



Keynote

How to Unleash the Power of the *Exceptional YOU*

Lessons Learned from Pounding the Ivories

Looking for a keynote to grab their attention, change their paradigms, and inspire them to high performance—even in challenging markets? Here it is—and it's highly entertaining, as well. In this uplifting, motivating, and fast-paced keynote, Carla Cross uses her pianistic skills to demonstrate the secrets of peak performance she learned from the time she first crawled upon the piano bench at age 4—and started playing tunes. No, this isn't a recital. It's a motivational presentation, where Carla uses the piano as the medium to help her audiences grasp performance principles and apply them to their businesses to uncover their hidden or forgotten talents, and how to 'exploit' them in their profession today.

Critical today: How to re-instill in real estate professionals their belief in themselves to be exceptional (the market can de-motivate and de-inspire even the most dedicated pro in a month!). This presentation provides the skills to motivate, inspire, and get back to work with uncommon focus.

During the presentation: Carla actually teaches someone to play the piano (in about 30 seconds) so well that the audience gives a standing ovation to the 'new' pianist! She involves the audience, too, to demonstrate the synergistic power of the team. How inspiring, how motivating, and how team building!

Throughout her musical career, which spanned 3 decades, Carla was coached by the best—and became a highly regarded performer and performance coach. (She earned a bachelor's degree in piano performance and an M.A. in music). She knows how to help her audiences crash through their barriers to get that performance they sense is somewhere inside—locked, and maybe even forgotten! What a great message for challenging real estate markets.

Your presenter, Carla Cross, has an illustrious background in real estate sales and management. She credits her background as a top musical performer for her exceptional sales and management records.

In this keynote:

- ◆ The three insidious barriers to peak performance—and how to crash through those barriers
- ◆ How to banish call reluctance and gain exceptional tenacity of purpose
- ◆ How to gain focus and single-minded purpose
- ◆ How to create unassailable inner confidence in your ability to try something new—and keep going to *mastery*
- ◆ The 'fuel' you need to keep going and persevere in a challenging market
- ◆ The science of goal attainment: The 6 points you need in your life to attain your goals
- ◆ Keys to building your motivation so high *you can't stop* until you reach your goal
- ◆ Creating the teamwork you need for highest goal attainment

Don't let your next sales rally or awards ceremony be 'more of the same'. This keynote gets them on their feet and inspires them to really be everything they were meant to be.

Needed on site: A piano

Time Frame: 45 minutes to 1-1/2 hours

