Keynote speaker for your conference

Author & executive career coach

Personal brand expert

“The feedback from the delegates rated her as one of the best performers, if not the best, at the event.”
— Vince Aisthorpe, Vince Aisthorpe Queensland Supply Chain and Logistics Conference Chairman 2014
Impact & Influence with Personal Branding

Jane Anderson is a communication expert and one of Australia’s leading thought leaders on Influence using Personal Branding. She is obsessed with helping people survive through the “noise” in business, in particular for service professionals, women, teams, leaders and executives. Her mission is to educate on how to do more with less, build rapport fast and use soft power with more persuasion and less coercion.

Personal Branding is about being comfortable in bringing your true authentic self to the fore. In the era of moving from the industrial age to the information age, Personal Branding drives growth. This is key, not just for big business but for small players in big industries and for service professionals. From doctors to financial planners, she mentors consultants, entrepreneurs, microbusinesses and thought leaders to stand out from the crowd and position them as the experts in their field.

Jane is the author of IMPACT: How to Build Your Personal Brand for the Connection Economy. She is also co-author of the book Understanding Y, partnering with Bernard Salt and Charlie Caruso.

Nominated for the Telstra Business Womens’ Awards in 2014, Jane is different to other speakers because of the diversity of her experience. She is practical, funny and inspiring, drawing stories and examples from her broad range of clients and adventures. Jane will leave your audience talking about their experience long after the event and happily customise any keynote to your event requirements.

“Engaging, humorous and practical.”
— Dana Grgas, Manager, Development & Research Australian Human Resources Institute
JANE ANDERSON is Australia’s foremost Thought Leader on Influence, Impact & Personal Branding. This booklet outlines the 6 most requested topics Jane is asked to speak on:

**EXECUTIVE IMPACT**  30-90 mins
How executives can engage high-performance teams with more persuasion and less coercion.
Leaders build leaders and it’s about soft power rather than “divide and conquer”.
It’s about taking your team from average to awesome.

**TEAM INC.**  30-90 mins
Build the profile of your department.
There are only so many hours in the day and we don’t have the time nor the resources to carry anyone.
It’s about connection and impact when you’re trying to do more with less.

**LINKED IMPACT**  30-90 mins
How to use your digital personal brand for career and business development.
We’re in the connection economy where we need to connect, educate and engage.
It’s about going from a CV to a carefully positioned, trusted advisor in your industry.

**BRAND YOU**  30-90 mins
How to create your personal brand for the connection economy.
Just being a hard worker isn’t going to take you to the next level in your career.
It’s about future-proofing your career.
EXECUTIVE IMPACT

How leaders can engage high-performance teams with more persuasion and less coercion.

You love your staff. They are great at what they do. But are they executive material? Do they have what it takes to up-level?

You need people on board with a strong sense of purpose, who have executive presence, work on the important not the urgent, walk the talk, offer feedback in a thoughtful way, even respond to emails promptly.

Not everyone is born a leader. But there is something you can do to make them. I help you increase your awareness of what you’re doing to impact that.

• Deal with difficult staff and performance issues.
• Working with different behavior types from narcissists to passive aggressive team members.
• How to provide stretch for high achievers.
• Master storytelling so that it inspires and doesn’t bore your team.
Thank you for a great day yesterday. I know the team really enjoyed it and were talking about it well into the evening. They all agreed it was an interesting, provoking, and inspiring workshop and well presented.

— Julie McCormack, Strategic Procurement Manager, Stanwell
Linked Impact

Digital professional presence for employees and sales teams.

The new era of selling is upon us. The old traditional ways of Lead Generation are gone and a new digital age is here. Brand You is at the heart of Social Selling.

Social media and managing online personal brand and professionalism is creating lots of questions in the workplace. It’s so easy to lose time online so it’s hard to know where to best spend your time and energy. Through this keynote, Jane provides solutions that have a mix of social media education as well as how to manage professional presence in the digital space.

This keynote is designed for:
• Sales and Business Development Teams.
• Service Professionals like Financial Planners, Solicitors, Accountants.
• Business Development Teams.
• Consultants, Trainers, Coaches and Speakers.
• Sales and Marketing Managers.

Your delegates will walk away with an awareness of:
• Use LinkedIn as a professional business development tool to drive sales.
• Strengthen relationships with online networks.
• Ensure the team have a consistent message and brand to external facing stakeholders.
• Compliment face to face and telephone business development activities.
• Content marketing strategy and how to help their brand stand out to avoid information deluge on their customer.
The best thing I learnt was about how to connect and undertake research.

— Dianne O’Sullivan, Business Development TUH
How to create your personal brand for the connection economy.

Are you looking for something different for your Leadership Development Programs?

Do you want development for your staff that is relevant in the digital age?

Are your staff branding savvy and protecting themselves and your organisation?

This keynote is designed to complement other speakers in your program such as LEADERSHIP, Career Management and Sales. The presentation can be delivered to:

- **Gen Y** staff, who need to build their awareness of identity, brand, purpose and colleague experiences with them.
- **MANAGERS and Executives**, seasoned and new looking to position themselves better for leadership roles.
- **Technical specialists** (e.g. IT Professionals, engineers, scientists, etc) looking to become MANAGERS.
- **Graduates** to help them manage their personal brand effectively.
- **Frontline staff** early in their CAREER looking to learn how to MANAGE themselves effectively to progress their career in your organisation.
BUILD YOUR PERSONAL BRAND

CLARITY

INAUTHENTIC

GUESS

BRANDING

BRILLIANCE

COMMUNICATION

CONTROL

NOISE

“Jane is an exceptional facilitator, presenter and coach for executives and senior managers. She works closely with our Learning & Development team at Sunsuper to deliver a range of development programs in leadership, personal branding, personal and professional effectiveness, and she always delivers outstanding results.

— Leanne Wicker,
HR Director, Sunsuper
How to build the profile of your team in your organisation.

How is your team perceived in the business?

Are they seen and adding value or a cost to the business?

Are they known for results or problems?

Different than any other facilitated workshop, this is about helping the team understand how they market themselves and their value to the organisation. Something that can be hard if your business unit is seen as a cost to the business.

This session is aimed at bringing the team together in a positive way. The session will explore:

- The 3 C’s of Personal Branding.
- Uncover their own Personal Brand.
- Identify the Team’s Personal Brand.
- Determine the key Touch Points for your team’s customer experiences.
- How to amplify your teams’ brand in the organisation and to external parties.
Leaders need to work with their team on their own and departmental brand. How we’re perceived in the business and the value we bring either creates flow or friction. Regardless of generation, industry or level we’re all stereotyped and our job is to educate through branding.

— Jane Anderson, co-author Understanding Y
“People buy from people, and they buy from people they know, like, and trust.”

— JANE ANDERSON
ABOUT JANE ANDERSON

What some have said:

“Jane is a fantastic speaker! She exemplifies the word ‘BEST’. She is what an organiser looks for to deliver high quality content with charisma. A true professional! Jane is at ease with truly being able to assist people find their career passion. She speaks with such enthusiasm and credibility that she is always unable to escape after her talks. People flock towards her hoping to gain her attention and to make arrangements to engage further with her.”
— Nicholas Ricciuti, CEO, Reinvent Your Career

“I recently engaged Jane to be a speaker at an event for Origin WELL (Women’s Energy Leadership League). Jane spoke on the topic of personal branding and delivered a very genuine and inspiring presentation. She made herself available for questions after the session and gave real actionable solutions to those who put forward their queries.”
— Kirsty McCoy, Process Engineer Origin Energy

Media

Jane has been featured in the following publications:
ABOUT JANE ANDERSON

Companies Jane has worked with:

Social media links:

- www.facebook.com/JaneAndersonPersonalBranding?ref=hl
- twitter.com/jane_anderson__
- au.linkedin.com/in/janeandersonpersonalimpact
- www.youtube.com/user/DJmissjane
ABOUT JANE ANDERSON

To book Jane, please contact:

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• melinda@blah.com.au

“Jane’s ability to adjust her leadership and coaching style to meet the needs of an individual is brilliant! Jane has the most amazing rapport building skills I have ever seen. Anyone who meets Jane feels instantly at ease!"

— Lisa Hickman
VET consultant, Brisbane
In the information age, how we show up will have greater impact on our own success and the future of business. It’s time to put people in front of the product to help business growth. People buy from people who they know, like and trust.”

— JANE ANDERSON  
Author of *IMPACT: How to Build Your Personal Brand for the Connection Economy*