

SUSAN GUZZETTA

PROFESSIONAL SPEAKERS FOR ALL OCCASIONS



MIMI DONALDSON THE COURAGE TO COMMUNICATE!

Mimi Donaldson co-authored the best-selling book *Negotiating For Dummies*, which has sold over a million copies and has been translated into 6 languages. Mimi Donaldson is full of surprises as she electrifies audiences worldwide and Fortune 500 corporations. Her humorous, insightful and invigorating keynote speeches, workshops and in-house training programs are tailored for immediate, practical application. A background in Human Resources, over 20 years in corporate communications training, a BA in Communication from the University of Iowa and an MA in Education from Columbia University all contribute to Mimi's unique and captivating style.

When Mimi speaks, people listen, laugh and learn.

Mimi is in demand as a speaker at top performer meetings. At the Million Dollar Round Table, she excited 7,500 insurance professionals to a standing ovation and a number one rating among the main platform speakers that year. Mimi's keynote speeches and workshops motivate her audiences to laugh and learn. Her rare combination of sophisticated humor and insightful information inspire. Each of Mimi's speeches is a success formula designed to be both enlightening and entertaining, showing people how to take charge of your life without being self-conscious about it.

Mimi Donaldson may stand just over five feet, but her energy is bigger than life. Heralded as one of the most popular and entertaining female public speakers in the United States, Mimi frequently shares the stage with the most prominent fellow keynoters in the world (the likes of General Colin Powell, Elizabeth Dole, Katie Couric, Joan Lunden, Maya Angelou, and Suze Orman), as she delivers side-splitting presentations on matters that affect us all. As the co-author of the smash hit, *Negotiating for Dummies*, Mimi has seen her work published in many languages around the globe, making her an internationally sought-after expert in a myriad of aspects of both business and human interaction.

What endears audiences to Mimi is her ability to take risks in the training room and on the platform. Whether addressing thirty educators or an audience of 7,000 salespeople, Mimi believes that "self-exposure is the key." She leads by example and uses her own hilarious successes, failures, and observations as the model. Her exceptional success in training managers starts when she tells them, "The three most important management skills are model, model, model. You can't ask someone to behave in way you will not," says Mimi, in her matter-of-fact style. People love her because although she may look like a living doll, she is REAL. Her sharp wit and intelligent humor get straight to the heart of any matter. She brings audiences to their feet with her comic insights on communicating with bosses, coworkers, kids and the opposite sex.

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MIMI DONALDSON

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Mimi is rare in that she backs up her talents with credentials. After having received her Bachelors degree in Communication from the University of Iowa, Mimi got a Masters degree in Education from Columbia University, where she was chosen to be a teacher of teachers in the Graduate School. From there, she spent ten years as a training consultant for Rockwell International, Walt Disney Productions, Northrop Aircraft and Random House before starting her own business in 1984. Her mission now is on a grand scale: she is devoted to inspiring and motivating others to be the best they can be. Over half a million people have been entertained by Mimi's combination of practical advice and sophisticated humor. When Mimi speaks, people listen, laugh and learn.

Mimi's tried and true philosophies about life and business are why Fortune 500 companies hire her again and again, and why groups and individuals play her tapes repeatedly. Just as Tony Bennett is expected to sing "I Left My Heart in San Francisco," everywhere he goes, people ask Mimi to do her "Men & Women: Can We Talk?" speech (among other favorites) no matter if they've heard it twice before.

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SPEAKER

TOPICS

Necessary Roughness: New Rules for the Contact Sport of Business

Mimi uses the ultimate team game to highlight motivational and teambuilding principles that are crucial in today's hard-fought personal and professional success.

- The intention to get to a certain place makes you unstoppable, and your action causes the impossible to become possible.
- Time of possession is everything - the clock is the key.
- When the whistle blows, the play is over.

In this practical, extremely humorous, female-friendly presentation, Mimi shares the secrets of capitalizing on opportunity and intention, so you can become the ultimate coach for yourself and your team.

Whom Do You Trust?

These days trust is in short supply. To retain your best employees, it is more important than ever that they trust their leaders. And it's a two-way street. There are ways employees can build or rebuild trust with the boss. In this presentation, Mimi will enlighten you with action steps for both. Some highlights are:

- Be clear and focused about your expectations of people; if you are one of the "people," make the effort to get clear.
- Leaders must listen, sense and respond. Employees can be proactive by modeling those behaviors.
- Bosses need to give timely feedback, and employees need to actively seek it. Both need to be willing to have those eyeball to eyeball conversations to build trust.

Gaining Trust With Your Clients: The Best Competitive Advantage

With technology generating more and more transparency, your customers and clients can hold you to higher standards. How can you make a profit when everyone has instant access to your cost, pricing and strongest competitors? The best competitive advantage is gaining trust. Mimi, provides, with lots of humor, four growth strategies for gaining trust, and three pitfalls to avoid on your road to triumph.

One of the three pitfalls to avoid is losing your sense of humor. Mimi will take you from misery to mirth, and have you laughing about the very troubles that make "trust" a valued commodity.

Men & Women: Can We Talk?

Only two types of audiences qualify: Men and Women! A must-see presentation for anyone who has contact with the opposite sex. Insightful. Rousing. Hilarious.

- How to talk so men/women will listen
- Get past the myths and stereotypes for winning/improving team performance
- Learn how to go from frustration to fun

Don't Wait...Negotiate!

Life is one continuous chain of negotiations. Mimi is the master of the art, teaching audiences exactly how to get what they want with dignity and honor.

- Learn How And When To "Push The Pause Button"
- Control Body Language And Speech To Gain Favorable Results
- 5 Secrets To "Seal The Deal" Every Time

Tactics To Triumph In Tough Times

Go from misery to mirth with Mimi, laughing through the good times and the bad. She demonstrates to any audience how to gain the edge in these turbulent times, while keeping your eye on the prize.

- 4 sure-fire growth strategies for tough times
- Avoiding the 5 pitfalls that throw us off course
- Tactics to strengthen your ties to clients and customers

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SPEAKER

TOPICS (continued)

All Stressed Up and No Place To Go

From the book Bless Your Stress: It Means You're Still Alive!

- Discover the signs of the war within: worry - anger - resentment
- Learn how to gain control before you blow the deal
- Opt for alternative positive actions

4 Steps to Managing Anyone

The four essential actions to get results through people.

- Manage your employees, your boss, the plumber, even your teenager.
- Delegate clearly, motivate with purpose, supply the tools, and give feedback.

Your Time Is Yours!

To make your time yours, we must communicate to others our goals and priorities.

- Say "no" to potential time-wasters.
- Beat procrastination when it rears its ugly head.
- Handle crises

Power Up! Empower Yourself to Success

An action plan to take control of your career.

- A six-point map to get you where you want to go.
- How to get going when you don't "feel" like it.

Power Up! A Woman's Guide

The most valuable information women will ever need.

- Recognize the value of mentors and mental strength.
- Avoid the seven deadly sins.

Speaking With Confidence: Manage Those Butterflies!

Public speaking is our number one fear...death is number 5.

- Address groups with confidence and skill.
- Convert nervousness to positive energy.
- Organize material and field questions with grace and control.

At Your Service

Gain the competitive edge to gain customers for life.

- Learn when to talk and when to listen.
- Effective questioning and verifying techniques.
- How to be courteous under pressure.

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CLIENT LIST

Balboa Life & Casualty	Martin Luther Hospital
Commercial Union (Canada)	99 Restaurants Pubs
Empire Financial (Canada)	Best Western
Farmers Insurance	St. Paul Companies
Life Communicators Assn	State Farm Insurance
Manulife	Transamerica Insurance
MetLife	Morgan Stanley Dean Witter
American Express	Security First Group
City National Bank	Texas Credit Union League
Coast Federal Bank	Wells Fargo
Farm Credit Bank of Wichita	Nationwide Communications
First Union Direct	National Radio Broadcasters
Capital Cities/ABC Inc.	Paramount Studios
CBS Television	Radio Advertising Bureau
Cerrell Associates, Inc.	Sony Corporations
McGraw Hill	Working Woman Magazine
Metro Networks	Vacations.com
Nationwide Communications	Queen of the Valley Hospital
ABT Corporation	Sharp Healthcare
Adaptec	Women First Healthcare
Anderson Consulting	Western States Roofing Contractors Association
Chevron Information Technology Company	Kaiser Permanente
Marriott Hotels	Martin Luther Hospital
Realty World (Canada)	99 Restaurants Pubs
Atlas Van Lines	Best Western
Federal Express	Carl Karcher Enterprises
EDS	Fairway Foods
Epson America, Inc.	Hughes Aircraft
Hewlett Packard	JPL, Inc.
IBM	
Lucent Technologies	
PSDI	
QRS	
Raytheon	
Sun Microsystems	
US West	
Xerox Corporation	
Adolph Coors Company	
Aerospace Corporation	
American Honda	
McCormick Flavor Division	
Mitsubishi Motor Sales	
Nissan Motors, USA	
Northrop Corporation	
Pepsico	
Sara Lee Corporation	
Toyota Motor Sales, USA	
TRW	
Holy Family Hospital	
Kaiser Permanente	

MIMI DONALDSON

TESTIMONIALS

"I understand you were a smash hit (rated #1 on Main Platform) at the Million Dollar Round Table Meeting. Congratulations! No surprise to us! You'll be pleased to know that you scored the highest audience ranking among all the speakers at our General Agents Conference. Thanks again for the major contribution you made to The Northwestern Mutual Life Insurance Company!"

Thomas R. Richards
CLU, ChFC
Northwestern Mutual Financial Network

"Your presentation was phenomenal. The message was simple, the delivery superb. To combine humor with a strong message is a great gift. The standing ovation you received was a testament to your tremendous abilities as a speaker. We would certainly recommend you to any organization wishing to provide the best speaker possible for their event."

Cora Toth
Vice Pres. Member Services
Realty World - Canada

"Of the attendees from 19 of our Johnson & Johnson Companies, your presentation, humor and profound message consistently received the highest scores possible. Mimi, you lit up our audience!"

Barbara Sands
Regional Director
Johnson & Johnson