

## **Introduction for Bernadette McClelland**

Being strong and resilient is not enough in today's environment of constant change and uncertainty. We need to move beyond resilience to a place of 'absolute certainty'. When your teams, your leaders and your businesses have absolute certainty, sales increase, margins improve, leadership is strengthened, and businesses grow.

Today, you will be hearing ideas, messages and how to's that will fuel your desire to willingly invite more uncertainty into your world so you can cope better with both chaos and calm.

Keynote speaker, Bernadette McClelland has not only written a number of books, her bestseller being *'The Art of Commercial Conversations'*, she has spent her life in and around sales teams, leaders and business owners, helping build cultures that are based on momentum and growth.

An Irish heritage, a native of New Zealand and a citizen of Australia, Bernadette McClelland is also a proud mum, a devoted wife and a true fighter.

Please welcome Bernadette McClelland.