

# BERNADETTE MCCLELLAND

Disruption and Business Growth Expert!

## DELIBERATE DISRUPTION

HOW TO SELF-DISRUPT  
NOT SELF-DESTRUCT!



### THE GAME MIGHT BE THE SAME BUT THE RULES HAVE CHANGED!

In today's rapidly changing environment, whether it be the introduction of AI, the restructuring of job roles or the loss of revenue, if you don't disrupt yourself first, then someone or something else will do it for you.

Disrupting the status quo creates the most powerful leaders in the world... because when they speak, they speak from the wisdom of experience.

The learnings and W.I.S.D.O.M. Principles Bernadette shares in this keynote [*Wisdom. Identity. Strategy. Decision. Ownership and Mental Readiness*] through her poignant messages and stories, will reshape your direction, build your business and fully amplify your impact and levels of fulfilment.

The outcome?

Transformed businesses, changed lives, mindsets shifted, and deeply felt experiences.

### A UNIQUE APPROACH

#### Australian! Female! Humorous! Compelling!

She landed million-dollar deals in **Corporate Australia** and influenced the **US Government** to recognize her in the **top 1% of Sales Leaders, globally**.

**Harvard** ratified her as one of their MBA sales coaches, her IP has been tested with the **Nasdaq Entrepreneurial Centre** and **Colorado's Global Landing Pad** has leveraged her mentorship.

**Tony Robbins** referred to her as a *'superstar'* and **Brian Tracy** has endorsed two of her books on sales leadership. Hire Bernadette as your next Sales Kick Off or Association Conference Speaker. today!

### KEY TAKEAWAYS AND HIGHLIGHTS

- ✓ **Practical Mindset Shifts** - You won't just hear about disruption as an abstract concept - you'll experience it through *actionable mental prompts* that you can immediately reference on a daily basis.
- ✓ **Empowerment Through Active Participation** - Going beyond storytelling, you will not only understand the six principles of deliberate disruption, you'll identify your unique *'Million Dollar Question'* - equipping and energizing you to become a 'deliberate disruptor' in your own world.
- ✓ **Tailored Strategies for Tomorrow's Challenges** - In this era of turbulence yesterday's strategies may no longer work. Drawing from Bernadette's personal journey of bedridden and bankrupt to back in the game, identify the *#1 key decision* you need to make to disrupt yourself and keep one step ahead. More importantly, learn how!

### RAVE REVIEWS

"Our audience always walks away energized and ready to act." Jeb Blount, Co-Partner, OUTBOUND Global Sales Conference

"Bernadette McClelland is one of our most respected speakers on this theme." Warren Steinicke, State Director - VIC, The CEO Institute

"I wasn't planning to sit through the session, but Bernadette captivated me." Madhavan P, Vice President, TATA Teleservices, New Delhi, India