

# Sam Cawthorn

## *Speaker, Author and Entrepreneur*

Sam Cawthorn is the CEO and Founder of Speakers Institute and Speakers Tribe. Author of 11 books, including 5 International Best Sellers, he is both the Young Australian Of The Year and the Edupreneur of the Year.

In 2006 Sam's life changed forever when he was involved in a major car accident which left him with an amputated right arm and a permanent disability in his right leg. Sam went on to become one of the worlds most in demand global professional speakers. In 2013 Sam became an entrepreneur and built his training company that now runs events globally, teaching people how to master communication for influence.



## *Sam Cawthorn talks about:*

### **Storyshowing**

*How to stand out from the storytellers*

Everything we see now is telling a story. The story of product and services, brands and organisations; everything now is about the emotion. The next three years will shape the way we communicate for the next 30 years. The more we stop telling and start showing, at every touch point, will evoke emotional connection and this will be the defining moment in our value proposition.

In this session you'll discover:

- The secret ingredients on sharing powerful stories in order to win mind and hearts
- The difference and insider tips between content
- What you say; and Methodology - How you say it
- The four disruptors of the sales cycle and how to stay ahead of the curve

### **Bounce Forward**

*How to transform crisis into success*

We've all heard about and even spoken about how we all bounce back following crisis, downturns

or tough times. However have you considered that bouncing back implies that we are not learning and going back to where it all started. The interactive presentation discovers how Bounce Forward is the only and surest way in embracing the future by learning from the crisis and failures moving towards innovation and forward thinking.

In this session you'll discover:

- How crisis can always create opportunity
- Why the proximity of people we are around is our power
- 3 Principles to leverage happiness that fuels success

### **Mastering Communication For Influence**

Every leader and manager must learn how to master communication to influence and persuade the right people. There are sub-modalities to influence and persuasion that only the masters have tapped into, until now. This is a very practical and hands on experience; and Sam will show that trust and congruency must be the centre to everything as we watch every single thing when others communicate with us to determine if we buy in or not.

In this session you'll discover

- Why method is important than content
- 3 Implementable Keys to come across confident and with certainty every time
- Why charisma and humour are key to influencing

### **Client testimonials**

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“ You are the most extraordinary person that I've ever met. Your courage and will to overcome adversity is commendable. I truly feel privileged to have witnessed such an amazing talent. You are changing the world one person at a time. You've changed us.

- *Google*

“ Inspiring and entertaining. The room was transfixed by Sam's message of optimism in both business and in life.

- *CEO Citibank*

“ Very entertaining, and packed a huge punch! You have succeeded in getting the business leaders present reflecting and thinking at much deeper level for some, which could be the start of a life transforming journey...

- *Mentoring for Business Leaders*

“ Sam Cawthorn is an absolute inspiration. Faced with adversity, he thought of his young family, got up & approached life with a passion & enthusiasm sadly lacking in most. His

presentation will challenge you to think of what is most important in your life & strive to achieve your goal.

**- Burnie City Council**

“ Authenticity, warmth and infectious passion leak in volumes from Sam. His love for people, family and life inspire, challenge and excite me. Sam’s quest to learn and develop himself and others is to be highly commended. Once you meet Sam you’ll want to be his friend for life...

**- Uniting Churches of Australia**

“ Sam has that unique ability to have everyone on their feet laughing one minute and then listening attentively in silence the next. He touched and inspired everyone in the auditorium from our young trainees to the oldest member of the audience with his honest, funny and moving stories.

**- Work & Training**

“ Sam's presentation is one that inspires and motivates all in a story of great courage and determination, his enthusiastic style and love of life is second to none.

**- Beacon Foundation**

“ Sam displays a unique skill with the ability to draw on his experience and convey an inspirational and powerful message that will leave a lasting impression in the minds of those fortunate enough to listen.

**- Parliament of Tasmania**

“ Your speech was thoroughly inspiring and crafted with just the right amount of humour, drama and showmanship.

**- International Federation for Professional Speakers**

“ Extraordinary. if you've met Sam, it's a unique experience.

**- Former Prime Minister, Kevin Rudd**

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[VIDEO OF SPEAKER](#) 