

## Media Kit



*Neen James*

LUXURY EXPERT, LEADERSHIP STRATEGIST,  
KEYNOTE SPEAKER & AUTHOR

# G'Day!

Neen James is a leadership strategist, dynamic keynote speaker, and the author of *Folding Time*, *Attention Pays*, and the upcoming *Exceptional Experiences*.

With boundless energy, quick wit, and actionable insights, she serves as a confidante to C-suite leaders to help them elevate experiences and achieve greater focus, communication, and influence.

Recently appointed to the board of the World Luxury Chamber of Commerce, James has been named one of the Top 30 Leadership Speakers by Global Gurus multiple years in a row for her work with some of the world's most prestigious brands, including Viacom, Comcast, Virtuoso Travel, Four Seasons, and the FBI.

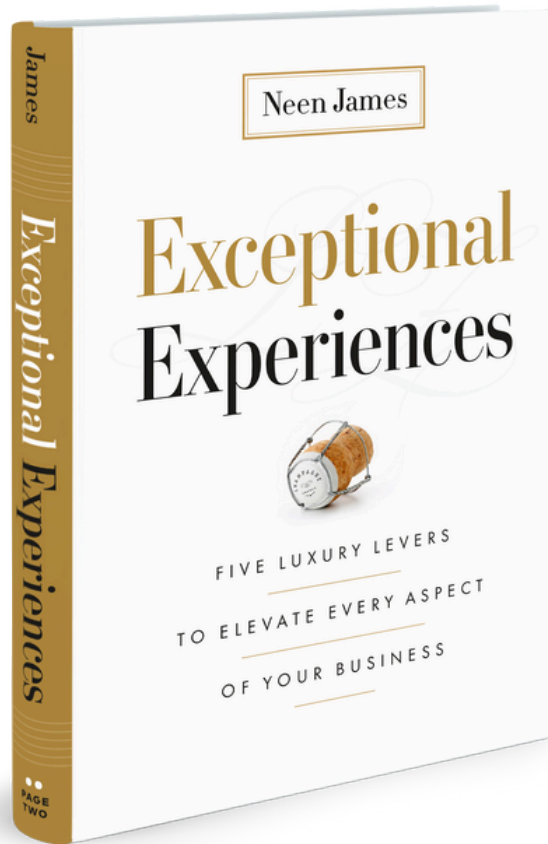
She empowers individuals to prioritize what matters most so they can create exceptional experiences that drive results and foster lasting connections.

Originally from Australia, James is living her best life in Tampa, Florida.

Some of Neen's  
fabulous clients:



**Coming Soon!**  
*Exceptional Experiences*



## **Luxury levers are the golden key to revenue, in any industry.**

Luxury principles can transform any business, luxury market or not. These strategies are a golden key to standing out—creating unforgettable experiences and forging deeper client connections that drive lasting success.

Author, speaker, and consultant Neen James introduces you to secrets from the luxury industry that will grow your business. With her experience elevation model, she offers an insider's look into how to increase revenue from your most important clients.

James shows you how by paying close attention to your clients, you shift from transactional to transformational relationships with them. In doing so, you create lifelong advocates who will draw more and more valuable clients to you.

Drawing on world-class luxury mindset research, interviews with leading experts in the luxury industry, and her extensive background in luxury, James reveals how to set your business apart. By the end of this book, you will understand how to unlock the secrets of the luxury world of exclusive access, build advocates, increase revenue, and differentiate yourself.

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## **What Readers Will Learn:**

Luxury is about experiences, not things.

True luxury is about the moments that make someone feel seen and heard.

The five luxury levers—entice, invite, excite, delight, and ignite—can elevate every touchpoint and aspect of a brand, infusing luxury into daily operations.

Embracing a luxury mindset means moving from transactional to transformational interactions and deepening relationships.

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## Suggested Questions

1. What are the five luxury levers of the Experience Elevation Model™ and how can people use them to elevate their business?
2. What is the biggest misconception about luxury? How do you define luxury?
3. You commissioned a one-of-a-kind study that uncovered people have four different mindsets about luxury. What are those mindsets? Why does understanding a person's luxury mindset matter?
4. How does creating an exceptional experience give a business a competitive advantage in the marketplace and drive revenue?
5. You talk about how creating "champagne moments" can transform relationships from transactional to transformational. What are some practical ways someone could implement these moments in their industry?

## Advanced Praise for Exceptional Experiences



Neen James captured what makes luxury experiences exceptional – genuine human connection and attention to detail. Her Experience Elevation Model™ provides a framework for organizations to turn clients into advocates.

*Exceptional Experiences* is a must-read for leaders who know that creating meaningful moments enhances clients' Return on Life.

– **Matthew Upchurch**  
Chairman and CEO,  
Virtuoso Travel



Creating memorable experiences isn't about grand gestures or massive budgets – it's about the thoughtful attention to those little things that make all the difference. Her Experience Elevation Model™ provides a practical framework that aligns perfectly.

– **Dan Gingiss**  
Keynote speaker, author of  
*Becoming The Experience Maker*



In this powerfully actionable book, Neen challenges you to reframe 'luxury' from high-end & hoity-toity and to instead consider 'luxury' as humble & human: experiences that signal to your customer that you care deeply.

– **Ann Handley**  
*Wall Street Journal* bestselling  
author of *Everybody Writes*



Neen James brilliantly reframes luxury as a mindset accessible to every business, not just high-end brands.

Her Experience Elevation Model™ delivers exactly what change leaders need: a systematic approach to creating memorable moments that transform clients into passionate advocates.

– **Tamsen Webster**  
Founder & Chief Learning Officer,  
Message Design Institute

## Attention Pays™ Elevating Experiences to Accelerate Results

To get the results you want, you need to get the **attention** of your potential clients. We see attention as a transaction or something to trade, but when it comes to building connections and long-term loyalty, attention is not a luxury, it's a necessity.

You need to appeal to them on three different levels: **personal, professional, and global.**

With the gift of your attention, you'll see increased profitability, productivity, and accountability within your organization, gaining their loyalty and advocacy.



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### What Audiences Learn:

What we get wrong about attention (and how to get it right)

How to design an environment to show attention to every client

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### Suggested Conversation Starters:

1. Why do most people get attention wrong, and what's the biggest mindset shift they need to make?
2. How can leaders balance giving meaningful attention to clients without feeling like it's an overwhelming time commitment?
3. What is one small change organizations can make today to instantly improve the way they capture attention and build loyalty?
4. What is one of the most unexpected ways a brand captured your attention?



## 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!

Leaders are constantly being asked to do more with less. Getting clear about the activities that make the biggest difference to productivity can lead to getting twice as much done in half time, freeing us up to get on with whatever else we choose.

For people who want more control, this book will help them manage their time, focus their attention, and manage their energy.



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### What Audiences Learn:

How to create a prioritization process for everyday application

When to say 'no' and still be a team player

How to eliminate distractions, overcome procrastination, and increase effectiveness

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### Suggested Conversation Starters:

1. Unlike other time management systems, it's better to fold time than manage time. What is folding time?
2. It can be hard to apply the "is this the best use of my time?" filter when we are actively buried in a never-ending to-do list. When's the best time to reframe our thinking and proactively prepare for those busier periods?
3. We don't always have the opportunity to say no (i.e. assigned projects at work) so how can we still protect our time. How can someone get more comfortable with saying no?

## Other Podcast Guest Appearances



## Connect with Neen



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*Neen's Sales Goddess will  
be delighted to help you!*

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