

Speaker Kit 2024

**MICHELLE  
PASCOE**



Book Michelle today - [michelle@michellepascoe.com](mailto:michelle@michellepascoe.com)



***A speaker to inspire, excite  
and ignite the potential in  
your team.***

### **ABOUT MICHELLE**

From a Turkey farm in rural NSW to a successful Certified Professional Speaker (CSP), Accredited Trainer, author and podcast host, Michelle's learned experiences, deep understanding of what it takes to succeed, and unique skill set have equipped her to become a dynamic presenter and engaging storyteller. She has been featured in top publications such as CEO Magazine and The Daily Telegraph, has provided expert opinions for Nova 96.9 Sydney and KIIS 1065 Sydney, and presented at global events across multiple industries. After thirty years in business, Michelle is just as passionate about the customer experience as she has ever been and is excited to showcase her expertise and share her stories at your next event.

## TRANSFORMING HOSPITALITY WITH PASSION, EXPERTISE, AND OOPS!

Michelle lives and breathes customer service, mystery shopping and team motivation. As a leading customer experience expert in the Registered Club industry, Michelle is a “must-have” for any hospitality venue looking to build a profitable business through human connection, create a positive workplace culture, effectively lead a multigenerational team and provide an exceptional customer service experience for their guests.

Michelle’s passion for workplace training and the customer experience was sparked after a particularly challenging job interview in her 30’s. Determined to provide for a young family on her own terms, Michelle created her own company, Optimum Operating Procedures and Services (OOPS). She put years into cold calls, door-to-door sales pitches and impromptu training sessions - until a chance meeting with a friend led Michelle to train her first frontline team in a Registered Club. After seeing the impact her words and experiences had on the team members in that room, Michelle knew she had found her calling. Thirty years on, OOPS is one of Australia’s most respected training and research companies and serves to empower frontline and leadership teams throughout the Registered Club and broader hospitality industry.



## MICHELLE'S KEYNOTE PRESENTATIONS

- **From Boomers to Gen Z:** Unleashing the Power of Diversity in the Modern Workplace
- **Rising from Buddy to Boss:** Navigating Challenges and Unlocking Your True Potential
- **Beyond Today’s Market:** Future-Proofing Your Business Through Diverse Customer Connections
- **Breaking Stereotypes:** Reshaping Industry Standards for Enduring Brand Influence
- **Redefining Success:** Empowering Women in Business and the Workplace

## KEYNOTE PRESENTATION

### FROM BOOMERS TO GEN Z Unleashing the Power of Diversity in the Modern Workplace



In a time where varied expectations, viewpoints, and work habits come together, the challenge of connecting, engaging, and leading a multi-generational team toward unity is significant.

This keynote presentation offers practical insights and real-life examples for transforming the way you approach leadership in a multi-generational context to effectively meet the unique expectations of employees from each generation.

Drawing upon her three decades of experience and dedicated research in customer experience and service delivery, Michelle will encourage you to rethink your organisational culture and devise strategies that embrace generational diversity – fostering unity and consistently delivering excellent service experiences.

#### YOUR AUDIENCE WILL LEARN

- Effective leadership approaches to unite and engage a diverse workforce
- Strategies to unlock the strengths and potential of a multi-generational team and leverage the unique attributes of each generation for enhanced productivity.
- Practical methods to equip your teams with the skills and insights needed to consistently deliver superior service experiences tailored to the preferences of each generation.
- Insights into the importance of cultural awareness in the workplace, creating an environment that not only embraces but celebrates generational diversity.

Embarking on the journey from frontline to management is a coveted role for many, yet it often leaves individuals feeling "caught in the middle". Former peers may scrutinise every move, expecting favouritism, while senior managers closely monitor without the promised support.

This keynote presentation delves into the nuances of this transition, emphasising the importance of developing caring and intentional leadership skills from day one. Learn to take control of your leadership journey, shaping the life you desire in your newfound role and setting meaningful goals that align with your life's purpose.

Join Michelle for an engaging insight into seizing opportunities, stepping up with confidence, and framing yourself as a leader rather than just a boss.

### **YOUR AUDIENCE WILL LEARN**

- Strategies to uncover and maximise your untapped abilities, unlocking your true potential as an inspiring leader, fostering respect and influence.
- The distinction between being a "boss" and a true leader, creating a positive and collaborative work environment.
- How to navigate the challenges of a competitive workplace by developing self-advocacy skills, ensuring your contributions are recognised.
- Practical insights on intentionally developing your leadership skills, emphasising care, empathy, and strategic decision-making in your managerial role.

## **KEYNOTE PRESENTATION**

### **RISING FROM BUDDY TO BOSS Navigating Challenges and Unlocking Your True Potential**



## KEYNOTE PRESENTATION

### BEYOND TODAY'S MARKET Future-Proofing Your Business Through Diverse Customer Connections



In today's hyper-connected world, every touchpoint in your business is an opportunity to build trust, loyalty, and advocacy. By mastering the art of managing expectations and delivering exceptional experiences, businesses can cultivate meaningful customer relationships that endure the test of time.

This keynote presentation delves deep into the intricacies of the customer journey; gathering customer "intelligence", identifying and addressing friction points, the importance of a robust marketing strategy, and the effective measurement and evaluation of success.

Drawing on over three decades of experience and dedicated research in customer experience and service delivery, Michelle will provide the foundational building blocks to redefine the art of customer service in your business and keep guests coming back time and again.

#### YOUR AUDIENCE WILL LEARN

- Strategies for gathering valuable insights into customer preferences, expectations, and feedback, to drive informed decision-making and enhance the overall guest experience.
- The critical role of a well-crafted marketing strategy in attracting and retaining guests.
- The unique needs and expectations of your customers spanning six diverse generations.
- How to enhance guest loyalty through personalised experiences and exceptional service.

In the intricate landscape of brand perception, memories act as the bridge between our past experiences and the present, with our five emotion centres triggered by even the smallest stimuli. As architects of the brand experience and creators of lasting memories, it's paramount to forge a profound connection between intellect and emotion, and enable your customers to not just witness emotions but to truly feel them.

This keynote presentation takes a deep dive into brand audits, competitor analysis, owning your brand, breaking industry stereotypes, and thriving in a landscape hungry for innovation and authenticity.

Establishing her training and research company in 1994, Michelle is well-placed to share her secrets to brand success and how to ensure that your business stands out for all the right reasons.

## YOUR AUDIENCE WILL LEARN

- The significance of conducting a comprehensive brand audit to assess the current emotional resonance of your brand.
- Actionable steps to align your brand with emotional triggers and create a more profound connection with your customer, building trust and forging long-lasting relationships.
- How to leverage competitor insights to position your brand uniquely and stand out in the market.
- Key strategies to ensure your brand is positively distinct, breaking free from stereotypes and leaving a lasting and favourable impression on your customer.

## KEYNOTE PRESENTATION

### BREAKING STEREOTYPES Reshaping Industry Standards for Enduring Brand Influence



## KEYNOTE PRESENTATION

### REDEFINING SUCCESS Empowering Women in Business and the Workplace



Are you a woman navigating the challenges of business ownership or the workforce, feeling the need to reassess your direction?

This keynote presentation dives into your inner thoughts, prompting a reflection on your beliefs and the potential that lies within you. Invest in your future as you immerse yourself in this presentation, where you'll identify your unique qualities and gain inspiration for personal and professional success.

As a successful business founder and owner with three decades of experience, Michelle shares her insights using the "Handbag of Life" metaphor as a support capsule. Her infectious energy and relatable anecdotes, drawn from her roles as a daughter, mother, grandmother, and entrepreneur, will leave you feeling inspired and empowered to take charge of your future.

#### YOUR AUDIENCE WILL LEARN

- How to identify and leverage your unique qualities as a catalyst for positive change; exploring your inner thoughts, beliefs, and aspirations as a woman.
- Strategies for navigating challenges and seizing new opportunities, while staying adaptable and resilient in the face of change.
- The importance of celebrating your achievements as a woman, fostering a positive mindset and sense of empowerment.
- Actionable tips and strategies to empower yourself, both personally and professionally, for ongoing success and fulfillment.

## TESTIMONIALS

“Michelle’s style at the G2E in Las Vegas was engaging, content rich and funny. I would certainly recommend Michelle as a highly motivated and professional speaker to anyone who would like to have their organisation focus on intergenerational business, leadership, team retention and customer growth. She had the audience in the palm of her hand.”

**Ann Simmons Nicholson, CEO - Simmons Group**

“Michelle is an engaging presenter and a brilliant storyteller. She was able to seamlessly connect and build rapport with the audience by sharing her personal experiences with the group. She has many years of experience consulting with organisations on employee engagement and hence was able to bring an external perspective to the panel discussion.”

**Shumaila Ali, AHRI - NSW Talent Acquisition & Engagement Forum**

"The feedback for both seminars and the lunch for the 2022 Australasian Gaming Expo (AGE) held at the ICC, Sydney has been fabulous, and I credit much of that to your facilitation of those events. It was a relief knowing that you were there to manage both the sessions, panels and lunch speakers as the MC and Moderator. Thank you."

**Sabina Ziolkowski, Manager Operations & Marketing - Gaming Technologies Association**



## BEYOND THE STAGE

Michelle likes to serve you and your clients both on and off the stage.

Before the event, Michelle will work with you to get to know your business and the goals you're trying to achieve, and tailor her session to help you to exceed expectations.

Michelle will spend time with your group after her session to connect with people individually and answer any questions, as well as providing additional applicable resources to your delegates to ensure that the presentation lasts much longer than the day.

Michelle's goal is to provide both you and your delegates with an experience that is impactful and provides you a massive return on investment.





## AUDIO-VISUAL REQUIREMENTS

In order to ensure that Michelle can deliver the best keynote or presentation possible there are some key things that she'll need:

1. Wireless lapel microphone where possible
2. Michelle likes to walk and engage with her audience so a wireless mic will help her to perform at her best
3. Projector & clicker. Michelle will run off her own laptop
4. If the session is a workshop then a flipchart, pens or a whiteboard
5. If on a panel discussion then a chair and a glass of water
6. Water on a speaker's table for all types of events
7. Please let Michelle know if the room will be set up in lecture, classroom or cabaret style



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### MICHELLE'S BOOKS

**The VIP Principle: Discover How Guest Experiences Drive Long Term Growth**

**Igniting Potential: No Challenge Too Hard**

### MICHELLE'S PODCAST

**The Michelle Pascoe Hospitality Podcast**

A must-listen for those in the Hospitality industry looking to create unforgettable guest experiences that will ignite the potential in their team and turn their guests into advocates.

## MICHELLE HAS ALSO BEEN FEATURED IN



BUSINESS WOMEN'S AWARDS



The Daily Telegraph





## **LOGISTICS & BOOKING INFORMATION**

Michelle travels from Mittagong, NSW in Australia.

### **Check availability**

Email [sarah@michellepascoe.com](mailto:sarah@michellepascoe.com) to connect and check date availability.

### **Request a proposal**

After a conversation with Michelle, you will receive a proposal for your engagement covering speakers fees and travel expenses.

### **Approval**

The date is confirmed, a deposit paid and a contract issued to secure your date.

### **Before the event**

Michelle will provide assistance promoting your event through her social media channels. She can also create a 'teaser video' that you can send to your event delegates. We will connect to discuss any finer details and event goals. Michelle's team will manage all travel and logistics to save you time and hassle.

### **After the event**

Michelle will connect with you for an event debrief and share any relevant resources for your delegates.