

BERNADETTE MCCLELLAND

Sales Leadership and Business Growth Expert!

DELIBERATE DISRUPTION

INTENTIONAL LEADERSHIP
TRANSFORMATIVE RESULTS



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 having been bedridden, bankrupt and back in the game by leaning into the principles of DELIBERATE DISRUPTION.

Her stories will shift and disrupt your thinking before someone or something else does!

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

KEY TAKEAWAYS

In a world where change is the only constant, **'DELIBERATE DISRUPTION'** isn't just a concept, it's a strategic imperative. This keynote will unravel the transformative power of intentional change, guiding CEOs and sales leaders through the following principles:

- ✔ **Embrace Deliberate Disruption** - Initiate change proactively to drive market innovation.
- ✔ **Cultivate Antifragility** - Go beyond resilience and view challenges as growth opportunities to thrive in uncertainty.
- ✔ **Harness Collective Wisdom** - Utilize 'who' not 'how' to unlock collaboration and success.
- ✔ **Make Decisive Decisions** - Commit to choices boldly and trust your intuition to lead.
- ✔ **Invest in Identity and Ownership** - Lead with a clear sense of self and full accountability.

