

# Neen James

SPEAKER KIT



“Neen is one of the most energizing, engaging and crowd-pleasing keynote speakers we have had the good fortune to have at our annual conference. She not only gave great tips on leadership and productivity that our attendees could take home and use right away, but she somehow managed to create personal relationships with everyone in the audience and developed a real understanding of their issues and challenges. She is just amazing!”

S. PELLETIR  
MeetingsNet



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# Attention Pays™ – Elevating Experiences to Accelerate Results

## DRIVE PROFITABILITY, PRODUCTIVITY AND ACCOUNTABILITY

To get the results you want, you need to get the attention of your potential clients. Too often, we see attention as a transaction, or something to trade. The truth is, it's much more complex than that. When it comes to building connections and long-term loyalty, attention is not a luxury, it's a necessity.

To really get the attention and buy-in of your team and clients, you need to appeal to them on three different levels: personal, professional, and global.

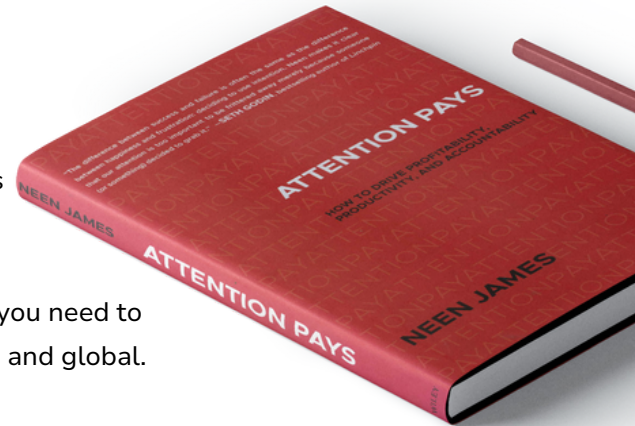
Neen James has designed a professional methodology to make it easier to leverage all three, helping individuals and organizations to be more deliberate about the choices they make and the actions they take.

The result? With the gift of your attention, you'll see increased profitability, productivity, and accountability within your organization — you'll develop luxurious, memorable experiences for your clients, gaining their loyalty and advocacy.

### You'll learn:

- ✓ Why we get attention wrong (and how to get it right)
- ✓ The three types of attention and how to master each
- ✓ Strategies to design your environment for elevated attention and focus
- ✓ How to show attention to every client so they understand everyone deserves to be treated with luxury
- ✓ A simple framework to elevate every sales conversation and articulate your value

After a recent presentation on the topic, a Comcast executive shared, "Neen motivated, captivated, and inspired an auditorium of our senior leaders. She showed us how our good leaders can become great leaders and is a trusted mentor to our company. Neen is in a league of her own. Her impact on our organization simply can't be overstated."





# Luxury Leadership

How to get the attention of the luxury mindset that's right for your brand

Join Neen as she helps you tap into the power of the luxury mindsets for your clients so you can communicate, activate, and elevate experiences that drive profitability, grab attention, own mindshare, and build brand long-term advocacy.

In the world of luxury sales, it's tempting for brands to focus on the products and services themselves. For some, the word luxury means indulgent and unnecessary, and for others it's everyday and an essential.

What if we told you that luxury isn't about expensive things—it's about experiences? That everyone deserves to be treated with luxury? And every experience can be elevated by speaking to and adopting a luxury mindset?

We can all agree that the most luxurious experiences are rooted in the attention paid to creating them — the details and personal touches that show someone that you understand them. The gift of attention can elevate every experience, and makes people feel more connected to you and your brand. When it comes to building connections and long-term loyalty, attention is not a luxury, it's a necessity.

Join sales and leadership strategist Neen James as she uses her proven systems of attention and her proprietary research on the luxury buyer mindsets to help you create exceptional experiences that pay the right attention to clients and guests, capturing not only their business, but their long term advocacy as well.

## Neen will help you:

- ✓ Develop a luxury attention mindset for teams that elevates every client interaction
- ✓ Appeal to luxury consumers in their own unique language
- ✓ Leverage your assets to best communicate to consumers
- ✓ Understand the unique opportunities that encourage customers to pay for exclusivity

# Folding Time

## HOW TO ACHIEVE TWICE AS MUCH IN HALF THE TIME

You don't have time to do everything; you only have time to do what matters!

As leaders we are constantly being asked to do more with less. If we can get clear about those activities that make the biggest difference to our productivity we can get twice as much done in half time and free ourselves up to get on with whatever else we choose.

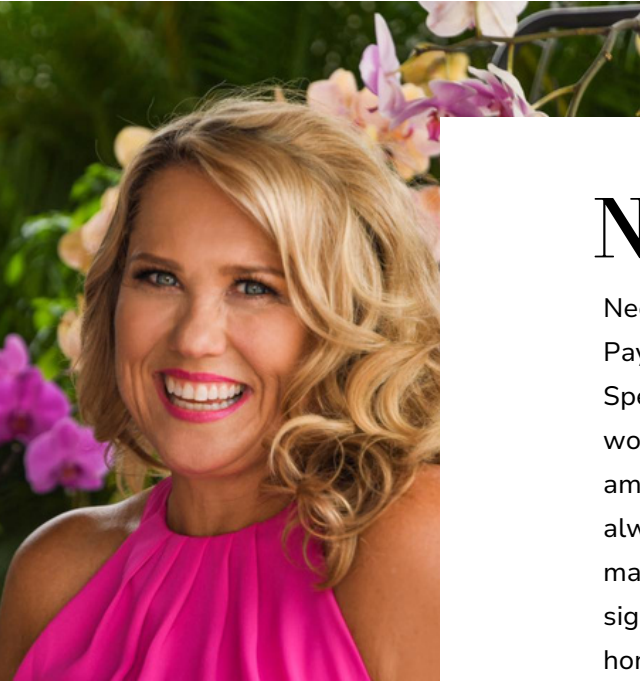
This program is perfect for people who want more control so they can manage their time, focus their attention, and manage their energy.



### In this program you will:

- ✓ Overcome procrastination
- ✓ Use decision filtering systems to accelerate projects
- ✓ Eliminate distractions and increase effectiveness
- ✓ Learn how and when to say 'no' and still be a team player
- ✓ Leverage technology platforms
- ✓ Create prioritization process for everyday application
- ✓ Get clear on focused activity for greater results
- ✓ Manage meetings in half the time for twice the impact

If you feel overwhelmed running from one project to the next, or feel like you will never get to the end of your to-do list, or wonder how you will ever get it all done, you might need to learn how to Fold Time. You will leave this practical and entertaining workshop understanding how you leverage time and get more done!



## Neen James Long Bio

Neen James is the author of *Folding Time™* and *Attention Pays™*. She has been named one of the Top 30 Leadership Speakers by Global Guru several years in a row because of her work with companies like Viacom, Comcast, and Virtuoso Travel among others. Neen has boundless energy, is quick-witted and always offers powerful strategies for prioritizing focus in what matters most — all so you can pay more attention, create more significant moments and increase productivity at work and home. She is the author of *Folding Time™* and *Attention Pays™*.

Whether presenting in person or virtually, Neen is the kind of speaker who engages, educates, entertains, and delivers real-world solutions that apply to your organization, home, and community. She also provides one-on-one consulting on various leadership topics and loves serving her audiences.

Compelling in delivering presentations, Neen is adaptive and responsive to the unique needs of live, virtual and hybrid experiences. Meeting planners love working with her – they often describe Neen as the energizer bunny for their events.

With a strong background in learning and development and managing large teams at various corporations, Neen is the perfect fit for organizations who want systems thinking based, implementable strategies. After working with Neen, their employees are able to create space and allow the freedom to avoid distractions, stop interruptions, prioritize daily objectives and say ‘no’ to requests that steal time and focus from real goals and priorities.

Neen earned her MBA from Southern Cross University and the Certified Speaking Professional designation from National Speakers Association. She has received numerous awards as a professional speaker and is a partner in the international education company Thought Leaders Global.

Oh, did we mention that Neen is Australian? Why does that matter? Well, it means that she’s a bit mischievous, is pretty witty and a little cheeky. She also considers herself an unofficial champagne taste tester ... and is obsessed with her Peloton bike... a bike that goes nowhere!

## Neen James Short Bio

Neen James is the author of *Folding Time™* and *Attention Pays™*. She has been named one of the Top 30 Leadership Speakers by Global Guru several years in a row because of her work with companies like Viacom, Comcast, and Virtuoso Travel among others.

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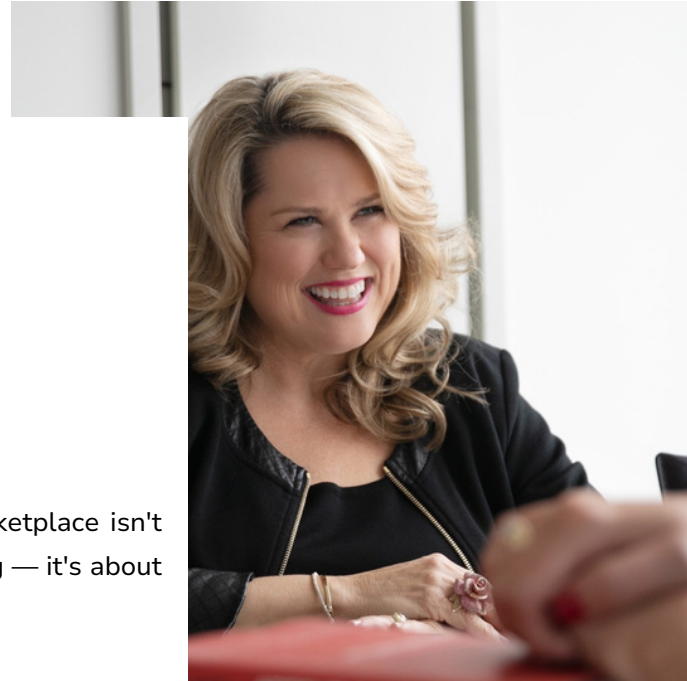
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# Neen James

## Introduction

The best companies know that competing in today's marketplace isn't just about having the best product or the hottest new thing — it's about staying top of mind for our busy clients.



But staying top of mind becomes harder and harder in a world with so many distractions, so many options, and so many providers promising to deliver. So how do we stay at the top while continuing to grow our business in a way that secures our place as industry leaders?

Our speaker today has been on a mission to answer that exact question.

Over the past two decades, she has been advising some of the coolest companies in the world, including Comcast, Paramount Pictures, Four Seasons, Virtuoso Travel, and even the FBI to help them implement strategies that challenge the status quo with this fundamental principle: when you communicate differently, you own mind share, and when you focus more intentionally, you increase market share.

She's the author of (several) books, including *Folding Time™* and *Attention Pays™* and is working on her next book based on research she commissioned, which is the first of its kind in the world and shows that luxury isn't about things— it's a mindset.

As a leadership strategist, she's the confidante to many CEOs of luxury and legacy brands and today, she will share with us lessons from working with global brands to help them elevate every experience.

Please join me in welcoming NEEN JAMES, originally from Sydney, Australia, now a proud US citizen, speaker, author, and unofficial champagne taste-tester!



## Speaker Bio & Introductions:

- ✓ Neen's bio and headshots for promotional and program use can be found and downloaded at [neenjames.com/resources](https://neenjames.com/resources)
- ✓ Please inform Neen who will be introducing her one week prior to the event, in writing.
- ✓ If Neen provides an introduction, it is requested that the person introducing the Speaker reads the introduction as written.
- ✓ Any changes the Client would like to make to Neen's introduction need to be approved by Neen, in writing, no less than 24 hours prior to the event.
- ✓ The Client has the right to replay the full presentation, in its entirety, for a period of six months beginning on the contracted event date.
- ✓ The presentation is to be available for registered and/or gated viewers only.
- ✓ Client does not have permission for any additional usage, or to resell or distribute the speaker's presentation without remuneration, written consent, and approval.
- ✓ The Client will not upload the presentation in part or in its entirety to any public website or social media platform.

## Sponsorship

- ✓ Neen must be informed and must approve if the session is being sponsored by a company other than the Client.

## Presentation:

- ✓ This is a copyrighted presentation. Neen is the owner of all rights, title, and interest in and to the topic, presentation materials, and the recording master, including the copyright.
- ✓ Neen does not provide the presentation deck in advance. If, however, it is needed for technical considerations, she is happy to provide upon request, within one week of the event date.
- ✓ The client may not distribute the presentation deck in any form. Upon request, Neen can provide a low-res PDF copy of the slides for distribution after the event.
- ✓ If the Client records the live presentation, a full resolution copy must be sent to the Speaker within thirty days of the event date.

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- ✓ The Client will not upload the presentation in part or in its entirety to any public website or social media platform.

- ✓ If the virtual program is pre-recorded, Neen will provide one recorded version of the presentation. The client may not make any edits to the file provided without written consent from Neen. Should the Client wish to receive multiple recordings or versions, or a reshoot, an additional fee will apply, and will be determined by the extent of the changes requested and the requested turnaround time.

- ✓ Neen does not provide the presentation deck in advance. If, however, it is needed for technical considerations, she is happy to provide upon request, within one week of the event date.

# Let's Chat



**Neen's team would love to chat with you  
about your event.**

Contact Sue, her Sales Goddess, and she would be delighted to help you.

**Neen James**

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**sue@neenjames.com**

