

Amanda Gore

Communications and Performance Expert

Amanda Gore is CEO of The Joy Project, a business woman, an author and award winning speaker. She is one of 4 Australians inducted into the USA Speaker Hall of Fame.

Her philosophy is based on Carl Buchener's quote:

"People will forget what you say; they will forget what you do- but they will never forget how you made them feel".

She believes everything in life and business is about feelings! The way we *feel* about ourselves, a product, organization or person influences how we behave and informs our decisions about how we spend - our time and money, or with whom we conduct business. The way we feel during a meeting or conference impacts our ability and desire to learn and change

She works with small and large organisations in every industry - McDonalds, Westpac, KPMG, CISCO, AMP, MDRT, Flight Centre, Google, Remax, Disney, Hilton, The Direct Selling and many other associations, hospitals and schools to help them create cultures of joy and engagement and to bring the humanity and joy back into their organisations.

Her presentations are very personal and funny experiences that embed powerful and relevant messages that are tailored to your desired outcomes, and connects with people's hearts!

Discovering 'what's the difference that makes the difference' in performance, success, sales and life is her passion. She constantly researches and explores the latest science and ideas and marries them with personal experience, emotion and the heart - then wraps them in stories that make people laugh! In between laughter, she embeds profound messages that allow them to want to make changes - at work and home.

Too often the content is king at conferences, and although it's critical, nothing changes till people are inspired to change. Amanda creates an environment in which people want to change, to grow, develop and take responsibility for themselves.



Amanda Gore talks about:

FROM BURNOUT TO JOY

How to Re-Inspire, Re-Focus and Re-Store Meaning

Bathed in uncertainty about EVERYTHING, our physical, mental, emotion and spiritual wellbeing has been seriously impacted. Many of us are living with fear, unmotivated, anxious, stressed and feeling burnt out. This keynote is geared around the new skills required to rise up out of the exhaustion and fear and rediscover the joy of living. Simple, easy to do activities and ways to change our mindsets and perceptions will help everyone with resilience and leave them with an inner compass! This inner compass will be the way people can navigate their way back to feeling energised and enthusiastic about life again.

Our inner compass can help us:

- Re-calibrate relationships and re-imagine joy
- Re-energise and re-align your team
- Re-inspire, re-focus and re-store meaning
- Re-ignite confidence and enthusiasm
- Reconnect hearts - virtually and physically
- Stay sane and even thrive while navigating an uncertain future

In these unprecedented times, mental health issues are on the rise, and fear and uncertainty are taking a toll on our well-being, work, and relationships. It's time to reconsider what JOY truly means.

I've crafted this material to address these pressing issues and help people regain a sense of control and establish the profound connections they yearn for.

This experience can be viewed as a time of devastation and despair, or as an opportunity for positive change. It's a chance to reimagine joy and:

- Reawaken our human potential and humanity
- Infuse our lives with vitality
- Engage fully in life's rich experiences
- Recreate the life we truly desire
- Rediscover passion, meaning, and purpose, both at work and at home

The choice is ours. This keynote equips you with the tools and mindset to choose wisely and embrace a brighter future

THE OTHER AI

The Neuroscience of Sales and Leadership

People have not fundamentally changed for a thousand years but science has. The 'operating system' of a human is not binary based! It's more like quantum computing and runs on feelings. Learn new, neuroscience based practical skills and strategies to re-engage your sales force in a

way that leaves everyone feeling recharged and resilient – and find out what the REAL AI is! Using Amanda’s signature experience creating, humour loaded yet fact filled style, people will walk away thinking differently about sales and how they interact with others.

Transforming sales results begins with transforming our thinking, perceptions, actions and choices. Knowing precise ways to interact with others to prove that we are competent, trustworthy and safe (a feeling) is required for top performance.

Learn new, science based ways to:

- Be resilient and keep yourself motivated and enthusiastic
- Develop a modern sales mindset and understand the buyer mindset
- Change the perception of customers
- Listen properly (hardly anyone does)
- Connect non verbally (instantly)
- Establish life long relationships (in a short time) that create advocates not just customers
- And learn the REAL nature of leadership

JOYONOMICS

How Joy Improves Everything – Including the Bottom Line!

Research shows that joy at work can boost sales by 37%, increase productivity by 31%, reduce errors by 18%, and enhance promotion chances by 40%.

Surprisingly, 75% of employees identify their boss as the most stressful part of their job, yet enjoying work is the top factor for both job and life satisfaction.

Companies that prioritize employee happiness and well-being consistently outperform the S&P 500. The impact of joy in the workplace is undeniable!

This session is designed for team leaders and individuals looking to lead effectively in their own lives. Now, more than ever, we must reshape our perspectives and equip ourselves with the skills to navigate the ever-changing “new normal.” Maintaining team cohesion, motivation, and a sense of purpose is challenging, especially in a world dominated by remote work, burnout, childcare concerns, and physical disconnection. We’re working longer hours, often from home, thinking it’s better, yet missing out on the real human connections that are vital for our well-being.

This keynote is designed to offer strategies for creating a truly engaged and enthusiastic team, fostering meaningful connections, and enhancing overall well-being. A leader’s role is threefold:

1. Instill Self-Belief: Help individuals believe in themselves, as self-belief is a stronger predictor of success than any skill level.
2. Foster a Joyful Environment: Create a supportive environment where people can thrive, free from fear and filled with joy.
3. Facilitate Positive Behavioral Change: Effect meaningful behavioral changes swiftly and effectively, using the right approaches.

Learn how to cultivate a joyful and productive workplace that not only meets but exceeds expectations. When we transform our work environments, we transform our lives!

THE POWER OF JOY

Staying Sane in a Crazy World

Your brain can be rewired for joy. This session teaches you how. It includes how to stop stress killing you; how to be resilient; how to be your best version; how to re-focus on what matters, and take responsibility for your choices and behaviour!

Everything in business is about feelings. Trust, empathy, confidence, cooperation, collaboration, leadership, responses to change - these are just some of the elements (feelings) that create a great culture and team.

This keynote is aimed at helping people feel good about themselves - which changes the way they interact with everyone else - colleagues, clients and family.

Amanda presents profound concepts, in an entertaining way that:

- Changes people's perceptions of themselves and others
- Engages and energises
- Gives them specific strategies to bust stress, lead more effectively, fear less, deal with change and collaborate effectively.

Amanda will cover the latest new sciences of stress, epigenetics, emotional intelligence and neuroscience - which will not only show you how to reduce the impact of stress, but also how to change your reactions to it permanently!

Did you know that what people believe about stress or stressful situations is the 15th biggest killer of humans in the USA? But it is potentially a source of great resilience, productivity, engagement and courage when handled correctly. It's time to get real about what is really causing our stress.

THE JOYFUL TEAM

How a Growth Mindset, Engages, Motivates and Changes Cultures

Did you know that science shows us 95-99% of the time we are UN-conscious of our thinking and beliefs? Only 5% of the time are we present and really aware of what is going on inside us! The stories we tell ourselves i.e. what we are thinking literally creates our life, performance and relationships. This session teaches how to change our thinking/story - which changes the life you create - at work and home!

The major disruptor to collaborative teams, joy filled workplaces and high performance sales and service is 'stinking thinkin' as Zig Ziglar used to say!

One energy sucker will bring the whole group down.

Beliefs, the stories we tell ourselves about ourselves, our colleagues, customers, bosses and the company determines our feelings and behaviour. Our beliefs control our nonverbal communication

which affect all relationships. Our beliefs determine the culture we create around us and the unconscious choices we are making every moment.

It's time to remember we control our thinking and we choose to make conscious choices or not.

This session can change perceptions, relationships, personal accountability, enthusiasm, engagement, energy and culture. But wait - there's more! It can also help people adopt a more positive approach to change. While they laugh.

THE JOY FORMULA

7 Ways to Build Resilience and Restore Work Life Balance. It is Possible!

Did you know that new research shows us what we believe about stress decides if our bodies react negatively or not. Our perceptions rule our reality and in part, create our environment. How we think about life balance also determines the physiological and psychological impact. The Joy Formula is a simple and easy way to review important aspects of our lives and become aware of imbalances that then allows us to make a plan to improve that balance - or at least, make us feel we have a sense of control over our lives!

'Busy-ness' is the new 'disease' impacting almost everyone. Rushing and having the perception (and reality) of 'too much to do' can destroy mental clarity and physical health. Constant social media comparisons and addictions don't help.

Understanding the 3 possible stress responses and channeling them in the right way changes everything! How we feel, how we respond to those events and how others in turn respond or react.

Amanda will discuss, The Life Pizza which is a simple and easy way to review important aspects of our lives and become aware of imbalances in what areas are most important to us and what areas we put most of our attention on - which then allows us to make a plan to improve that balance. It is also the way to introduce concept of resilience and teach them several 'resilience strategies'. This is an engaging experience that sends people out of the room laughing and determined to balance their 'life pizza'!

THE JOY OF MINDSETS

3 Must-Have Skills for Change

You are not your mindset - but your mindset creates your life! Understanding mindsets and mindfulness literally changes your brain and improves performance, leadership, decision making, creativity; reduces anxiety, stress, depression and reactivity; they increase energy, wellbeing and makes you happier. This session will show you simple ways to stop being mindless, be more present, more effective - and more joyful!

Being mindful is 'waking up' - about becoming more conscious - and living more consciously - which is one of Amanda's core themes. Most of us are running on habits and patterns of thinking from our past! We don't even know those patterns are subconsciously programming our present.

Think driving a car. How mindful were you in your first few lessons? Now, how often do you arrive

home and you don't even know how you got there - yet you were driving the car! This is a common theme with anything we learn - we are mindful in the beginning and then we become mindless!

The difference between a growth mindset and a fixed one is the difference between a joyful life and a stressed, unhappy one; between a joyful team and a dysfunctional one; a great culture or a toxic one.

Here are 3 things you can do to be mindful not mindless.

1. Observe your thinking!
2. Question rather than assume!
3. Reframe and find gratitude.

This is one of the practical skills discussed - Observe your 'mind state' all day today - with the goal in mind of becoming aware every time you are mindless! Every time you are not present. Every time you are trapped in a pattern of thinking from the past that creates fear. Then STOP - OBSERVE - QUESTION to become mindful again. Be the one who is mindful of their mindset!

HOW TO PRESENT

Influence and Connect with Impact

Public speaking is listed higher than death for many people! Amanda has been an internationally acclaimed speaker for 30 years by continuously studying and upgrading her group dynamic skills! She is one of 4 international speakers inducted into the speaker hall of fame in the USA.

When we speak - there are 2 levels to consider. One is the content which must be relevant, appropriate and interesting. The other - the magic - is the process. The process is the way in which the messages are delivered and it is the 'difference that makes the difference'.

It's the magic that makes the content memorable; it creates the experience and the environment that allows people to make the changes they want to. It inspires. It entertains. It is the difference between a brilliant impact and a mediocre, forgettable one.

Learn some of this magic and practical skills to increase your influence when you deliver an idea or present; to improve how you deal with challenges and overcome objections non verbally; and to increase your confidence so you actually can enjoy presenting to a group of people - no matter what size.

MANAGING CHANGE

How to create a culture where people want to work

Do you know what keeps people engaged and committed to a company? Or how to have people come to you seeking work? In this climate of uncertainty we are experiencing, change and therefore fear is constant. In this work of hotshot business trends, AI and all things technology, Amanda has discovered there is one guaranteed business advantage; JOY.

This is a fun session designed to:

- Address today's tough economic climate
- Put things in perspective and
- Have people refocus on what's important.

THE SAME BUT DIFFERENT

Are Women Really from Venus?

Do you wonder if the opposite sex really does come from another planet?

Are you frustrated because you have no idea how your partner thinks and there is no logic to what they say or do?

Do you just wish they were just more like you?!

Amanda will show you how to bridge the communication gaps between men and women - without wanting to slap them! Using science, experience and her mothers' wisdom, Amanda will give you strategies that work - and make you laugh!

THE NEUROSCIENCE OF LEADERSHIP

What Leaders Should Know about Feelings and Performance

Neuroscience is the scientific study of the nervous system which doesn't sound relevant to leadership - but as leaders and team members are humans, our nervous systems control pretty much everything in our bodies, so linking the two is important!

A leaders job is three fold:

1. to create an environment in which people can be the best they can be (lined to the nervous system which affects performance, creativity, innovation and happiness)
2. to help people believe in themselves
3. to change people's behavior (and yes, neuroscience shows us it's possible)

We might think the nervous system is just the brain - but the heart and stomach have millions of 'brain' cells (neurons) in them - so you 'think' and feel with your heart and gut as well! All leadership - or sales or customer service or team work or culture - is based on feelings. How you feel about yourself ...and how you make others feel.

This session blends latest findings in neuroscience, epigenetics, emotional intelligence, positive psychology and some common sense in a really funny way - we promise you will laugh! But wait , there's more, it is full of relevant information and skills that will help you be a better leader - whether that role is part of your title or not!

Amanda has a library full of topics - if you are after a specific topic, she will mix and match her thousands of 'chunks' of information to suit your company needs.

Client testimonials

“ Amanda was the most dynamic and insightful relationship speaker I've either hired or listened to. I would not have our first meeting of the Northeast Consulting Partners at Deloitte without her. We changed our dates so she could be with us.

- *Deloitte USA*

“ What a delightfully refreshing talk you gave to our members last week. It is a long while since the hallowed halls of the Reserve Bank echoed to the laughter and experienced high jinks you brought forth from those present. You showed us highly sedentary bankers how to improve our health, appearance and mental outlook without necessarily becoming fitness fanatics.

- *Australian Institute of Bankers Inc.*

“ Thank you so much for your energy, enthusiasm and commitment to helping people embrace change, and for the many light bulb moments around the room. Your name has been flying around the email system today with JOY CLUBS being born.

- *NSW Government Education & Communities*

“ My sales force came away feeling better about themselves and well equipped to stay that way. Judging by the improvement in morale (and sales) this is proving to be good for business too.

- *Imagineering Australia Pty Ltd*

“ After seeing Amanda inspire our top performers at a recent rewards function, we thought her energy, passion and zest for corporate harmony would be just the recipe to get 120 leaders motivated about the future of our business. Amanda sent the group off on a high, ready and willing to embrace our business strategy and take it to their people. Amanda had the hardest to please leaving the forum with a better understanding of how important perceptions are, more skills in emotional intelligence and committed to changing their own, and their teams' behaviours.

- *Westpac Group*

“ I'm just sorry I waited so long to book you for a meeting. Only once in a rare while does a speaker come along who actually affects real change from their 90 minutes on stage. You breathe that rarefied air!

- *McDonalds*

“ I have been a member of MDRT for 29 years and have seen some of the best speakers in the world. None has ever received 3 standing ovations like Amanda Gore.

- Million Dollar Round Table

“ Amanda Gore, you are an inspiration! Verosol has never had a sales conference like this one. Despite all of the laughs, and metaphors, your messages were very clear and hard hitting. Success in business is strongly influenced by people and how they interact together. Amanda, your session set the scene for one of the most successful conferences we have ever had. Thank you so much.

- Verosol (Aust) Pty Ltd

“ Amanda's ability to cut through with our team set the scene for our conference. Barriers were broken through the use of humour and physical symbols which reinforced our theme and inspired colleagues to connect. Amanda has a gift which you need to experience firsthand.

- ANZ

“ The audience loved Amanda. Her presentation skills were amazing and left a lasting impression with the audience that is still being talked about, best ever that I have seen

- AIA Australia

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