



Connecting you to people, opportunities, and profit

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As a former wallflower in the world of business networking, Joyce knows firsthand what it takes to overcome the greatest obstacle you'll face - the four inches between your ears.

She was fortunate to tap into information that transformed her life and sought training in The Pacific Institute's cognitive processes. The same processes which are based on research of the Universities of Stanford, and Washington to name a few.

It all starts with how you think...and builds on how you connect.

Since 2008, Joyce has helped individuals achieve higher levels of performance, and companies to discover new opportunities for success. More than theory, she combines her unique skillset, in the trenches experiences, extensive training in the science of mindset and the art of business connections to provide the one-two punch that gives her clients an advantage over their counterparts and their competition. No matter if it's a private coaching session, keynote, in house training or virtual course, her strategies and tactics can be immediately applied professionally and personally.

At the continued prompting from audience and clients, Joyce put her wisdom into book form with the release of *Just Another Leap* and did it again with *Your Connecting Advantage*. Her business podcast, *In Layman's Terms*, hit *New & Noteworthy* on iTunes just two weeks after launch.

Joyce has worked with various industries, solopreneurs to CEOs, and sizes of organizations. Clients include: Hallmark, Citi, First Marblehead, Bryan Cave LLP, the Accredited Snow Contractors Association, Western States Fire Protection, NEI Global Relocation, PMI South Florida, NE Wisconsin and Kansas City Chapters, Kansas KACE conference and Houlihan's.

"I hired Joyce as a speaker for a Global Partner Summit I was chairing. The attendees were in the Mobility industry (from around the globe) representing many different sub-industries, and some were direct competitors. Joyce needed to deliver a message that would resonate with everyone. She hit a home run - you can't ask for more than that!"

~Al Blumenberg, NEI Global Relocation

www.JoyceLayman.com

Why Work With Joyce?

Organizing an event is stressful enough so her intention is to be super easy to work with from start to finish. It starts with a pre-event process to understand your priorities and audience issues specific to your organization and in your industry. Joyce will arrive early to meet attendees, listen to other presenters, and weave these insights into her program. She will also stay and spend time with attendees, answering their questions personally. For those who want to 'take Joyce home with them', copies of her books are available.

KEYNOTES | BREAKOUTS | HALF-DAY SESSIONS | WEBINARS | VIRTUAL COURSES

PROGRAM – The Potential Difference

We all have incredible potential but the difference between good and great is directly related to how you think. Change happens, and in today's world it's the only constant. New initiatives, day to day pressures, technology or too much to juggle on a professional and personal front can leave you feeling stressed out and overwhelmed. Before you can create new possibilities and tackle bolder goals, you need to overcome the four inches between your ears. The good news is that it doesn't need to be complex or confusing.

This program isn't about the soft and fluffy stuff. It's based on the universal principals of performance mindset and designed to help you understand how your thoughts, attitudes and beliefs impact your actions and results. It's change management from the inside out. Whether stuck at the first level or experiencing new challenges at that next level, this interactive program combines real-world examples, tidbits of science and easy to apply concepts you can put into immediate action. You'll come away empowered and focused on your determined goals.

When asked, "How would you describe this program to a colleague or friend," attendees said:

"Makes you think about the changes you want to make, and gives you the 'how to make them' process."

"I learned to look beyond my comfort zone to make changes in my life."

"Motivational and eye opening for sure!"

"Great information for anyone wanting to take their career to the next level."

"One you don't want to miss!"

PROGRAM: The Engagement Experience

In today's competitive market, the question is increasingly being raised: how to be at the head of the pack in the markets of tomorrow? There's a huge opportunity to rise above your competitors and differentiate your business from the pack by improving the

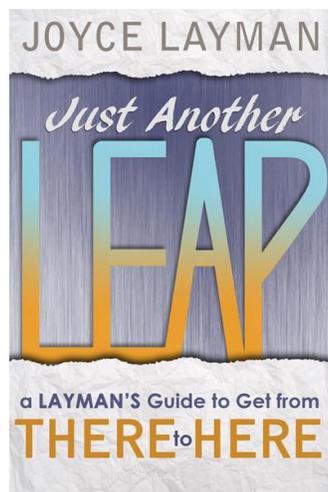
customer experience. To win and keep business in a competitive economy, you must not only meet customer expectations but also exceed them to stand out from the pack. According to a recent Gallup study, having a strategy that results in BOTH employee and customer engagement can result in triple digit performance improvements. It starts with individual peak performance which emanates from the mindsets, attitudes, and behaviors of anyone and everyone involved in the customer experience. Customer service is more than just a department, it's an entire culture.

Key Takeaways:

- How to motivate and engage customer service teams to deliver their best every time because they want to and can.
- Tactics to solve customer service challenges when things don't go as planned and how to stay focused on finding solutions.
- Strategies to differentiate yourself and your team from the competition by focusing on relationships and not transactions

Wearing business development, customer service and project management hats in my career gave me the gift to see what others can't and provide fresh solutions that create real results including helping a call center team increase closing percentages from 54% to 70% (we didn't talk sales).

HOW CAN I TAKE THESE CONCEPTS HOME WITH ME?



"Joyce Layman outlines the simple steps you can take to propel yourself to success. Being uncertain about the future and, more importantly, your ability to handle the approaching uncertainties and obstacles is normal. Convincing yourself to take the Leap is not...but it can and should be. Thanks, Joyce for showing us the way!

~ Harry Campbell, CEO Durrie Vision, and author of *Get-Real Leadership* and *Get-Real Culture*

**** Program content can be combined to meet your event's goals. ****

Creating a Connecting Advantage

Mindset and connecting: Joyce Layman knows that these are the two keys to reaching and then exceeding goals in business today. All the strategic planning, sales forecasts and tactical checklists won't do any good if you, your team and your business aren't bringing your A game to the table. A simple change in your thinking and a process with some specific tools can make the difference between good and great. And it starts long before you get in front of a potential client, referral partner or center of influence.

Joyce can teach you, your team how to truly connect and make your interactions have greater impact. This process can be learned and leveraged by anyone who wants to successfully navigate the corporate ladder, uses sales to drive their business, engage with their customers or expand their market presence. Attendees will walk away with a strategy to position their personal brand, increase influence and build lasting relationships.

In case you're wondering what sets the following topics apart? Typical networking programs only focus on what to do AT or AFTER an event or conference (business cards galore!). Using the unique views and tactics outlined in Your Connecting Advantage, attendees will learn a step-by-step process to connect with intention, create meaningful relationships and powerful results. Her content is current, relevant, and full of useful tactics for everyone from CEOs to people working their first jobs.

PROGRAM TOPICS INCLUDE:

The Networking Shift: If you think networking only happens at events, then its opportunities missed. This session shows you how to avoid the most common networking mistakes people make. You'll learn how to position yourself and/or your business to connect with intention and influence and become an invaluable asset to those around you. You'll also learn the latest technology hacks to help you maintain relationships in the digital age.

Strategic Social Media: Are you absent from the online conversation and need to get in the game? Or, are you wasting time doing the wrong things? If you want to connect effectively with peers, clients, and prospects today, you've got to get social. Social media is a powerful tool when used properly and provides the ability to build and enhance one's professional brand (and company brand) while strategically cultivating one's network in new ways. This program focuses on strategies and tactics to leverage the fastest growing communication channel in history.

Business Development in the Connection Economy: It's not about your products and services or how you're better than the last 10 companies that your prospect talked to. It's about them and their business. This program is designed to get attendees to think differently about business development. It starts with ways to differentiate yourself from your competition. You'll also clarify the types clients you best serve and learn tactics to generate business, faster, through trusted relationships.

When asked, "How would you describe these programs to a colleague or friend," participants said:

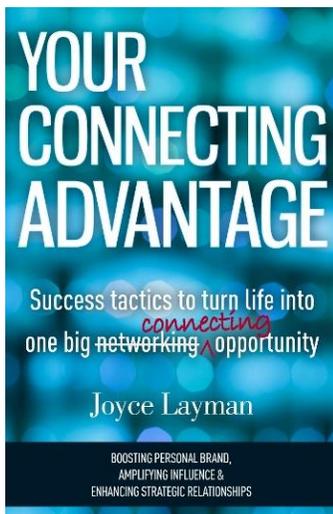
"If you're trying to create growth in business, you need to hear Joyce speak!!"

"It's like having Pandora's Box opened about connection."

"Joyce will give you new and fresh ideas on connecting with others for any reason."

Hosting a company event or conference? Joyce can help you maximize networking opportunities for your participants before, during and after the event.

WHAT'S THE BUZZ ALL ABOUT?



"I've often said that Joyce Layman is the greatest networker in the world. Meet her and you'll immediately understand why. Read *Your Connecting Advantage*, and you'll understand exactly *how*. Fantastic wisdom from which we can all benefit!"

~ **Bob Burg, co-author of *The Go-Giver* and author of *Endless Referrals***

"Think you can't combine current technology, networking and creating real business relationships? Think again. Joyce Layman shows you how to do that – and more – in *Your Connecting Advantage*. More than just another "how to network" tome, Joyce's latest book is a blueprint to connecting strategically, building a lasting network and creating lucrative relationships online and off. This book is your ticket to doing that for yourself...and in much less time than you are probably already spending."

~**Ray Robbins, Mannatech Co-Founder**

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