



# Susan Armstrong

International Speaker, Talent Development Consultant, and Author  
of Confidence For Life

*Motivating, Engaging, and Inspiring Results Through Your Most  
Important Asset—Your People*



## The key to your success in the competitive world of 21<sup>st</sup> century business is sitting right outside your door: your employees.

Regularly featured in the media, having transcended her own life of homelessness, Susan has established a reputation with many of the World's best-known companies and brands for "lighting a fire" of confidence, purpose and high achievement amongst their leaders and employees.

Focusing on the power of Confidence, Emotional Intelligence, Trust and Interpersonal Skills (CETI), Susan Armstrong is a Leading Authority in Leadership, Employee Engagement and improving the Employee Experience. Today, Susan works with household names such as GlaxoSmithKline, Johnson & Johnson, and Bloomberg to teach leaders at all levels how to harness the power of CETI to become more authentic, and develop the skills to engage, motivate and inspire exceptional performance in their most important asset – their people. A sought after keynote speaker at global events, Susan is a partner with SHRM, author of Confidence for Life and has recently been named Faculty of the Year with a partner Educational Organization.

Susan provides keynote speaking and leadership development services to global organizations and governments, speaking in over 60 countries on 6 continents over the last 20+ years. She does this in her own down-to-earth, storytelling, and entertaining way, inspiring countless individuals across the globe.

Susan splits her time between Toronto, Canada, London, UK, and Dubai, UAE.

### TOPICS

#### **Are You CETI-sfying Your Leaders? The Secret to Effective Leadership at any Level**

We know that employee motivation and engagement is central to our profitability. Younger generations are asking for a different type of leadership – more authentic and transparent. We need to become, and develop leaders who can meet these challenges. This means developing CETI—within ourselves and our leaders—Confidence, Emotional Intelligence, Trust and Interpersonal Skills. These are the skills of a modern leader, an authentic leader, and what will motivate and engage people to achieve outstanding results.

#### **Total Intelligence: Developing Emotional Intelligence in the Workplace**

Your cognitive abilities are no longer enough to ensure your success in today's world. As 'Artificial Intelligence' becomes more predominant, what skills do we need to develop to stay ahead and ensure we continue to be marketable in the future?

The skills of the future, of your future, are the ones required for people management, influence, and motivation. Learn how to use the skills of 'Emotional Intelligence' to influence, persuade and get ahead!



**"Sue, you have enormous power, light, and the ability to inspire and uplift others. You are wonderful."**

*Barbara De Angelis Ph.D.*

*#1 New York Times*

*Bestselling author*

**For booking details, please contact Sally Melnyk:**

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*Barbara De Angelis Ph.D. , #1 New York Times Bestselling author*

"I've heard many speakers over the years. Still Sue Armstrong stands out with a riveting story, a powerful delivery and an exceptional ability. She's a truly inspiring speaker with a message that no one will ever forget."

*Speakers Gold*

"I owe you so much. Seriously. You are great at what you do and you lit a fire inside me. Thanks for everything!"

*President, Canada Goose Intl.*

"I highly recommend Susan Armstrong for your next event. You are missing out if you don't!"

*Sr. Mgr. Johnson & Johnson*

Susan Armstrong has a tremendous gift in the development of people... She also has a way of interacting with people that is remarkable. She is all at once alluring, focused, funny, kind, and commanding. In a word – riveting. When she takes the 'stage', everyone pays attention. Not only that, but they actually learn something too! Sue is the best at what she does. Hands down."

*Manager, McKesson*

Susan, bravo! What a great/ awesome session with million-dollar information and very well presented! You are great!

*Founder, Women in Wisdom*

Watching Susan speak is like watching an artist paint—magic!

*Head of L&D, Franks International*

We love Miss Susan. She is old and has a lot of life experience. We learned a lot.

*Participant, Ma'aden Mining*



## Personal Algorithms; Re-writing Your Code for Success

"If you can believe it, you can achieve it." This statement holds true in both positive and negative ways. The power of belief influences our success and failure, making our lives a reflection of our most dominant thoughts.

In this inspirational and educational session, we will explore a case study that highlights the impact of subconscious beliefs on our success and desires. Through a combination of scientific insights and practical activities, we will examine how our internal thought patterns shape our external reality and learn how to rewrite these subconscious algorithms that stand in our way of success.

Whether you seek success, peace, happiness, love, or friendship, what you project internally will manifest externally. By transforming your inner world, you can change how the external world responds to you.

## Leading the Next Generation: Unlocking the Secrets to Modern Leadership

This session will explore how traditional workplace expectations have evolved and highlight strategies for attracting and retaining the "first global generation", Gen Z, which will make up 27% of the workforce by 2025.

By understanding and addressing the unique needs and values of new generations, leaders can create a more dynamic, productive, and successful organization that thrives in a rapidly changing world. It is no longer just about the paycheck.

You will leave with new insights on why transparency and authenticity are the new requirements in modern leadership and what employees today expect from their leaders including how to meet the needs of multiple generations.

## The Silent Condition Killing Organizations

Is your organization 'Customer-Centric' or 'Manager-Centric'? The silent condition that is killing organizations is not lack of customers, or problems with products or services. It is the undetected condition of being manager-centric instead of customer-centric; and it happens without anyone realizing it. This experiential session is designed for leaders at all levels to begin to understand how a manager-centric culture forms and how you, as leaders, can shift to a customer-centric culture and become more profitable as an organization.

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