

introducing...



andy
hanselman

Not just **'inspiring'**, but inspiring **'to do ...'**

“Motivation, inspiration and eliciting peak performance are all elements of an Andy Hanselman presentation. His innovative and embracing style enabled our delegates to think in similar innovative and focused ways. This has resulted in him delivering exceptional performance.”

Paul Steel, Sales & Marketing Director, B Braun

impressing an audience is *not* an easy task!

been there...



done that...



seen that...



NEXT!

Organising conferences, seminars and events that enthuse, engage and entertain is a tough job. Finding the right speakers that keep your audience engaged, stimulated and interested (even awake!) can be even more difficult.

Andy Hanselman is a speaker who stimulates, motivates and inspires, and is guaranteed to ‘wow’ your audience with his fast paced, engaging and participative style.

Some speakers tell wonderful stories, great anecdotes and amusing tales. Some even provide thought-provoking ideas. But do these always lead to action?

Andy does tell great stories, anecdotes and tales and consistently provides thought-provoking ideas. But he does more. He motivates and inspires people ‘to do’.

If you’re looking for a speaker who can inspire people to take action and make a real difference in their organisation, then look no further.

“Andy Hanselman stormed the building with a lively and energetic presentation. Talk about dynamic!”

Paul Steel, Sales & Marketing Director, B Braun

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“ Andy has worked with our sales teams, senior managers and directors over the past few years in both UK and Ireland, and I would highly recommend him to any other organisation. His ability to personalise his sessions to what is required practically in a business today is quite unique. Each of his presentations captures his audience’s attention and allows each person to identify the potential within themselves.

Andy’s captivating delivery creates an environment of participation and enjoyment. Our company has benefited from his training and we look forward to working with him in the future. ”

Patrick Byrnes, Director of Sales, Ronseal UK & Ireland

“Andy’s presentations are awesome, interesting and always entertaining. Delegates picked up many ideas on how to maximise key customer relationships. Always an excellent presentation.”

Jennie Harnaman, Event Manager, Institute of Sales & Marketing Management

about **andy** hanselman



Andy Hanselman is a recognised expert in improving business competitiveness. His refreshing and insightful ‘take’ on how successful businesses win in this ever increasingly competitive world means he’s in demand as a speaker at business events, conferences, seminars and ‘in company’ sessions up and down the country.

Having presented to over fifteen thousand business leaders and decision makers, Andy is recognised for his humorous, pragmatic and down-to-earth approach. His stimulating, motivational and fast-paced, ‘no holds barred’ style offers audiences practical and real solutions to today’s business problems.

He’s funny, he’s challenging and he’s engaging. He leaves them not only ‘fired up’ and stimulated, but gives them ‘no-nonsense ‘stuff’ they can actually use in their businesses immediately.

“One of the best speakers I have ever heard.”
K Cooper, Managing Director, Pennine Tea and Coffee Company

what does **andy** actually do?



'keynote' speaking

Andy's central theme is customers – finding them, attracting them and keeping them. De-mystifying the jargon and blowing away the 'buzzwords', he offers a 'refreshing' look at the key ingredients to creating a truly competitive business. It means getting and staying ahead of the competition by daring to be different, having a total focus on creating 'devoted' customers, developing a team of committed, passionate and effective people and establishing a culture that inspires everyone in the business to make a real difference.

Andy offers an insight into how successful businesses do this. Not the latest 'fad' or hyped 'panacea' for business success, but proven techniques that help individuals challenge what they currently do, and identify ways of doing it better.

From short, sharp blitzes that can 'wow' an audience, to longer in depth interactive sessions that provide specific solutions, Andy's input is always refreshing, relevant and memorable!

what else does **andy** do?



‘chairing hosting sharing’

Andy works well with others, and regularly hosts and chairs events. He can work with your team to make sure you get what you want, that the right messages are conveyed, and that everything (and everyone!) stays focused, online, and on time!

This can typically include:

- ◆ Welcoming your audience and ‘hosting for the day’
- ◆ Linking your speakers, welcoming them and thanking them
- ◆ Interviewing guests and key personnel on stage
- ◆ Chairing panels
- ◆ Question and answer sessions
- ◆ ‘Warming’ your audience (and keeping them warm!)
- ◆ Audience participation sessions

From the concept to its close, Andy concentrates on ensuring it runs smoothly and professionally. He can add real value in the preparation, design, development and debrief as well as the delivery of your event.

“Andy has inspired and motivated staff at all levels of our organisation and thanks to him we are now truly unlocking the potential of our people.”

Gill Knight, Managing Partner, Atteys Solicitors

anything else?

‘facilitation’

From small departmental and management teams to whole organisations, and multi-group events, Andy can help facilitate your team build day, sales conference or strategic session. It’s about pace, it’s about involvement and it’s about engagement. Preparation and planning are key, but so is ‘thinking on his feet’, steering and co-ordinating the participants, and helping ‘deliver the goods’.

Examples of his work include a one-day ‘top team’ away day for a UK manufacturing business, a week of ‘in-house’ days for every employee of a forward thinking law firm and a two-day event for over 70 participants from a multitude of organisations working with a Government department.



“The mark of a great speaker is one who is genuinely interested in his audiences. Homing in on the challenges they face and the ‘motivational buttons’ to press at precisely the right time are just two of Andy’s fortes and we value enormously his contribution to our events programme each year. Andy has shown that he understands where his audience is and how to get it where it needs to be.”

Carole Beverley, Chief Executive, Entrepreneur’s Forum

what does **andy** talk about?

Here are three examples of Andy’s Keynote conference presentations:

Compete or Get Beat!

In today’s scenario of ever increasing competition, Andy offers an insight into how successful businesses win. Welcome to the world of leadership at every level, the never ending push to create true competitive advantage by being ‘dramatically different’, a passion for delighting customers and creating a positive and winning culture that creates sustainable competitive advantage. It’s a stimulating, fast-paced journey of successful business development with the promise of real actions and practical solutions along the way.

Typical audience?

Business owners, leaders, senior managers and key decision makers.

Creating ‘Devoted’ Customers

Customers are becoming more promiscuous. Their expectations are rising and they’re becoming more demanding. Find out how the world’s leading customer-focused businesses are revolutionising their approach in a shifting world of ever increasing customer control. It’s about developing a total focus on customers, of anticipating and stimulating customer’s needs and embedding a passion to go the extra mile for customers throughout the business. As well as challenging them to question their own approach to customers and to identify their barriers to great customer service, Andy will fire the audience up with ideas and techniques to help them create ‘devoted’ customers’.

Typical audience?

Business leaders, senior managers, sales and marketing teams, customer support staff, and any one with responsibility for customers.

Winning With Leadership

People really are an organisation’s biggest asset and source of competitive advantage. It’s those that are creating stimulating, participative and challenging workplaces that are maximising this. Successful leaders motivate and inspire their people, they develop a positive and supportive culture, they make things happen and produce results beyond expectations. Andy highlights the key attributes of inspirational leadership and helps identify the steps needed to revolutionise people performance, leaving the audience stimulated and inspired ready to pass this onto others.

Typical audience?

Business leaders, senior managers, team leaders, and any one with responsibility for managing people.

“Always very focused, always very motivation, always very practical.”

David Sewell, Chief Executive, Independent Print Industry Association

other topics that **andy** speaks on include:

Maximising Your Marketing Effectiveness

A practical guide to more effective marketing.

Creating A Culture That ‘Works’- Valuing Our Values

An insight to how winning companies create and sustain a culture that gives real competitive advantage.

Creating More Customers

How to develop a proactive approach to sales generation.

Maximising Customer Relationships

Forget CRM, think MCR – Giving the best to, and getting the best from existing customers.

Creating Sanity In Our Business

A profit improvement session based on the notion of ‘Turnover is Vanity, Profit is Sanity’.

Removing The Sales Prevention Officer

A light-hearted, but challenging seminar on customer service.

Andy doesn’t work from scripts and has no ‘fixed’ presentations. He’ll design and deliver a presentation that suits your needs. All you need to do is tell him your key ‘competitiveness issues’ and he’ll ‘deliver the goods’.

“A stimulating and enthusiastic way of presenting ‘standard’ marketing theory and activity.
The best I have every come across - REMARKABLE!”

Patricia Bint, Practice Manager, Watson Esam

when to use **andy**

Use Andy when...

- ▶ You want to “fire up” your audience.
- ▶ Your conference needs energy and passion.
- ▶ Your team need “challenging” or “stimulating”.
- ▶ You want to create debate and discussion.
- ▶ Your audience need practical ideas and realism.
- ▶ You are looking to “entertain” your audience and “add value” too.
- ▶ It’s important your conference or event has real lessons for people to take away.
- ▶ You want to reinforce key corporate messages.
- ▶ You want some “light relief” after a hard day.
- ▶ Your people would benefit from some “fresh thinking”.
- ▶ Your previous events have been “a bit dull”.
- ▶ Your previous events have been exciting and you want to maintain the standard.
- ▶ You want an alternative to “academic theories” and “management jargon”.
- ▶ You’d like serious messages with humour, energy and pragmatism.
- ▶ You want people to leave energised, stimulated and smiling!

who has **andy** worked with?



department for
education and skills



THE ACADEMY FOR CHIEF EXECUTIVES

“Winners take action... not just notes.”

Andy Hanselman, Andy Hanselman Consulting

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