

BERNADETTE MCCLELLAND

Disruption and Business Growth Expert!

DELIBERATE DISRUPTION

Ditch the STATUS QUO
Switch to STATUS GO!



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

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*] will reshape your direction, fully amplifying your impact and levels of fulfilment.

The outcome? Transformed businesses, changed lives, shifted mindsets, 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.

In an environment of accelerated mental health challenges, top talent turnover and reduced market share, Bernadette McClelland is your #1 choice to inspire and challenge your audience to shift and disrupt their thinking and fully embrace **STATUS GO!**

KEY TAKEAWAYS

- ✔ **Tailored Strategies for Tomorrow's Challenges:** In a rapidly changing world, drawing on Bernadette's journey from bankrupt to breakthrough, the message is clear: *The future belongs to those ready to disrupt their narratives, those who are proactive and not reactive.* Whether that disruption is AI, restructures, digital transformation or lost revenue, if you don't disrupt yourself, someone or something else will.
- ✔ **Practical Mindset Shifts:** You won't just hear about transformation as an abstract concept, you'll experience it through actionable mental prompts you can immediately reference daily.
- ✔ **Empowerment through Active Participation:** Going beyond storytelling, you will not only understand the principles of deliberate disruption you'll also feel the impact; equipping and energizing yourself to become a deliberate disruptor in your own environment.

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*