

Robyn Moore
Professional Speaker

THE POWER OF THE WORD



RETAIL-FRANCHISEES-BUSINESS MANAGEMENT PROPOSAL

There are speakers who deliver information about a particular subject.

There are speakers who share their inspiring stories...

and there are speakers who get to change people's experience and appreciation of the work they do...and get them into ACTION and "back into their lives" (at work and home) no matter what CHANGES...POLICIES...or CIRCUMSTANCES are coming at them during these challenging times!

Robyn Moore changes peoples' attitudes, behaviours...and their LIVES!

"BIG Words, BIG People...BIG Business!"

Question: What "outcomes" do you want your speaker to produce?

Communication Skills, More Access to Leadership, Re-creation of Staff Culture, Change Management Skills, Sales and Service Excellence, Motivation, Inspiration, Entertainment, Passion for Vocation, Re-engagement, Teamwork, Life Balance, Powerful Partnerships with Staff and Customers, Company Compliance, Emotional Intelligence????

Robyn's presentations are tailored to your Brief as well as being designed to:

- **Re-ENGAGE** your delegates/staff with their whole LIFE!
Their Vocation/Job, Business, Purpose, Family, Relationships, Community...Themselves!
- **Re-ALIGN** delegates/staff with the Vision, Values and Goals of the company or their business.
- **Re-INVENT** attitudes and behaviours...attendees access personal responsibility and self-determination. The bi-products are Leadership, Integrity and Authenticity.
- **Re-GENERATE** Passion, Energy, Productivity, Laughter and Work/Home balance.
- **Re-MIND** your audience about what "really mattered before the circumstances changed everything!" They get to experience Possibility, Optimism and Satisfaction again...and the desire to pass this onto their staff, team, customers and their families.
- **Re-STORE** confidence, hope and resilience in challenging times.

Imagine these "outcomes" for your delegates/staff/franchisees/managers?

"Just a short email to thank you for your great presentation today. The audience left buzzing with energy and I am sure there are some managers out there making some changes for the better! You have a true gift and I commend you on the way you use it to inspire, energise and help people. Once again, it was a privilege to be part of your audience. AIM SA's objective is to assist in making 'better managers for a better society'. It is through presentations like yours, that we shall achieve our objective."

John Stokes Chief Executive Officer Australian Institute of Management

ROBYN'S PROFESSIONAL BACKGROUND: Robyn Moore is regarded as one of Australia's best and most in-demand speakers. For over 30 years she has been working in Education, Advertising and the Communication/Entertainment Industry. She has unique skills with "the Power of the Word" and her entertaining, inspiring and thought provoking presentations totally captivate her audiences at national and international conferences. Robyn literally "sells people back to themselves" so they recognise old habits and behaviours and take responsibility for choices, which create the outcomes they have always wanted in their lives. Robyn's presentations themed around "The Power of the Word" are quite often literally described as **"life changing"**

www.thepoweroftheword.com.au



WHY ARE ROBYN'S TALKS "LIFE-CHANGING"?

Robyn works very closely with her clients. They get to define the outcomes which will most benefit their company, delegates or staff...and Robyn tailors her presentation to generate changes in perception and behaviour which access her clients' desired outcomes.

"The Power of the Word" is no ordinary presentation. It's an opportunity to seize the authorship and personal power necessary to invent a life that is deeply satisfying... professionally and personally. Imagine having the personal power to demand of yourself a breakthrough...in the face of the most challenging circumstances? Enmeshed with humour, powerful stories and insightful distinctions, each presentation is an audacious enquiry into BEING at the edge of one's life...and finding the courage to jump! People can BECOME the leader, professional, business owner, manager, service provider, parent, partner, family member...they always wanted to BE! (OR NOT!) The difference is that at the end of Robyn's presentation...people can clearly see that their life is now "their call" AND...they can also clearly see when they are not being as big as they dare to BE! They simply have more access to CHOICE in the face of the circumstances!

ROBYN'S RELEVANCE FOR YOUR CONFERENCE /STAFF TRAINING/SPECIAL EVENT!

1. Robyn has observed great sales, service and management throughout her childhood...her Mum owned 15 hairdressing salons, 4 cafes, 2 boarding houses, developed properties and was Australia's first female Real Estate Agency Manager. Robyn also understands the challenges in accessing "work/home balance" in family businesses and unfolds pathways to a "whole" and satisfying life.
2. As a voice-over artist for 30 years, Robyn has sold millions of dollars worth of products for thousands of Australian companies and can draw on insights and stories about marketing products, our business and ourselves!
3. Robyn is passionate about: generating authentic, audacious LEADERS and effective MANAGERS in businesses large and small; all staff experiencing greater satisfaction in the workplace; customers experiencing service excellence...AND...Australian businesses thriving!
4. "Corporate citizenship" has become increasingly important in growing meaningful business values and culture. Robyn is an Ambassador for the Australia Day Council, the Australian Childhood Foundation and is the National Patron of Make-A-Wish Australia. Her powerful stories resonate with the business community.

OUTCOMES ACCOMPLISHED FOR BUSINESSES LARGE AND SMALL:

A DELEGATE'S RESPONSE AFTER A ONE HOUR PRESENTATION: *"I haven't laughed so much in years. But more importantly, understood the importance of laughter. You had us captivated teaching us life lessons. Lessons that applied to every day, to help us to focus on BEING. Being in control, responsible, the author of US. And the impact that can have on those around us, our loved ones, our work mates, our clients. You showed me how to BE, which will change me forever. And as a natural consequence will impact the success of any future business".* **A Real Estate Principal (Real Estate Results)**

GETTING OWNERS TO STEP BACK, REVIEW, RE-CHARGE AND SWITCH ON...BIG CONFERENCE FINISH!
"Excellent 11 out of 10 Extraordinary!!!! Robyn has true potential to make motivational speakers redundant. She is marvelous at what she does. Robyn hit all the right notes with our audience. Highly recommended by Gerry, I nevertheless found it amazing how willing she was to spend so much time prior to the event trying to understand our company & our people. Not just your normal speaker she captivated every single delegate and then held them firmly (and willingly) in the palm of her hand for over 1 hour. She made our delegates laugh, cry, re-evaluate their lives, refocus on what's important, and the best part is that she left a lasting impression on everyone. This alone is a remarkable difference between Robyn and other speakers - she actually achieved a CUT-THROUGH I never would have thought possible if I hadn't experienced it first-hand. I am so glad we placed her as final speaker for the event as she just WOWED everyone."

Samantha Alford Retail Food Group

UNITING FRANCHISEES WITH THE NEW "WE KNOW-WE CARE" FOCUS ON A NATIONAL TOUR:

"Hi Robyn! They are still talking about you....what a woman!!!! You rated nearly 80% excellent at our conference so hats off to you Robyn for a fantastic heart warming presentation."

Michael Gazal Harvey World Travel

INSPIRING AUSTRALIA'S TOP SALES MANAGERS AND THEIR PARTNERS:

"I could have heard a pin drop as the message hit home to everyone's very soul during your presentation to our conference delegates."

Australian Sales Institute (Incentive Conference)



GETTING THE BALANCE BETWEEN WORK AND FAMILY BACK: *"Thank you for opening my heart and mind to new opportunities for extraordinary experiences with my gorgeous husband and amazing daughter. I saw the menu on offer when I arrived home. Thank you for giving me back the power (I had forgotten I had!) to control my future and life. Thank you for reminding me every second counts! Thank you for giving me the tools to conquer the circumstances."* (Sales Training Day)

CONNECTING COMMUNITY THROUGH BUSINESS EXCELLENCE: *"What a wonderful evening the Kerang Business Excellence Awards was, exemplified by the motivational and enthusiastic "words of wisdom" from yourself! We were all spellbound, hanging on every word and totally enthralled by your incredible talents. In Kerang, we are still talking about the evening and the encouragement you gave to other businesses in town."*

Beth Bassler Judge at Kerang Business Excellence Awards (200 business people attended)

RECONNECTING AND REWARDING WENDY'S FRANCHISEES: *"If Robyn Moore was a Wendy's product, she would definitely be a supa sundae". Her presentation was a timely reminder to our franchisees that things don't need to be the way they are, unless they want them to be. We are still receiving accolades for suggesting her as a speaker."*

In Front Management (Wendy's Conference)

"Our conference was a huge success and you played a major part in that. The feedback from our franchisees regarding your presentation has "blown us away". You were THE HIT!"

Tony Cavanagh (National Operations Manager Wendy's)

LANDMARK'S GIFT TO CLIENTS IN TIMES OF DROUGHT: *"To say the least, your presentation was moving, exciting, touching and attention grabbing. We have had such positive feedback from both our staff members and our clients. We are very grateful that you spoke at our function, your presence and participation created a long lasting profile for landmark in our region!"*

David Heinrich Landmark (Rural Retailers)

...and from a guest at the "Landmark" Client Event:

"I farm in the south east of South Australia. During the Drought I felt as though I was the "Backbone" for my Family and Community, trying to keep things together and stay positive. I went to hear Robyn speak at Lucindale and haven't laughed so much in years. It was "FAN--BLOODY-TASTIC" to have a really good laugh! THANK YOU ROBYN, keep up the great work".

RESTORING CONFIDENCE IN BOOKSELLERS: *"I particularly enjoyed the opening session with Robyn Moore. Robyn was inspirational and sincerely passionate in her points of view. So very refreshing after having sat and listened to many "motivational" speakers from the other side of the Pacific. Robyn's easy going manner put the entire audience at ease and you could clearly see that they (we) were enthralled."*

Peter Doyle National Franchise Manager Angus & Robertson Aust Booksellers Association Conference

RE-INVIGORATING MANAGEMENT CONSULTANTS AND THEIR CLIENTS: *"Robyn was an excellent presenter and provided our conference with a very energetic start. This energy was sustained throughout the conference, ensuring that delegates felt free to contribute in each of the sessions. Robyn was a "roller-coaster" presenter, and engaged our minds, hearts and emotions."*

Pitcher Partners Management Consultants

WOMEN INSPIRING WOMEN IN THEIR OWN BUSINESSES: *"On behalf of Intimo Corporate and the Intimo Consultants I would like to thank you for yet another incredible presentation at the Intimo Mini Conference. Having compiled the evaluation results I know your presentation was a great success, valuable and very much enjoyed. So much, they want you back at the Intimo Mini Conference 2010! The "we sell woman back to themselves" statement caught on to many who want to commit to this in all their interactions with clients."*

Jo van der Walle Intimo Lingerie (Direct Marketing)

CLOSING KEYNOTE TO MOVE FRANCHISEES FROM CONCEPT TO ACTION: *"Just a note to thank you for your contribution in making our National Conference such a huge success. Your closing presentation was superb in that it delivered the message in such a creative and entertaining manner that we had been attempting to relay all week. It really hit the mark with our franchisees. I am sure they all left with a clear message that will not only help their businesses but will have a huge impact on their personal lives."*

Rob Flower Director/National Franchise Manager Sportsco

GROWING THE DEALERSHIP BY GROWING YOUR PEOPLE: *"Excellent. Our audience is quite diverse, both in age group and positions held within the company. Robyn overcame these objections easily with both humour and vitality in her delivery. It is obvious she loves her job and this was one of the many messages we wanted to deliver to our staff and everybody took something away with them from the morning"*

Surfers City Holden / Saab

BREAKTHROUGH COMMUNICATION SKILLS:

"Excellent. Robyn is truly amazing. The feedback I have received from the team is of pure delight and total enjoyment."

Annissa Jones Nike Australia Pty Ltd



SETTING THE SCENE IN THE HOSPITALITY INDUSTRY: "Excellent! As our members have reported in the pages of our Newsletter, you really had to be there! No words can create an image in prospective clients' minds just how good this girl is. She tells it like it is, and everyone loves her for it! At the end of the ninety minutes, you sit there applauding and wanting more. Robyn delighted delegates with her "Power of the Word" presentation, with a very natural and professional blending of industry related examples and anecdotes complimenting our conference theme. Robyn more than lived up to her endorsements from previous conferences."
Bryan White Golden Chain Motor Inns

SELF EMPLOYED BUSINESS WOMEN (AND 1 MAN)... DESIGNING A LIFE THEY LOVE:

"Robyn Moore was absolutely amazing. I have never been moved by a guest speaker as much as she moved me"

"More people should be able to access her work - Fantastic!"

"Robyn was AMAZING! The best thing about the entire weekend. I will never forget her wonderful stories"

"Amazing - she lifted my mind, my spirit and my soul. I think her"

"Robyn Moore was just what we needed"

And on the scale of 1-5, everyone so far has put 5 for - Strongly agree that you were interesting and inspirational!"

"Body Shop at Home"-Business Owners

PRIMARY PRODUCERS AND DISTRIBUTORS WORKING TOGETHER: "The service extended by you as our MC/Speaker was exceptional. The role that you performed far exceeded our expectations and is a credit to you as an accomplished professional and individual. I am sure that everyone who attended will have taken something out of your presentation which I am sure will add value to both their personal and professional lives in the future."

Gordon Armstrong General Manager Pauls Incentive Conference

MANAGING BEING A MANAGER: "On the scale of 1-5, everyone so far has put 5 for - Strongly agree that you were interesting and inspirational! Thank you, thank you, thank you for addressing our WIM guests on Friday morning. Your presentation was fantastic and judging by the feedback we've received so far, our guests thought you were just fabulous too! It was an absolute privilege to have you address WIM and such a great way to kick the year off. On a personal level, I felt so inspired and enjoyed being able to share this experience with my friends over the weekend. My best wishes to you and thank you for making a real difference to me, my staff and WIM."

Some early comments are:

"The best part - it was not only the menu but the whole meal too!!! Loved it!!" "Robyn Moore was absolutely amazing. I have never been moved by a guest speaker as much as she moved me" "I laughed and cried. An amazing woman"

"Oh my gosh - what a woman" "BRILLIANT!" "Obviously had done her research & impressed that she remembered names"

"Amazing Woman" "Loved her!" "More people should be able to access her work - Fantastic!"

"Robyn was AMAZING! The best thing about the entire weekend. I will never forget her wonderful stories"

"Robyn Moore was just what we needed."

Angela Maglieri Australian Institute of Management "Women in Management Day"

COMMUNICATION SKILLS AND BALANCE IN THE LIVES OF HIGH ACHIEVERS (AND THEIR PARTNERS):

"Excellent. Robyn's objective was to speak about altering the way we think and communicate with one another in order to "get the balance right". Her valuable comments had everyone in the room questioning their own motivations and agreeing that in both life and business, you only get back what you put in. Robyn left a great impression on our members as 49 people attended her "impromptu" workshop in the afternoon which focused on personal relationships".

Craig Yaupaung National Commercial & Operations Manager Independent Brands Australia

RAISING THE BAR FOR ALREADY ACCOMPLISHED LEADERS: "Excellent! Robyn's no "BS" approach to life and her presentations made for a fantastic session – giving delegates a story with real substance and then objectives and actions to take away with them. Robyn is always fantastic to work with and extremely organised which makes the process leading up to the event a smooth one."

Amy Moffatt The Proteus Leadership Centres

INTRODUCING NEW THINKING IN TYRE SERVICE:

"We have had very positive feedback from the majority of franchisees that attended our Conference. They said some wonderful things about you in particular and how your presentation has changed their thinking. Thank you again."

Andrew Moffatt Bridgestone Australia Ltd

REINFORCING THE PRIVILEGE TO GROW ALL STAFF INTO IGA "LOCAL HEROS":

"Excellent! Robyn really made her presentation fit well with our group. She was funny, informative and sincere in her approach. Our internal feedback sheets from the conference delegates rated her very highly...with most of the responses scoring her top marks.."

Steve Erbacher IGA Distribution



RE-INSPIRING FRANCHISEES AT A REAL ESTATE MEMBER TRAINING SEMINAR:

"Robyn's delivery and communication skills were absolutely fantastic! All the comments we received from our Franchise Network were extremely positive. She managed to have people laughing and crying all at the same time! I would recommend her to anyone! She is extremely easy to relate to and very entertaining."

Kylie Walsh Elders Real Estate

Franchisee Comments: • "This was the most enjoyable, informative and compelling motivational speaking that I have ever heard. Robyn touched me both personally and professional • Robyn was great, really brought back my enthusiasm for Real Estate and brought everything back into perspective • Entertaining, gripping, inspiring, enjoyable, very worth while and an honour to have you as part of my life for 2 hours. A moment that will last a life time! • Whoa! At 68 years of age I thought I had heard it all, but I really learnt that my life has just begun! Great! • Sheer Brilliance, wonderful! Nothing like I have ever heard before • Robyn brought me back to reality, both in life and business. Best speaker I have ever heard. Thank you Robyn and the Management Team, it was GREAT!"

CREATING CO-OPERATION TO MOVE THE BUSINESS FORWARD:

"Excellent! Robyn spent a lot of time talking to us and understanding where we are now and how she can help us get the best out of our conference. Robyn used all the right words and said all the right things...it made our forum following her workshop fantastic. Working together we all achieved the extraordinary"..

Susy Coslovich Busy Bookkeeping Franchisees

PRAISE AND ACKNOWLEDGEMENT OF A MAGNIFICENT TEAM:

"Excellent! Robyn was extremely well received by the Estee Lauder Group. The group laughed and laughed. To be able to hold an audience of such diverse background, age and experience in your hands for 2 hours is incredible. What a talent. The talk was touching, passionate, funny, enlightening all rolled into one. We can hear people around the building talking about her amazing stories, funny jokes and gorgeous voices. We would like to truly thank Robyn for a wonderful experience which will stay with us for a long time. She was fabulous. What a lovely, amazing, inspiring person!"

Estee Lauder Staff Event

ACKNOWLEDGING MEMBERS LOYALTY AND GROWING THEIR BUSINESS SKILLS FOR THE FUTURE:

"Excellent! Robyn again delivered an inspiring message to the large audience of predominantly young hairdressers. They found her uplifting and motivating. I had numerous phone calls from people stating that their staff are quoting Robyn on a regular basis!"

Bill Hindmarsh Goldwell National Tour

Feedback from a Goldwell Member who created a "follow-up" community event in Mt Gambier:

"What more can I say than Robyn is extraordinary. Feed back from the 130 people that Robyn entertained has been fantastic. Robyn is an inspiring woman who has a real passion and enthusiasm for life that is infectious to all that hear her speak. Mount Gambier cannot wait to be able to have Robyn back again".

Katina Sims Giannis & The body Retreat Mt Gambier

CELEBRATING THE CORPORATE CITIZENSHIP OF MCDONALD'S FRANCHISEES (Ronald McDonald House):

"I cannot thank you enough for your generosity in sharing your knowledge, expertise and humour. Everyone I speak to continues to sing your praises. I have collated the evaluations (207 delegates from Australia, NZ, Malaysia, Japan & Korea). Eg: • Fantastic, relevant and 100% useful to take back to the Ronald McDonald House and spread the word • Entertaining. I laughed and cried within 10 seconds • Probably the most inspiring speaker we've ever had • Outstanding presentation from a highly motivational speaker • Fantastic x 3 • Robyn deserves more than 5 points. She has a special and honest nature. She will definitely be remembered as the highlight of this conference • Robyn was "extraordinary". She made me think about and understand so much more about myself and others • She truly shone • The most powerful and heart-lifting speaker I have ever heard • Words I will never forget • Created laughter, light-heartedness and shows a deep passion • Simply outstanding. Best speaker I have ever heard • Words fail me!"

Kathy Prior Ronald McDonald House SE Asia Conference

Robyn is exclusive to:



1800 334 625