

SPEAKER KIT

Caroline Kennedy

Author, Business Leader, Mentor & Professional Speaker



About caroline

From humble beginnings growing up in adversity, to accomplished corporate CEO, author, award winning businesswoman, entrepreneur, keynote speaker, and adviser to businesses. Caroline Kennedy is a powerful inspiration to business owners around the world.

Caroline was formally recognised twice by the Telstra Business Women's Awards for her achievements in business.

Caroline is an engaging and passionate speaker who can connect with a room of any sized audience. She places a high importance on being able to speak from the heart with complete authenticity and authority.

As a speaker and writer Caroline Kennedy is different because of her fresh, straight talking authentic delivery. Caroline is passionate about sharing her journey from homeless teenager, to a high profile CEO. As an Irish woman she has a natural charm which leaves her audiences wanting more.

Caroline is in her element sharing her knowledge and expertise to help people and businesses grow and develop. She is in her element speaking about promoting women in business or sharing how to become a CEO. She loves sharing her insights into customer loyalty or employee engagement and running workshops.

As a high profile female CEO, and a finalist in the Telstra business women's awards. Caroline is in demand to speak on topics, including, women in business, confidence, leadership, resilience and courage, and people and culture.

These days, Caroline is also known as 'The Honest CEO'. Her podcast The Honest CEO is very popular. Caroline's business Virtual Executive teaches small business, and SMEs (small to medium enterprises), how to build solid "Thriving" Businesses.

Her success goes beyond understanding the highs and lows of leading multi-million dollar businesses. She draws on her challenging life experiences. Including her post graduate qualification in business administration. How she built a start-up and sold it profitable three years later. And how she operated in many different industries, leading large and small businesses. From a \$55 million wholesale business to companies that exceed 9 figures in turnover.

Her varied experience allows her to drill into the essence of business success. Her strength is achieving transformational change, through driving a strong vision and strategy. Delivering outcomes and results for businesses in a variety of industries.

Caroline is no stranger to traditional media. She's conducted radio interviews, and featured in many Australian newspapers and magazines.





KEYNOTES

What Glass Ceiling?

The secrets to going from challenged teenager to high performing CEO! Caroline was born in Ireland, and at the age of 13, her parents immigrated to Australia. She grew up with a severely alcoholic mother. One of her earliest memories, when she was only 7, is the kitchen nearly burning down, and having to deal with that while her mother was unconscious. The eldest of three siblings, she looked after the family from a young age. At school, Caroline struggled to fit in. At 16 Caroline ended up in a youth hostel. This saved Caroline's life. Caroline vowed that she would never end up like her mother, and fought mediocrity her whole life. She doesn't believe in the "glass ceiling" keeping women from top jobs. In this inspirational presentation, Caroline shares her tips on what it takes to build a c-suite career and developing a highly successful business.

Confidence, Leadership, Resilience and Courage

As a woman who led in male dominated industries, Caroline is passionate about creating pathways for women leaders to step up, take a seat at the table and own it. Caroline draws on her experience of overcoming adversity, her diverse background in business and mentoring to harness the essence of being a confident, courageous and resilient leader who is both decisive and determined to lead with passion and purpose. Leaders with confidence, courage and resilience can make and stand behind difficult decisions, and they thrive under pressure. In this keynote, Caroline shares her insights from mentoring leaders, teams and groups within organisations. Resulting in improved engagement, empowered leadership, fostering collaboration, encouraging innovation, promoting accountability, resulting in a 'culture of courage' for improved performance and results.

Leadership – be the leader your team deserves

Caroline delivers a compelling keynote which outlines the key differences between leadership and management. No matter what the goals are in your business. Whether it's improving your sales, inspiring transformation, improving your culture, or promoting innovation. Someone has to lead. Leadership has nothing to do with your title or your position in the business. It's about how you inspire others and what you do to change things for the better. Caroline believes the definition of a leader is someone who has followers. A tribe of people who respect and admire them. Leaders are those who empower others, inspire others to achieve their goals. True leaders create more leaders. All individuals have the potential to lead and in this keynote, Caroline will show you how.



WORKSHOPS

The Power of WOW - Why “Thank You” Makes Dollars and Sense.

With over 20 years' experience in the business world. Caroline is an expert in helping businesses to grow and increase revenue through driving a strong vision and strategy. Her method focuses on developing lasting, engaging connections with staff and clients. Caroline believes that culture eats strategy for breakfast. In this presentation Caroline shares her practical 7 step method, to increase sales, retain staff and have clients rave about you. She will show you how to capitalise on your existing assets. Her ideas are practical, easy to implement and make lots of sense. Without your clients and staff you don't have a business.

101 Ways to Increase Sales & Profit

Whether you've just started out in business, or you've been in business for years. This workshop shares practical ways to increase your sales and profit. It will help you build your thriving business. This workshop will show you how to become part of the elite ONE % ERS CLUB. The practical tips in this workshop will assist you by improving the strategic planning, sales, and profit in your business. If you don't get your planning and sales and marketing right, the rest of the business is irrelevant. You will walk away with an action plan, implementable steps and strategies to help you work smarter, rather than harder!

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WHY BOOK CAROLINE AS YOUR SPEAKER FOR YOUR NEXT EVENT

1

Every delegate will leave inspired, empowered and motivated to put what they've learned into practice.

2

Caroline is flexible when it comes to speaking. She tailors each presentation specifically to fit your allocated time.

3

Presentation content can be tweaked to suit your target audience and specific industry.

4

Caroline is a complete professional and is low maintenance. She doesn't have complete breakdown when things don't go to plan.

5

Caroline is known for her 'can do' attitude. She is completely committed to making sure your conference or event is a complete success.

PEOPLE RAVE

“Caroline’s workshop left me full of GREAT inspiring ideas which I couldn’t wait to apply in my business. Her ideas are practical, easy to implement and make lots of sense. I am now looking forward to reading her book ‘The Power of Wow’. I am sure it will be far more comprehensive than the notes I hurriedly scribbled down during her workshop.” –

Kym Goodman

Caroline was the opening keynote at the Australian Virtual Assistants Conference. Following are a few the written testimonials Caroline received after her presentation

“Thanks for sharing your story. Very motivating.”

“Great story loved the “big message to not let fear stop me.”

“Inspirational and the sessions reminded me to never give up.”

“Caroline was inspirational. Never give up, stay positive and stay focused.”

“Awesome, motivational and inspirational.”

“Amazing story, so inspirational.”

“Held my interest, engaging.”

“I liked the personal stories.”

“Inspirational.”

“That was one of the best mornings we have had in a long time. We think you are amazing! The feedback received from our delegates is that you’re a real professional. They loved your honesty and how refreshing it was to hear from a speaker like you.” –

Sandra George