



How Amanda Can Help Your Organization

An interview with Amanda Gore

What is the message you hope people take away from your presentations?

As an overview, my presentations create experiences for people. I work at a group dynamics and content level to make sure the messages are relevant and based on the newest research available as well as being presented in a way that makes the messages stick. They are entertaining, very funny, and full of interaction.

They learn the things that really matter in business and life!

People are 80% emotional and 20% rational. Business is all about people. Therefore in business, **feelings matter!**

Above all else, how we feel about ourselves determines what happens in every other aspect of our lives. Our relationships at work and home; sales performance; customer service; team contribution, productivity; conflict resolution; change management; connection and communication with others; leadership and engagement for example.

If we are unaware of the unconscious fears that drive our patterns and habits, then we can't really change any behaviors. If we uncover the fears that drive those behaviors, and take the steps to be joyful, everything in life changes. We are more comfortable and confident and can relate more effectively with others. We change our beliefs about ourselves and our abilities. Our belief in our own abilities is a better predictor of success than any level of skill.

We also know that joy precedes success.

Feeling joyful changes the way others feel around us.

Feeling joyful changes the way others feel around us, which is the other critical component for businesses and performance.

If you reflect for a minute, customer service is really all about how people FEEL when they are buying your product or how much they trust you in making the decision to buy. If your internal customers (or team) FEEL joyful and fulfilled at work, they perform much better and serve clients more effectively. How a leader FEELS about a team member (and vice versa) determines how well they work together and what they achieve. FEELING confident in your ability to do a job transforms the whole journey and outcome. At every level of business and life, our feelings determine our behavior and therefore performance.

So they learn how to change behavior; how to create workplaces in which people can be the best they can be; and how to believe in themselves - and help others do it and how to bring the best out in themselves and others.

How do you prepare for speaking engagements?

I do a brief with the client and tailor a specific presentation based on their needs. I ask them to fill out a questionnaire to give more details.

What are the important elements of strong relationships?

Listed above - how people feel about each other - trust, integrity, ethics, being discerning, respect, kindness, listening to understand and trying to find the good in every person and situation.

Who or what inspires you?

I am inspired by learning and researching. I love to delve into what makes people tick and how to bring the best out in people and how to create truly joyful workplaces that allow people to excel. I love the Barry Wehmiller credo - 'We are developing great people to do extraordinary things.' That's what excites me - how do we do that!

Lao Tzu said 'when the teacher is done, the students will say 'we have done it ourselves''. I like to think that I present new concepts in a way that people feel they already knew them and were just reminded!

How are your keynote presentations unique?

They are experiences not just presentations. For 30 years I studied group dynamics with Michael Grinder, the master of non-verbal communication and leadership so that I can pay attention to the PROCESS of connecting and working with group dynamics - not just the content. I use humor, constant audience interaction and stories to touch their hearts and inspire them to make changes in their lives.

I have been speaking for 30+ years and at almost every presentation I do, someone comes up and says 'we heard you speak 15 years ago and still remember 'blah' and do 'blah'. That's the power of the process of presenting - embedding the messages at a cellular level, so behavioral change happens relatively painlessly!

Neuroscience teaches us that people CAN change - and that they can do it in a heartbeat if you tell them a story that touches their hearts!

How do you define successful leadership?

I believe it's 4 fold:

1. Changing people's behaviors - by sharing stories that touch their hearts
2. Creating an environment in which people can be the best they can be - joy filled and fear free (safe)
3. Helping people believe in themselves - and feel joyful
4. Marrying those with smart strategic planning, a genuine desire to see people grow and develop, high emotional intelligence, a strong ability to engage teams and the ability to hold a vision for people.

Can you explain why change is essential in the workplace?

The global marketplace demands we are nimble and can change direction quickly to respond to changing needs. If we don't constantly adapt and innovate we will very quickly be left behind the competition. Having a dynamic, creative, engaged and enthusiastic team requires constant monitoring and setting achievable challenges to achieve a state of 'flow' or flourishing.

How does humor factor into your presentations?

I use humor constantly throughout the presentations to clear away people's resistance and open their minds for new ideas and information. While they are laughing, they lose the self consciousness and interact far more effectively. Plus it's much more fun for everyone! Learning while you are laughing is another way to embed the messages.

Bring Amanda to your organization

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Book Amanda