

Fern Lebo

Persuasion expert, speaker, author, trainer and coach

Presentations customized for your group and offered as keynotes, workshops, breakouts and retreats.



BIO

A gifted author and compelling speaker, Fern grabs an audience and jolts them out of their complacency. Funny, passionate, and wonderfully dynamic, she breaks the rules and reinvents communication—in person, on screen and on paper—with a results-oriented formula that blends the art and science of audience attention.

Fern's professional education as a psychiatric occupational therapist gives her an edge—which she gives to you. President of FrontRunner Communications, internationally published author of six books, adjunct professor at Auburn University, master coach and dynamite presenter, Fern puts her expertise, passion and creativity to work in every presentation she delivers. Focused on results, she helps her clients improve their closing percentages with presentations that win and writing that works. Using her approach, her clients become more effective and profitable.

For more than 20 years, she's been teaching her revolutionary business methods and psychological principles to the sales organizations of Fortune 500 companies like AT&T, HP and Philips, as well as start-ups and individuals—helping thousands of executives, professionals and sales people achieve their business goals.

Expect an engaging blend of substance and entertainment in high-impact, high-energy and results-oriented sessions.

Louder Than Words: hidden persuaders every speaker should know

Discover the subliminal influences that persuade an audience to listen. Fern Lebo reveals the art and science of audience attention with an eye-opening reality check that will change the way you think about speaking. Learn the secrets of charisma and become the dynamite speaker an audience craves.

Best fit audiences: conferences, associations, sales meetings, retreats.

High Impact Presentation: to increase your closing stats

Motivate your team to close more sales. Get exactly what presenters need: a step-by-step formula that delivers results. From platform skills to a fail-safe structure and style, discover precisely how to deliver a compelling presentation that improves your "likeability quotient" and increases closing percentages. Acquire the savvy, the skill, and confidence to differentiate yourself from the competition and blow them away.

Best fit audiences: Ideal for corporations, associations, sales teams and professionals in a highly competitive environment.

Inoculate Against PowerPoint-Induced Coma: the deadly truth

If you want high-impact presentations and an audience who's turned on and ready to buy, this is for you. It's all about making an emotional connection. Whether you want to excite them or move them, delight them or disturb them, discover the truth about PowerPoint and how to use it effectively. This is not a technical lesson. It's a shot of reality to protect you from the deadly perils of PowerPoint.

Best fit audiences: Perfect for sales, marketing and communications—and anyone who uses slides.

Happily Ever After: the authentic power of story

You don't have to be a novelist to tell a good story. Separate yourself from the amateurs and rivet an audience with the power of story. Enrich your presentations, speeches and meetings. Explore the unique value of story to captivate an audience and turn you into the ideal speaker for every occasion.

Best fit audiences: Entrepreneurs, corporations, conferences, sales teams.



Call Fern Lebo now.

www.FRcommunications.com

416-440-1448

Fern@FRcommunications.com

Contact me:



More about Fern Lebo

What People Are Saying...

"If there's just one consultant you hire this year, it should be Fern. In just 2 days, she taught us exactly how to improve our "likeability quotient." The results were an immediate and substantial increase in sales. Bravo!"

Alan Gordon, President
Gordon Media Inc.

"If you are looking for a fireball to get your troops going, Fern is it. An amazing speaker with punctuating points, she'll leave your audience with action items—items I still employ daily, several years after I first met her. I truly appreciate that."

Mike LeBar, Manager
Business Development, Sunlife Corporation.

"As a sales leader, I've engaged Fern on many occasions to help fine tune proposals and finalist presentations. I find her to be insightful, to the point, and imaginative. She is an excellent coach and I recommend her highly."

Ken Kukkonen
Regional Sales VP, Standard Life

"I worked with Fern on a major presentation this year. She provided us with the insights and leadership through our process, all within a very tight time frame. She is very organized and highly results oriented. The only surprise is that the experience is more rewarding and enjoyable than you thought it possibly could be."

David Blinick
CEO, Blinco Business Systems

"Fern immediately captivates an audience. She is results-oriented, insightful and entertaining—a rare and refreshing combination in a speaker. Outstanding!"

Lewis Eisen
Manager, Industry Canada

Find out why Fern says, "Free yourself to be yourself. It's all about the relationship—and authenticity is key."

Fern is an international speaker, sales expert and author of six books plus the soon to be released *The Ultimate Presentation Book; Increase your closing percentages with the art and science of persuasion.*

Let's face it. People buy from people they like and you'll want to see how Fern's eye-opening approach increases your likeability quotient—transforming your delivery and boosting sales.

Here's what Fern will reveal:

- How to engage your audience instantly
- Why it's all about relationship
- 5 Golden Rules for a memorable message
- 7 PowerPoint traps to avoid
- Proven persuasive strategies
- Keys to enriching content with story
- A proven success formula for high-impact structure
- The truth about body language; 5 Points of Power
- How to deliver with ease, credibility and authenticity—and close more often.

Fern will excite you with her proven path to winning presentations. She blends real world experience with solid business and social science principles—to transform the way you sell. Use her strategies every time you present and expect stunning results.

Partial client list

Allied Signal Aerospace
American Society of Field Service Managers
Apple Inc
AT&T
Auburn University
Baxter Pharmaceuticals
Bell Canada
Cadbury-Schweppes
CIBC Mellon
CIBC Wood Gundy
CIBC World Markets

Canadian Department of Fisheries and
Oceans
Eastman Kodak Company
Enersource
Hewlett Packard
Honeywell Limited
Klick
Liberty Health
Lucent Technologies
Manulife
NatWest Bank

NextgenRx Inc.
Ontario Hydro
Philips Medical Systems
Quaker Oats Company
Royal Bank of Canada
Sanyo Canada Inc.
Standard Life
Sun Life Assurance Company
TD Canada Trust
Toronto Hydro
Upper Canada Ethanol Inc

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