24X Return on Program Investment.**

# KEITH ABRAHAM CSP

**1.7 MILLION** Global Live Audience  
**40 COUNTRIES**



**28 YEARS** Certified Speaking Professional



**MULTI-AWARD WINNING**



**WATCH:**  
**KEITH'S SHOWREEL**



**5x BEST-SELLING** Published in 12 languages  
**AUTHOR**



# WHY KEITH?

Below are a number of clients **Keith has worked with consistently for over 20 years**. These clients have all been referred to Keith, and have used Keith to inspire, inform and provide insights to their Leaders and Teams **at more than 10 events**. As you know, the measure of any business, product, service or speaker is ...

**Does your client refer and do they invite you back again, again and again?**



**Industries across the globe turn to Keith Abraham for inspiration, insights and ideas on how to not only set goals—but how to achieve them—to bring out the best in their people, their leaders and their business.**

Keith Abraham is the global authority on goal achievement and the creator of the GoalDriver™ Formula. A formula designed to accurately determine what energises and engages each individual, driving them to achieve the unimaginable, unreachable and unattainable.

With over 28 years as a professional speaker, delivering to over 387 clients in 39 countries, Keith Abraham has been the recipient of multiple awards throughout his career. In 1999, Keith became a Certified Speaking Professional (CSP), putting him in the top 7% of professional speakers worldwide. He has experienced great success in Australia and in 2002 he received the highest award given to a Professional Speaker—the *Nevin Award*. In 2012 he was named *Keynote Speaker of the Year* and in 2019 he was named *Educator of the Year*.

Adding to his already impressive CV, Keith is the bestselling author of five books, published in 12 languages, covering the areas of passion, goal achievement, customer loyalty and focus. As a regular contributor to publications and a frequent guest on business media and podcasts, Keith's expertise and authority on the subjects of goal setting, goal achievement, goal centric-cultures and goal alignment is recognised globally. Keith is passionate about the work he does.

Keith has learnt through his career of being on stages worldwide, is that to have the biggest impact on conference attendees, it is so much more than just turning up and presenting. Keith embodies his work and has become the real life, living example. Delivering an exceptional learning experience and inspirational presentation, attendees want to implement the ideas and insights immediately into their life and business role.

Keith creates a seamless experience from the moment you book him, to the professional preparation time he takes getting to understand your business—all leading to attendees who are more engaged in a highly interactive and industry-relevant presentation. Keith leaves the audiences with resources to put what they have learnt into practice. Adding value to the learning experience for your people is Keith's number-one priority. That's why you'll see that your standard conference investment includes so much more.



ABOUT KEITH



**Full of passion, tangible advice and inspiration.**

Keith Abraham has long been a firm favourite at our conferences, full of passion, tangible advice and inspiration. The online experience delivered had the same qualities, reaching more of our people across the UK and Ireland during early stages of the COVID-19 crisis. Great example of evolving the experience. Feedback from the online session was full of praise, as always.

**Phil BROADBERY**  
Regional Manager  
PKF UK & Ireland



**IT COULDN'T HAVE COME AT A BETTER TIME!**

Thank you Keith for hosting an amazing Zoom session with our Franchise Owners and their staff. It couldn't have come at a better time! Your key messages around resetting our mindset towards 30 day goals has been incredibly well embraced within our group.

**Michael RUSSELL**  
Managing Director  
MoneyQuest



**Keith's warmth and wit came through over Zoom each week. We loved it!**

**Melissa SEITZ**  
Vice President Australia  
Rodan + Fields



**EFFECTIVE STRATEGIES FOR REIGNITING PERSONAL AND PROFESSIONAL GROWTH.**

Keith's presentation was a highlight of our national virtual conference. His world-class content provided our broker network with effective strategies for reigniting their personal and professional growth goals and Keith's ability to make the virtual session interactive and engaging was truly next level.

**Brad CRAMB**  
GM Sales & Distribution  
Aussie



**Keith's virtual session was highly engaging!**

**Jess CAPPS**  
Senior Adviser, Suncorp Events



**It was truly like having Keith in the room!**

Wow ... what can I say about Keith and the value he adds to our team. We love experiencing Keith live, but then he brought us his online presentation. It truly was like having him in the room! He has mastered, in such a short time, how to engage, inspire and deliver content that was impactful and meaningful to our team. I have hosted many presenters online for our team, and Keith is by far one of the best. We cannot wait to host him again for our team.

**Celeine EGAN**  
Director Sales & Marketing  
Juice Plus



**The 65 attendees left the session feeling invigorated and optimistic about the future and life post-COVID-19.**

**Tony BONGIORNO**  
Bongiorno Group



**INSPIRED AND MOTIVATED.**

Inspired and motivated are the words I would use to describe how Keith leaves our people. He has presented at Lorraine Lea conferences on multiple occasions, and the reason we keep inviting him back is because he leaves our people truly inspired and has the ability to shift their thinking and motivate lasting change. I was delighted that he was able to share the same infectious energy, authenticity, connection and interaction with our Leaders on a recent Zoom workshop—his presentation came at a good time to mobilise them during COVID-19.

**Anne PETRACCA**  
CEO, Lorraine Lea



**DELIVERING VIA A VIRTUAL PLATFORM AND ACHIEVING THE SAME IMPACT WAS A STANDOUT.**

Keith's ability to really 'speak' directly to our people and inspire focus while educate them is a reason we keep coming back for more! His skill in delivering via a virtual platform, achieving the same impact was a standout at our recent leadership forum—nailed it again Keith!

**Paul JONES**  
SeneGence Country Manager  
Australia & New Zealand



**KEITH DOES THIS TENFOLD.**

At PETstock we pride ourselves on working with partners who align with our vision and values. Keith does this tenfold. His commitment to ensuring that our vision and values are key messages throughout his presentations is second to none. Our recent virtual session with Keith during COVID-19 only further highlighted his genuine interest in and commitment to the growth and development of our PETstock people—for that we are very grateful.

**David YOUNG**  
Managing Director  
PETstock

**KEITH IS THE ULTIMATE PROFESSIONAL IN THE LEAD UP TO, DURING AND AFTER ANY PRESENTATION.**

We have worked with Keith on a number of occasions and across different areas of our business. Each time has been well organised and has resulted in high levels of team engagement. Keith is the ultimate professional in the lead up to, during and after any presentation. His commitment to ensuring he understands the audience, the desired objectives and the venue limitations, including his ability to adapt to working virtually, is highly regarded. The team at PETstock absolutely recommend Keith!

**Jessica GUILFOYLE**  
Events Coordinator  
PETstock



**SO POPULAR WE HAD TO BRING HIM BACK!**

**Katrina SHANKS**  
CEO Financial Advice New Zealand



**KEITH REACHES THROUGH THE SCREEN AND CREATIVELY DRAWS YOU IN.**

Engaging, dynamic, relevant and a gift to those who connect with him in the virtual space, Keith reaches through the screen and creatively draws you into his content. If you and your team want to learn more, be more and do more in business, then I highly recommend you spend time with Keith and gratefully receive his gold virtually—just as we have.

**Jules HOGAN**  
Executive Manager  
Thermomix Australia & New Zealand



**Enthusiastic motivation with practical insights and lots of gems along the way.**

**Steven JOHNSTON**  
CEO Provision Eyecare



**FANTASTIC INSIGHT ON HOW TO ADAPT TO A NEW WORK ENVIRONMENT.**

Keith recently spent some time with my leadership group and gave us some fantastic insight on how to adapt to a new work environment and build greater connections with our people in a virtual setting. His insights on running engaging and impactful meetings and presentations were really powerful and have already been put to good use across my teams.

**Tim ARMSTRONG**  
Executive Manager  
Business Direct and Small Business  
Leadership Team  
NAB Limited



**GREAT IDEAS ON HOW TO RUN VIRTUAL MEETINGS.**

Recently Keith conducted a Zoom session with my Executive Team on ways to improve our virtual meetings. Since then we have made a number of changes to the way we conduct our meetings to make them more professional and effective incorporating many of Keith's easy to understand tips and tricks. I highly recommend anyone who runs virtual meetings to engage Keith who always turns up with great energy and understanding on improving the businesses he works with.

**Michael GAZAL**  
Executive General Manager  
TravelManagers



**Perfectly timed around reset, review and refocus in this current world environment.**

**Julie MILLIAR**  
Director of Network Relationships  
Proloan Australia



**It was engaging and entertaining but most of all, it inspired action to be taken.**

The connection brought to our corporate teams, from the virtual presentation, delivered by Keith for Direct Selling Australia, demonstrated the value of re-connecting with your purpose and passion in turbulent times. It was engaging and entertaining but most of all, it inspired action to be taken. Keith's passion for aligning with purpose has never been as relevant as it is today.

**Gillian STAPLETON**  
CEO  
Direct Selling Australia





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