



STEVEN
GAFFNEY
COMPANY

Steven Gaffney's
**KEYNOTE
TOPICS**



All topics are available by Virtual Livecast Hybrid™ or in person as a speech or seminar. Contact us at stevengaffney.com/contact/.

Getting to the Honest Truth

The most important communication strategy to boost teamwork, increase trust, build remarkable relationships, and get things done!

How much of your organization's productivity, efficiency, and collaboration is affected due to unspoken communication? How much time and money does it cost your organization by not having honest and open dialogues?

Based on more than a decade of research, you can discover:

- How to get others to tell the truth
- How to eliminate fear so that people are honest and open with you
- How to prevent misunderstandings
- How to receive and give feedback
- How to manage expectations
- How to build trust with anyone
- How to recognize and resolve small issues before they become gigantic problems
- How to avoid being blindsided by eliciting open communication

Be A Change Champion

Master momentum: How to sustain the boom and avoid the bust of change.

Research has shown that the majority of changes attempted within an organization fail due to the execution of the change rather than the planning of it. Why? Because there is a foundational gap in resources and knowledge about how to generate and maintain the momentum surrounding a new initiative.

Leaders will learn how to:

- Determine and implement the most critical keys to lead through any change initiative
- Successfully keep up momentum, motivation, and morale during changes
- Overcome objections and resistance and convert them into opportunities
- Become a major strategic partner who affects change in your organization by learning to connect with others and be more impactful

The Fish Isn't Sick...The Water Is Dirty

How to keep communication 'waters' clean to increase collaboration, boost teamwork, and build remarkable relationships.

Lack of open, honest communication is at the root of 80 percent of problems at work.

Upwards of 75 percent of employees who leave their jobs do so because of communication issues and relationship issues with their boss—not money.

Even more startling is that 91 percent of people admit to lying regularly; and the number-one reason they lie is fear.

The key question is: What is this costing you in lost productivity, profitability, and missed new business opportunities?

Avoid the common downfalls by fixing conflict early:

- Say the difficult things you did not know how to say
- Effectively deliver bad news
- Get others to make and keep their commitments
- Increase teamwork and collaboration with anyone
- Resolve the complaining and negativity you receive on a daily basis

Inspiring Excellence

Lead and motivate today's workforce.

We are all leaders regardless of the title we have been assigned or our level in an organization.

We lead our staff, bosses, co-workers, clients, and even our family and friends. We lead all day long, consciously or subconsciously.

The question is, what are we leading people to do?

This ground-breaking, highly interactive seminar will dramatically improve teamwork, loyalty, trust, and morale. It can teach anyone how to develop a proactive, energetic, and entrepreneurial environment that will motivate people to excel beyond their personal and organizational expectations.

- The Seven Leadership Checkpoints in difficult times
- The “10 Crucial Questions Test” to determine the likelihood of having an honesty problem
- Three keys to decide how often you need to follow up
- What to do when people have lost trust—and the crucial technique to regain
- The critical strategy to developing free-flow honest feedback and five techniques to implement it
- The fundamental flaw in how we assess people... and how to do it better
- Seven benefits that drive human behavior

Influencing With or Without Authority

Honest persuasion strategies that make things happen—internally and externally.

People often think influencing and selling means manipulating people into doing things they do not want to do. Those who think this way usually lack the ability to sell ideas and influence their clients and other people within their organization.

This seminar provides strategies and techniques that can be used both within your organization and externally with customers, vendors, and other organizations:

- Build sincere relationships, which is essential to influencing anyone in a non-manipulative manner.
- Influence so that ideas, requests, and initiatives are accepted internally and externally
- Implement powerful, non-manipulative strategies and techniques to understand, influence, and persuade others to achieve goals and objectives
- Become a major strategic partner who affects change in your organization
- Convert objections and resistance into opportunities

2 Hour and 18 Minute Strategy

Increase the overall effectiveness of your organization in 2 hours and 18 minutes.

There is no longer time for seeking perfection on every idea or initiative before taking action. Who moves on an idea first, wins.

Learn our proprietary process to convert an organizational issue or idea into an executable plan in 2 hour and 18 minutes.

- Resolve lengthy meetings and discussions and preventing repetitive conversations
- Manage resistance, passive aggressiveness, and other obstacles to implementation
- Guide each individual to understand priorities so he or she can proactively get things done
- Teach groups to value progress over perfection so projects are done efficiently
- Introduce ideas and plans persuasively in a 20-minute presentation
- Achieve unanimous group consensus without watering down great solutions

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