

Sam Cawthorn

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Sam Cawthorn is the CEO and Founder of Speakers Institute and Speakers Tribe. Author of 11 books including 4 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.

International Best Selling Books



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My Topics

Topic 01

PEOPLE FOLLOW PEOPLE

The 12 characteristics of an Influential Leader.

At a moment when many of us have lost confidence in brands, companies, influencers and leaders, it's time to ask why—as well as what sort of leaders we should aspire to be ourselves to bring that confidence back. Sam knows exactly what it took him to get where he is today, and the secret sauce wasn't flashy charisma, expensive clothes, and a perfect smile. As he argues in People Follow People, what really wins respect—and can tie hearts and minds to you for a lifetime—comes from inside: our values, character, loyalty, and integrity.

- ✓ Win the respect of consumers, clients and employees
- ✓ Re-examine your own values and priorities
- ✓ Lead with significance, integrity and success

Topic 02

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

Topic 03

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



Topic 04

MASTERING COMMUNICATION FOR INFLUENCE

How to win in the future of 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 everytime
- ✓ Why charisma and humour are key to influencing

You are the most extra-ordinary 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



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



Sam is very engaging speaker and his message of "Bouncing Forward" resonated with our team. He is a living example of how important it is to stay positive, to be resilient and to keep pushing forward matter what challenges come

