

# SUSAN GUZZETTA

PROFESSIONAL SPEAKERS FOR ALL OCCASIONS



## EILEEN MCDARGH

**"SINCE 1980, ENERGIZING THE LIFE OF WORK AND THE WORK OF YOUR LIFE"**

With over 30 years of experience as a professional speaker, author, and management consultant, Eileen has worked with organizations and associations throughout the United States, Canada and the Pacific Rim.

Her ability to connect with mind, heart, and spirit makes her one of the most sought-after keynoters in North America!

She's fun and funny; relevant and provocative...and very, very real.

Audiences leave saying, "She knows us!"

A note from Eileen:

Do you need someone who will connect—at a deep level—with your group? Who will listen to their challenges, reward their successes, and encourage them to be resilient? Let's engage the minds AND hearts of your group. Here's how your group will benefit from my 3-step approach:

1. Hold a conversation – I talk WITH your folks, rather than AT them. And I don't shy away from the tough topics on everyone's minds.
2. Reframe their perspective – It helps to know that work/life issues and adjusting to change are universal challenges. Accepting change with resilience is rewarding ... no matter who you are.
3. Help them be ready to take action – Each of us has choices and personal accountability. I inspire and encourage all individuals to take action, live their lives, and find meaning in their work.

Together, we can make a difference in people's lives!

~Eileen

Her books include:

- My Get Up and Go... Got Up and Went
- Gifts from the Mountain - Simple Truths for Life's Complexities (A Ben Franklin Gold Award Winner)
- Meditations For The Road Warrior
- Talk Ain't Cheap... It's Priceless - Connecting in a Disconnected World
- The Resilient Spirit - Staying Right Side Up in an Upside Down World
- Work for a Living & Still Be Free to Live

Eileen is a frequent contributor to numerous business journals and news magazines and has appeared several times on CNN News.

Eileen is a Certified Speaking Professional (CSP) and holds the CPAE Speaker Hall of Fame designation, an award that places her in the top 3% of speakers nationwide.

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### TOPICS

#### **INSIDE OUT LEADERSHIP: THE POWER OF ENGAGEMENT**

It's time to START talking and get back to work! Create a competitive edge in engaging and retaining talented employees and customers on the most human of playing fields: conversation. Without that connection, there is no energy of engagement. Discover the secret of viewing points, orange batons and Little David's in creating teams and fostering loyalty. Latest report (Summer 2007) from DDI reports that more than 40% of leaders crave soft skills that can help them work better with others.

#### **RELIGHTING AND RETAINING GOOD PEOPLE**

The competitive edge is never a product or service. It's the brainpower that makes it, the hands that hold it, and the hearts that deliver it. Innovation, productivity, service and bottom-line profits are the result of people: solid, talented, engaged and committed employees. Even as some sectors of the economy slow down, the reality is that losing valuable, industry-trained people has long-term implications, particularly if your star performers go to the competition! In this interactive program, you'll learn that star performers aren't always looking for more money, but rather career growth, learning and development, exciting work, meaningful work, making a difference, and the chance to make a contribution on a team. And, of course, a good manager who makes the difference in winning the talent war.

#### **RADICAL RESILIENCE: STAYING RIGHTSIDE UP IN A UPSIDE DOWN WORLD**

Radically turbulent times demand professional and personal responses that transcend our regular work and life patterns. It's not about happy faces on mirrors and mantras on coffee mugs. It's not about hanging on while holding back. It's about times when you feel someone ate your cheese, drained the swamp, and went from great to less-than-good. Eileen's book *The Resilient Spirit* is an ideal gift that can be personalized as a take-home reminder of powerful lessons.

#### **REMAKING OUR LIVES REMARKABLE**

Gather women together and you have an energy source to light even the darkest corners of the world. Eileen puts a match to that energy. A keynote presentation for reliving and laughing about our foibles, for celebrating our uniqueness, for renewing our passion and commitment to life, and for establishing the common traits which allow all of us to bloom where we are planted. We can learn to be heroines of our own story and leaders shaping tomorrow for all our children. This is your time to refreshed, realign, reawaken; reflect; refuel, regenerate, rejoice, release, remember, and renew.

#### **NAVIGATING THE RAPIDS OF CHANGE: THINKING OURSELVES NEW**

This inspiring keynote is based on the belief that successful organizations and individuals continually hone their thinking and self-management skills in order survive in rapidly changing times. They are experienced 'navigators' who lead their people and their organizations through tough times to smoother waters. These companies and their top performers are usually experienced 'masters' at accepting and welcoming the change process as the path toward individual and organizational growth.

#### **MOUNTAIN-HIGH WISDOM FOR EVERY DAY LIVING**

From backpacking in the High Sierras to trekking remote regions of the western Himalayas, Eileen takes audiences on the adventure of discovering what lessons for work and life can be learned from the high country. Her latest book, *Gifts from the Mountain: Simple Truths for Life's Complexities*, helps participants drive the lessons deeper as leaders, coaches, or community. Your audience will join Eileen on this walk in the wilderness to discover fresh perspectives, practical practices and laugh-out-loud-joy in the process. Whether they are a world-weary worker juggling the demands of a hectic life or a seeker of soul-satisfying experiences, this speech is their key to refresh, renew, rethink and recharge.

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### TOPICS (continued)

#### **LEAD-HER-SHIP - CLAIMING THE POWER, PASSION, PLAY AND PURPOSE OF OUR LIVES**

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#### **WORK FOR A LIVING AND STILL BE FREE TO LIVE**

Balance is baloney! Discover a better metaphor for the realities of living in a 24/7 world. Learn the power of choice and how to conduct a C.A.T. scan of your life. Develop strategies to create a life by YOUR design and not by default. A critical topic for all walks of life and one Eileen has followed since authoring the first book ever written on this topic. How can you work smart and live happier? Is it even possible in this fast-paced, frantic world? From senior executives to front line employees, this issue is key to the changing nature of America's workforce and today's world. We hear about the need to balance personal and work priorities, but how do you go from burned out to fired up? How can we juggle the many responsibilities and demands on our busy lives? Eileen has the answers to these questions and more.

#### **THE ENERGY CONNECTION**

You'll never think of energy in the same way again. Forget OPEC and prices at the pump. Discover your own reservoir of power and purpose with five tools to drill down into your own internal well of possibilities. Human energy is a priceless commodity. Learn a new formula for  $E=MC^2$ . When it comes to energy and the capacity to do work, discover how to get it, renew it and stop giving it away.

#### **CONNECTING THE HUMAN WEB: PLAIN TALK FOR COMPLEX TIMES**

At the end of the day, our very success hinges on relationships. These relationships grow or die based on a skill too often we forget: CONVERSATION. How meaningful are yours? The proliferation of cell phones and the glut of chat rooms show us what society yearns for: meaningful human connection, community, and the value of relationships. The pace of change, the lure of dazzling technology, and the speed of life have created the opposite. The most human of all connections is conversation - an internal and external event that has become blurred. We've forgotten how to talk to each other - if in fact some of us ever knew. In many instances, we have never been taught how to listen. And at times of crisis, these conversations become even more important. This presentation explores a model for understanding and growing the conversations we have with ourselves and with each other so that everyone becomes fully engaged in the work we are tasked to do.

#### **SURVIVING AND THRIVING WITH DIFFICULT PEOPLE**

Life would be easy if it weren't for other people! Would you like to turn from mad to glad with your colleagues and customers? Eileen can show you how. This session focuses on improving relationships at work through successfully dealing with people. Using humor and examples, Eileen will guide participants through the process of learning how to defuse anger in themselves and others. They will discover how to identify and understand problem behavior and how to use systematic methods for handling such behaviors.

#### **UNDERSTANDING COMMUNICATION BEHAVIORS: UPPING THE E-QUOTIENT AND YOUR EMOTIONAL IQ**

Talk is never cheap. It's priceless! How would you rate your communication efforts? Better still—what would others say? Keynote Speaker Using a personal communication profile (the DISC), you'll discover your unique behavioral preferences. You'll gain insights on where and why relationships grow or suffer. This workshop is designed to open channels for sharing communication preferences and valuing differences. With interaction, humor and high content, Eileen will help you walk away with ideas for improving your own communication while understanding others. This program provides plenty of 'meat'—high content, useful information you can put to work at the office and at home.

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### CLIENT LIST

Colonial Insurance  
Farmers Insurance Company  
Insurance Education Association  
State Compensation Insurance Fund  
State Farm Insurance  
Texas Credit Union League  
Toyota Motor Credit Corporation  
Coldwell Banker Relocation  
Employee Relocation Council  
ARCO Products  
Dow Chemical Co.  
IBM  
Motorola  
Scantron  
Steel Service Center Institute  
GTE Northwest  
GTE California  
GTE Hawaiian Tel  
GTEL  
Career Partners International  
Pacific Bell  
Southern California Gas Company  
CA Institute of Technology  
Insurance Education Association  
Nat'l Assoc. of College Stores  
Norwalk/LA Mirada School District  
Redondo Beach City Schools  
San Diego Schools  
San Diego School Administration  
Westmont College  
3M Health Information Systems  
Abbott Labs  
Bench International  
California Association of School Nurses  
Health Net  
Jerry L. Pettis VA Hospital  
Kaiser Found. Health Plan  
Kaiser Permanente  
Budget of Southern California  
ConAgra  
Dow Chemical  
Nichols Institute  
Novartis  
Regency Health Services  
Medical Monographers  
VHA  
Achievers Canada  
Association of Commuter Transportation  
Association of Legal Administrators  
Home Economists in Business

Int'l Bridge, Tunnel & Turnpike Association  
Lions Club International  
National Association of College Stores  
PIRA  
Photo Marketing Association  
Society of Diagnostic  
Medical Sonographers  
Aarcop  
American Airlines  
Arbonne International

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### TESTIMONIALS

"What a pleasure it was to meet you last week! You are really a delight and an inspiration. Everyone really enjoyed your seminar "Staying Rightside Up When the World is Upside Down." They are still talking about it. It was exactly what everyone needed to hear. It was one of the most interesting seminars I've ever heard. Your creative ways of using cartoons, examples and quotes made this an excellent presentation"

IBM

"How great it was to work with you and how impressive it was that you tailored your keynote session for our program. I am so glad you were able to join us a day earlier and that you used your time wisely while you were in Louisville...sitting in on the Friday morning keynote speaker, visiting with our members, staff, committee and sponsors, and joining us for the Comedy Hour. Many speakers remain in their guest rooms, but certainly you see the value in networking with our attendees and immersing yourself in our program. Your hard work and dedication certainly paid off in your presentation to our members. How clever you were to include the "B&B" joke which fit our industry well. I also appreciate your recognizing our premier sponsor NOVALIS as a part of your session. I am thankful to have worked with you professionally and glad to get to know you personally."

Stephanie M. (Still) Stockton  
Director of Business Education  
American Nursery & Landscape Association

"Your talk was inspiring, thoughtful, entertaining and very well received by the more than 180 participants who attended the conference. Early comments have been very positive and I know our attendees thought your presentation was a highlight of the day."

University of California, Davis

"From our first telephone conversation, I knew you would do an outstanding job and you lived up to our expectations! I was most impressed by the amount of homework you did in order to customize your program to our needs. You showed great flexibility when the topic shifted and changed as we approached the meeting. It was not easy to come up with a program that would please both employees and their spouses, but you managed to do so beautifully. Most importantly, the spouses left feeling that they had been included in the World Savings "family"."

World Savings

"We were especially impressed that you took the time to join us for most of our event, acquainting yourself with members of our team, and with your ability to incorporate our key leadership points into the message you delivered. Your address reinforced the important part each of our leaders plays in engaging and retaining our most valuable resource; our employees."

Blue Shield of California