



JUSTIN COHEN



One of SA's busiest conference speakers, international speaker and trainer **Justin Cohen** specialises in motivation, sales and leadership, providing groups and audiences with practical tools to boost their performance.

Justin, who holds an honours degree in Psychology, is the author of three books and seven audio books, including 'The Astonishing Power of Story'. He presented and produced a television talk show, where he interviewed experts on success such as American Presidential consultant, Dr John Maxwell.

He covers a range of topics including 'The Psychology of Success', 'What's your Story', 'The Power of Connection', 'How to achieve great, big, hair-raising goals' and 'Leadership Inside Out'. He also does facilitation, emceeing and full corporate training programs.

WHAT'S YOUR STORY?

Master the ultimate form of influence

Taking the audience on an inspirational journey from the birth of humankind to the present, Justin Cohen shows how the explosive speed of progress is fueled by our unique ability to tell stories. If you want to grow an organisational culture, share knowledge, sell a product or lead a team you need to use the oldest and most

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powerful form of influence, you need to tell a story. Even when we're not speaking, our brand, offices, clothes and interpersonal style are telling a story. Finally there are the stories we tell ourselves, these are the source of our success or failure.

In *What's your story?*, delegates will learn how to:

- Use stories to inspire action
- Define and enhance the story their brand tells
- Turn a dull story into a riveting one
- Lead change with a new story
- Transform dead corporate values into living behaviors
- Discover a four-step story creation process
- Think, speak and act out better stories

With a combination of cutting edge research, humor, entertaining stories and practical take-home tools, Justin will help your people master the ultimate form of influence. This is a spectacular, multi-media presentation that will inspire delegates to tell better stories to their team, customers and above all, themselves.

THE PSYCHOLOGY OF SUCCESS

What are the psychological drivers of success? A Harvard study found only one key factor present in the star performers in sport, business, art and science - motivation. The problem is, for most people motivation is like a hot bath – it goes cold quickly. 'The Psychology of Success', won't motivate your people, rather it will provide the psychological tools for self-motivation. Delegates will learn to:

- Lead and motivate themselves long after the presentation is over.
- Lead others through the power of social motivation.
- Shift from self-defeating pessimism to rational optimism.
- Manage adrenalin and serotonin – the brain's chemicals of success.
- Take and keep taking passionate action.
- Turn setbacks into stepping-stones.
- See service as a way of life rather than a corporate strategy.
- Discover four keys to unlocking the door to success.
- Channel their motivation to achieve career and company targets.

With a combination of cutting edge research, humor, entertaining stories and practical take-home tools, Justin will help your people unleash their psychology for success.