

Finish Strong

Techniques to Close Your Presentation *With Impact*

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Five Presentation Tips for Finishing Strong

1. **Avoid the weak wind-down.** The close is the second most important section in your presentation. Because it's at the end, many presenters forget to think about how they're going to close their presentation. They simply let it happen by running out of time or asking a throwaway question such as, "Are there any questions?" Don't let your presentation close by itself. End solidly and with purposeful intent. Demonstrate one more time that you are an expert in your field and clearly in charge of your presentation. Keep your energy up through the very end of the presentation. And remember, no rambling or mumbling when you deliver your close. Be purposeful and deliberate.

"Your audience may likely remember best
what you said last."

– Deborah Grayson Riegel

2. **End "Naked."** Begin and end without PowerPoint slides. Even if you are using some slides during your presentation, you should always start and end "naked." That is, it's just you and the audience. You don't need a title slide to open your presentation. You are the title slide. You are the closing slide. Your live presence in the room is all they need to see, hear, feel, and experience. Take center stage and fill the room with your energy, ideas, and passion. If you simply must have one more PowerPoint slide, then post your contact details on the final slide.
3. **You get the last word.** As the speaker, you are positioned as the subject matter expert (at least temporarily). When you present, you are the focus of the presentation. You want and need to carry this implicit authority all the way to the end of your presentation. Start strong – finish strong. Choose your final words carefully. It's also a good idea to signal to the audience that you are done. This is why you'll see many speakers state their final words, pause briefly, and then say, "Thank you." Know when to stop talking.
4. **Practice your closings.** Often presenters will focus on practicing their openings and core content, but run out of time and never actually practice their closing comments. This leaves to chance the last impression you will make with your audience. Your closing comments, like your opening, are most likely to be remembered by your audience because of the law of recency/primacy. HINT: try practicing and rehearsing your presentation in reverse order or random order. Make sure your closing gets as much attention in the preparation process as any other part of your presentation.

(Five Presentation Tips for Finishing Strong, continued)

5. **Have a contingency plan.** Even the best-laid plans often go awry. You may have practiced numerous times, and have things set up, tested, and ready to go. And then suddenly, things go awry. You run out of time, someone interrupts you and attempts to hijack your presentation, the technology fails, and the fire alarm goes off. It's always best to keep your cool and remain calm. Humor helps, as does having a sure fire, tried and true, quick close alternative. Have your back up plan ready to go. Hint: you should also have a second close ready to go at all times. Inspiring quotes that you memorize and can deliver on the spot work really well as a second and final closing comment.

It's time to experiment

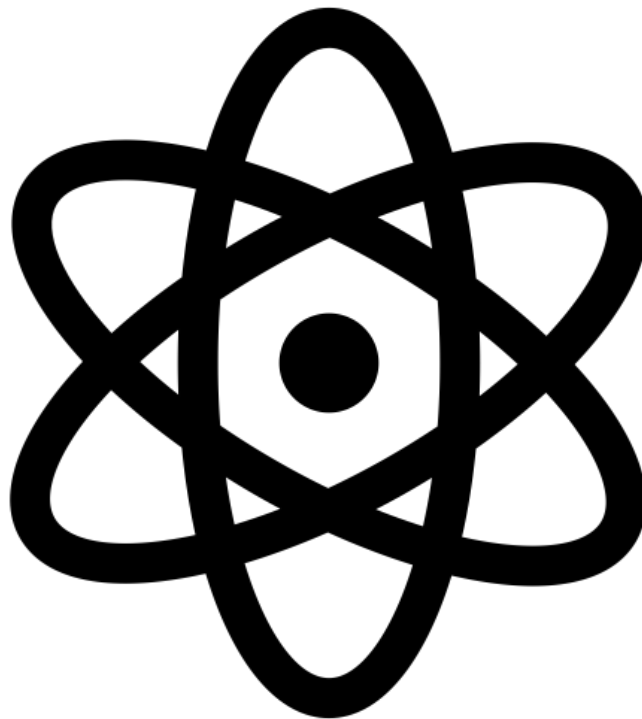
On the following pages you will find twelve different ways to close a presentation. With each technique you will see:

- At a glance: a brief explanation of the closing technique
- Example: a link to a video example or a written example to help you understand how it works, plus a transcription, if one is available
- Space for you to draft your own version of this presentation close technique

Increase your presentation closing confidence

Henceforth, I'd like you to pay more attention to how other people close their presentations. You can observe closing techniques in live presentations, virtual presentations, or on video recorded presentations on TED.com, YouTube, or other social media sites. See if you can identify what the speaker is doing and how it might work for you and your presentation topic. Then use these new ideas to broaden your repertoire of presentation closings. You are now a student of presentations.

Presentation Closing Techniques to Experiment With



1. The traditional close

At a Glance:

The tradition close is essentially a review of the benefits. This is not to be confused with the old and worn out advice from Aristotle of *"Tell them what you are going to tell them, tell them, then tell them what you told them."* Your closing remarks should be more strategic than a rehashing of the content. Your job at the close is to recap the key message. Using this technique, your closing comments should be brief and concise. It's a straightforward, no frills, but full of conviction.

Often the traditional close will begin with the set up phrase, "In conclusion," and usually end with the phrase, "Thank you."

Video Example:

Robert Full's 2002 TED.com talk on biomimicry, entitled: "Robots inspired by cockroach ingenuity." To view closing statement, see his video http://www.ted.com/talks/robert_full_on_engineering_and_evolution (time code 19:48-20:05)

Transcription:

"So, in conclusion, I think the message is clear. If you need a message, if nature's not enough, if you care about search and rescue, or mine clearance, or medicine, or the various things we're working on, we must preserve nature's designs, otherwise these secrets will be lost forever. Thank you."

Draft your ideas on how you could close your presentation using the traditional close technique:

2. Leave them with a conundrum

At a Glance:

The conundrum closing technique uses a deep, thought-provoking question for your audience to ponder. A conundrum is a difficult problem to figure out, or a riddle or dilemma. You pose the conundrum and then give them a way to respond to you with their answers after the presentation. Some people will be so intrigued that they will be compelled to get in touch with you to either find out the answer or share their thoughts on the matter.

Written Example:

Simmons School of Management Professor Fiona Wilson used the conundrum close during her 2007 keynote speech at the Connecticut Women's Council event. Her closing words were:

"If the higher purpose of medicine is health, and the higher purpose of law is justice, then what is the higher purpose of business?"

You can use the same two high level concepts of medicine and law, and then change the third (business) to a high-level concept related to your topic. Remember to pause after finishing the conundrum to give your audience time to reflect upon the question.

Draft your ideas on how you could close your presentation using the conundrum close technique:

3. Motivating quote close

At a Glance:

Memorize the quote and practice speaking it out loud with dramatic effect. Remember to take your time when speaking a closing quote. Never rush it, as you risk slurring the words or changing the order of the words. If you like, you can complement the spoken quote with a provocative visual image, but be careful not to print the quote text on the slide, as the audience will be drawn to read the slide and not listen to you. You don't want PowerPoint to have the final word.

Video Example:

Al Gore in his 2009 TED talk, "What comes after an inconvenient truth?" uses an African proverb to close. Notice how he adds his two cents on the tail end of the proverb to tie back into his call-to-action. To view the quote statement, see time code 7:25-7:39 at http://www.ted.com/talks/al_gore_warns_on_latest_climate_trends

Transcription:

"There is an old African proverb that says, 'If you want to go quickly, go alone. If you want to go far, go together.' [pause] We need to go far, quickly. Thank you very much."

Draft your ideas on how you could close your presentation using the motivating quote technique:

4. WWW close

At a Glance:

At the end of your presentation, summarize *what* needs to happen next by simply stating *who does what by when*. This is a concise, clear and straight-forward way to close a business meeting or small group presentation. What it lacks in inspiration, it makes up in clarity and action. It's also easy to remember with the familiar term, WWW.

Written Example:

"In closing, we're excited about this new campaign, and are confident that it will help grow our business. (*who*) Tina and her marketing team (what) will announce the details with the sales team (*when*) on September 1st. [pause] Thank you.

If it flows more naturally, you can switch up the order by saying, "In closing, we are excited about this new campaign, and are confident that it will help grow our business. We plan to (*does what*) announce it to the sales team on (by when) September 1st. (*who*) Tina and her marketing team will make it happen. [pause] Thank you."

Draft your ideas on how you could close your presentation using the WWW technique:

5. Physical props to create a lasting visual memory

At a Glance:

Use a simple everyday object to create a memorable and meaningful connection between the object and your message. Get creative and leave your audience with something to remember you by, possibly for years to come. Learn to hold and show the prop effectively. For example, face the prop outwards towards audience and move slowly. No flicking or fast movements. Figure out when you should put down the prop. Do not pass the prop around or you risk distracting your audience and losing or damaging your prop.

Video Example:

Here's the close that I used in my 2009 keynote at a professional women's conference in Connecticut. I used the prop of a Boomerang to change their thinking and behavior around the importance of networking follow up. Because the audience was all women, I felt safe to have a little fun with it. Watch the video on YouTube at:

<https://www.youtube.com/watch?v=k6zmmMZOuH4>

Transcription:

“In fact, I think of follow up and networking much like a boomerang. Now we recognize this as a symbol of Aboriginal culture and art, but this had purpose. This is a useful tool. It's used in sports and also in hunting and gathering. Right? So in networking, you can either look at it and say, 'isn't that a pretty piece of art,' or you can learn to throw it. There's a way of throwing it so that it comes back to you. And always in life, what you put out is what comes back to you. So be careful how you throw it (laughter). But it is just as important that you use the tool. A motivated networker will use the follow up to help get more, so that you can sustain yourself: your business, your career, and your relationships. My final words are, 'don't throw like a girl, throw like a motivated networker.'”

Draft your ideas on how you could close your presentation using the physical prop technique:

6. Metaphor close

At a Glance:

This closing technique is similar to the prop closing, but instead of something physical and tangible, the speaker creates in the mind's eye of the audience. The metaphor is highly related, familiar and clear, and without cultural confusion. Simply by stating the metaphor, it conjures up a meaning for the audience, preferably one that leaves the audience feeling the way you want them to feel at the end of the presentation. HINT: test your metaphor ahead of time to make sure it's effective.

Video Example:

Jonathan Tilley gives a keynote at TEDx Stuttgart in 2013 "What creativity is trying to tell you." He forms a motivating metaphor of a permission slip to empower the audience to take action and be more creative. (idea borrowed and credited from Brene Brown) Watch his closing performance: https://www.youtube.com/watch?v=eMOqIJ9V_K4 (time code: 16:21-17:37)

Transcription:

"In your goody bag this evening, you have a permission slip. I learned this from Brene Brown. She gives you permission to write permission slips for things that you've always wanted to do. Now take this permission slip and you can do whatever you want with it: put it on your vision board, carry in your back pocket, put it in your wallet or purse, or make a hundred and forty seven copies of it and share it with strangers and friends alike. On your permission slip, it says this: I give you permission, allowance, the ultimate green lights to listen to what creativity is trying to tell you. Create something truly spectacular and share it with the world. However individual, get universal. So what are you waiting for? Go. Create. Thank you."

Draft ideas on how you could close your presentation using the metaphor technique:

7. Inspiring story close

At a Glance:

Stories can create strong emotional connections between audience and speaker. They are wonderful platforms for teaching and inspiration. They are also more easily remembered and repeated than facts and figures. Consider using a story to end your presentation. It doesn't have to be your own personal story, but does have to be a story that has influenced you in powerful way.

Video Example:

Orchestra conductor Benjamin Zander makes a case for the transformative power of classical music in his popular TED.com presentation in 2008. Watch the video http://www.ted.com/talks/benjamin_zander_on_music_and_passion Time code (18:57 - 20:16)

Transcription:

"So now, I have one last thought, which is that it really makes a difference what we say -- the words that come out of our mouth. I learned this from a woman who survived Auschwitz, one of the rare survivors. She went to Auschwitz when she was 15 years old. And ... And her brother was eight, and the parents were lost. And she told me this, she said, "We were in the train going to Auschwitz, and I looked down and saw my brother's shoes were missing. I said, 'Why are you so stupid, can't you keep your things together for goodness' sake?'" The way an elder sister might speak to a younger brother. Unfortunately, it was the last thing she ever said to him, because she never saw him again. He did not survive. And so when she came out of Auschwitz, she made a vow. She told me this. She said, "I walked out of Auschwitz into life and I made a vow. And the vow was, "I will never say anything that couldn't stand as the last thing I ever say." Now, can we do that? No. And we'll make ourselves wrong and others wrong. But it is a possibility to live into."

Draft ideas on how you could close your presentation using the inspiring story technique:

8. Final advice close

At a Glance:

Once you have developed rapport with your audience, and they feel like you have their best interest in mind, they will be more open to accepting advice from you. You can leverage this 'trusted adviser' status by closing with the final advice closing technique. Be careful not to come off self-serving or arrogant in how you impart your final words of wisdom at the end of your presentation. Be of service to your audience. Give them balanced advice. Put yourself in their shoes and give them something that both makes them feel good, and helps to grow their careers, businesses, and lives.

Video Example #1:

David Pogue is a New York Times tech columnist and has done a number of high-view TED.com presentations. Watch the closing he uses in his 2006 TED Talk, *Simplicity Sells*. http://www.ted.com/talks/david_pogue_says_simplicity_sells (time code: 20:40 – 21:09).

Transcription:

"So, my final advice for those of you who are consumers of this technology: remember, if it doesn't work, it's not necessarily you, ok? It could be the design of the thing you're using. Be aware in life of good design and bad design. And if you're among the people who create this stuff: Easy is hard. Pre-sweat the details for your audience. Count the taps. Remember, the hard part is not deciding what features to add, it's deciding what to leave out. And best of all, your motivation is: simplicity sells. Thank you very much."

Video Example #2:

Clinical psychologist Meg Jay tells the story of her first client, Alex, a twenty-something year old girl with boy problems. In her 2013 TED talk, *Why 30 is not the new 20*, she closes with clear, compassionate, and positive advice to her audience. She doesn't dance around it; she confidently gives her bold message for twentysomethings. http://www.ted.com/talks/meg_jay_why_30_is_not_the_new_20 (time code 14:06-14:40)

Transcription:

"So here's an idea worth spreading to every twentysomething you know. It's as simple as what I learned to say to Alex. It's what I now have the privilege of saying to twentysomethings like Emma every single day: Thirty is not the new 20, so claim your adulthood, get some identity capital, use your weak ties, and pick your family. Don't be defined by what you didn't know or didn't do. You're deciding your life right now. [pause] Thank you."

Draft ideas on how you could close your presentation using the final advice technique:

9. Call-to-action close

At a Glance:

With this closing technique, you have the opportunity to instruct your audience to take specific steps to put the ideas and information you have shared into action. You can even use the language, “call-to-action.” Never give more than three actions, or else your audience won’t be able to remember them. Also, your actions should tie directly back into the content and information you shared during your presentation. Be careful not to confuse your audience by introducing brand new ideas or unrelated calls-to-action into your closing comments. HINT: you can leverage your call-to-action into your presentation follow up plan.

Video Example:

Susan Cain, author of *Quiet: The Power of Introverts in a World that Can’t Stop Talking*, gives a memorable close in her TED talk from 2012. If you watch this 19-minute presentation from start to finish you will see how she ties back to her opening story about going to summer camp and bringing a suitcase full of books.

Watch her closing comments and three calls to action at:

http://www.ted.com/talks/susan_cain_the_power_of_introverts (time code 16:30: 18:37)

Transcription:

“So I am going to leave you now with three calls for action for those who share this vision.

Number one: Stop the madness for constant group work. Just stop it. And I want to be clear about what I’m saying, because I deeply believe our offices should be encouraging casual, chatty cafe-style types of interactions -- you know the kind where people come together and serendipitously have an exchange of ideas. That is great. It’s great for introverts and it’s great for extroverts. But we need much more privacy and much more freedom and much more autonomy at work, at school, same thing. We need to be teaching kids to work together, for sure, but we also need to be teaching them how to work on their own. This is especially important for extroverted children too. They need to work on their own because that is where deep thought comes from in part.

Number two: Go to the wilderness. Be like Buddha, have your own revelations. I’m not saying that we all have to now go off and build our own cabins in the woods and never talk to each other again, but I am saying that we could all stand to unplug and get inside our own heads a little more often.

Number three: Take a good look at what’s inside your own suitcase and why you put it there. So extroverts, maybe your suitcases are also full of books. Or maybe they’re full of champagne glasses or skydiving equipment. Whatever it is, I hope you take these things out every chance you get and grace us with your energy and your joy. But introverts, you being you, you probably have the impulse to guard very carefully what’s inside your own suitcase. And that’s okay. But occasionally, just occasionally, I hope you will open up your suitcases for other people to see, because the world needs you and it needs the things you carry. I wish you the best of all possible journeys and the courage to speak softly.”

Draft ideas on how you could close your presentation using the call-to-action technique:

10. The question close

At a Glance:

By posing a question or a series of questions near the end of your presentation, you can get your audience thinking in powerful new ways. This technique requires practice. You must deliver this close in full vocal awareness, and time the delivery so that there is no relief – no humor break or levity to lessen the conviction in your closing remarks. You want to create thought-provoking intensity with your audience. Also, do not take questions after a close like this. Let your audience seek you out after the presentation if they want to discuss or ask questions. This closing technique is strong and definitive. You, as the speaker, get to ask the last question.

Video Example:

In his second big-hit TED talk delivered in 2014, leadership expert Simon Sinek delivers a great closing to his talk “Why good leaders make you feel safe.” Notice how Simon begins his closing with a compelling story, and then leaves us with an intriguing set of questions.

Watch the closing to his video:

http://www.ted.com/talks/simon_sinek_why_good_leaders_make_you_feel_safe

(time code: 10:30-11:44)

Transcription:

“I heard a story of some Marines, who were out in theater, and as is the Marine custom, the officer ate last, and he let his men eat first, and when they were done, there was no food left for him. And when they went back out in the field, his men brought him some of their food so that he may eat, because that's what happens.

We call them leaders because they go first. We call them leaders because they take the risk before anybody else does. We call them leaders because they will choose to sacrifice so that their people may be safe and protected and so their people may gain, and when we do, the natural response is that our people will sacrifice for us. They will give us their blood and sweat and tears to see that their leader's vision comes to life, and when we ask them, ‘Why would you do that? Why would you give your blood and sweat and tears for that person?’ they all say the same thing: ‘Because they would have done it for me.’ And isn't that the organization we would all like to work in? [pause] Thank you very much.”

Draft ideas on how you could close your presentation using a question(s):

11. Customer tributes, poems, and musical scores

At a glance:

This closing technique is basically a spoken poem written in honor of your audience. It involves creativity in writing, as well as considerable time in practice and rehearsal. It is possible to outsource the writing of the customer tribute to a comedian or professional storyteller. You might also want to look around to see what other talents are possessed by your teammates. You may have a poet or comedian, children's book author, or songwriter among you. Alternatively, you might consider writing a song or a satirical mini-medley and performing it live on stage. Now, that would be a memorable close!

Example #1:

Motivation Speaker and master story teller, Kelly Swanson, writes and delivers amazing tribute closings to her presentations. Notice how she reads from notes with dramatic flair, stepping away from the music stand, but magically connecting and honoring her audience (in this case pest control professionals). <https://www.youtube.com/watch?v=z3Ji1jT8jCU>


Example #2:

Watch David Pogue's satirical mini-melody performance about iTunes
http://www.ted.com/talks/david_pogue_on_the_music_wars (4 minutes in length)

Example #3:

Inspiration can come from anywhere. In this case, I was introduced to the Haiku form of Japanese poetry when my sons were in elementary school. I found it fascinating. A Haiku is a type of poetry that can be written on many themes, from love to nature. A Haiku consists of 3 lines and 17 syllables. Each line has a set number of syllables as follows:

Line 1 – 5 syllables
Line 2 – 7 syllables
Line 3 – 5 syllables



HAIKU

Once upon a time
Your talks were very boring
Ever never more

Draft ideas on how you could close your presentation using a customer tribute, poems, or musical score:

12. Inspiring video or energizing music close

At a Glance:

Create a crescendo to your presentation with an inspiring video, music video or an upbeat song. This final bit of audio visual is the final words that are spoken. You can leave the stage and do not need to say anything more. Step off the stage and let the video roll. You can watch the audience's reactions from the sidelines.

HINT: Remember that your favorite songs or music genre may not be a favorite of the audience. Find out what they like (and dislike) well in advance of your presentation.

HINT: If the music or video was not created by you or our organization, you will need permission to use it in your presentation.

HINT: Test the equipment to ensure it is working on the day of the presentation. Have a contingency plan in case something goes wrong. Consider bringing a set of quality speakers that you can plug in to your laptop....just in case. Be ready with an alternate close that you speak, if the video fails.

Video Example:

Dean Kamen, famed inventor and created of the Segway self-balancing human transporter, narrates this demonstration video as the closing to his five minute TED presentation about a new prosthetic arm design for wounded warriors. Notice that the video is not slick or professionally produced, but moves the audience to a standing ovation.

http://www.ted.com/talks/dean_kamen_preview_a_new_prosthetic_arm

(time code: 4:28-5:05)

Transcription:

"I'm going to show you a guy doing a couple of simple things with this that we demonstrated in Washington. Can we look at this thing? Watch the fingers grab. The thumb comes up. Wrist. This weighs 6.9 pounds. Going to scratch his nose. It's got 14 active degrees of freedom. Now he's going to pick up a pen with his opposed thumb and index finger. Now he's going to put that down, pick up a piece of paper, rotate all the degrees of freedom in his hand and wrist, and read it."

Find a video or music that would make a perfect close to your presentation.

13. The gratitude close

At a Glance: This closing technique has a strong feel-good factor. You can thank them for what they've done in the past (e.g., on the project, initiative, campaign, etc.), thank them for what they are currently doing (e.g., for you, the organization, the cause, etc.), and thank them for what they will do in the future (e.g., for their future efforts and contributions, including implementing the requests you made during your presentation).

Written Example: I first observed this closing technique from an executive at Royal Neighbors of America. Her delivery was authentic and sincere, and her closing remarks had a positive impact on her internal audience of colleagues. I have since tried the gratitude closing myself on several occasions. Here's one such example from my own experience:

"In closing, I want to thank you for your full participation in this program. I support your commitment to presentation excellence, and applaud your ongoing efforts to Stop Global Boring by reducing your PowerPoint emissions. Thank you for proactively implementing the ideas and strategies we've discussed today in your future presentations. They will help you to create more engaging presentations that motivate your audiences to action. And always remember to Stay Awesome and Finish Strong! [pause] Thank you."



Draft ideas on how you could close your presentation using a gratitude close:

Friends Don't Let Friends Be Boring

If you like what you've read and are interested in taking your career and organization to the next level, then consider partnering with Kathy McAfee with one or more of these valuable programs and services:

» For Groups and Teams

- **Presentation skills training.** Two-day, small group presentation skills training workshops called *The Motivated Presenter™*. Available in three formats: Level 1: Essential Fundamentals of High-Engagement Presentations; Level 2: Advanced Delivery Techniques for High-Engagement Presenters; Level 3: Effective Presentations Skills for Technical Professionals.
- **Presentation academy.** A year-long professional development enrichment program for your team. Includes live trainings, monthly webinars, one-on-one coaching, group coaching, practice presentation critiques (online), weekly motivation, accountability, and continuous improvement outcomes. Tailored to align with your strategy and goals.
- **Winning as a team.** Presentation coaching services for teams that are preparing for a high-stakes pitch with multiple speakers.
- **Practice makes perfect.** Presentation coaching clinics in small groups with video coaching feedback to refine your presentation techniques, creativity, and confidence over time.



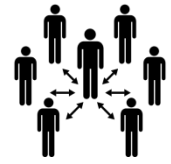
» For Leaders

- **Leadership presence.** One-on-one executive coaching for senior executives who need to display more communication mastery, commanding presence, and charisma.
- **Platform skills.** Marketing consultation, personal branding, and presentation coaching to develop you into an industry thought-leader and sought-after keynote speaker.



»» For Organizations

- **Train-the-trainer.** Transform your organization's presentation mindset by bringing *The Motivated Presenter*™ proprietary coaching/training program in-house. Licensing available.
- **Communication consultant.** Stop global boring from the inside out by rethinking your corporate presentation slide templates. Kathy can help you.
- **Motivational keynote speaking.** Hire Kathy McAfee to speak at your next team meeting or conference. Kathy is also available to serve as your panel moderator, panelist, or emcee.
- **In-person learning.** Sharpen the saw with our *Lunch and Lead Motivating Seminars*™ series. Select from one of our many business topics to keep your people motivated and continuously learning.
- **Virtual learning.** Custom webinar series for your organization featuring high-engagement experts on topics of communication and presentation excellence. We'll source the best experts for you and help you put together a winning program.



»» For Individuals

- **Need a pitch coach?** Are you preparing for a job interview, new business pitch, or important presentation? Schedule a virtual coaching session with Kathy to increase the probability of your success.
- **Self-study.** Audio training programs and digital suite of presentation tools are available for purchase on-line at www.StopGlobalBoring.com.



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Professional Biography of Kathy McAfee

Known as America's Marketing Motivator, Kathy McAfee is an executive presentation coach and trainer and professional speaker and whose mission is to help business leaders more effectively use their talent, energy, and influence to create positive changes in the world.

Thousands of executives and entrepreneurs have gained invaluable lessons from Kathy's company, Kmc Brand Innovation, LLC. Since 2005, Kathy has delivered hundreds of workshops, presentations and coaching sessions that have made professionals of all disciplines more confident, credible, and valuable leaders. Kathy's clients learn to master the arts of high engagement presentations, business networking, and effective communication.

Her past and present clients include:

- Bayer Healthcare
- LEGO Group
- Sikorsky Aircraft
- Pfizer R&D
- Webster Bank
- Voya Financial
- Royal Neighbors of America
- United Way

Kathy is the author of two books, *Networking Ahead for Business*, and *Stop Global Boring*. She is also an award-winning blogger, recognized with a Gold Medal in 2014 by the Women in Business and the Professionals World Awards.

In her role as executive presentation coach, she helps clients to increase their confidence, credibility, and influence by reducing their PowerPoint clutter to better engage their audiences and move them to action. She is the creator of The Motivated Presenter™ coaching and training program. A certified Master Practitioner of Neuro Linguistic Programming or NLP, Kathy helps her clients to clear their limiting beliefs and use more effective strategies to realize their full leadership potential.

Kathy has held numerous corporate leadership positions, bringing marketing success to major companies such as Levi Strauss & Co., Maybelline, Southcorp Wines of Australia and ADVO, where she served as Vice President of Marketing Services. Living and working in England for three years, she led European marketing initiatives for a global vision care company.

Kathy is a graduate of Stanford University in Economics. She is a member of the National Speakers Association, a former board member for the YWCA of the Hartford Region, and an active member of Soroptimist International of the Americas. On a personal note, Kathy is an ovarian cancer survivor, and holds a second degree black belt in the martial art of Tae Kwon Do. Kathy and her husband reside in Simsbury, Connecticut.

Connect with Kathy on social media:

LinkedIn profile: <http://www.linkedin.com/in/kathymcafee>
 Subscribe to her channel: www.youtube.com/user/kathymcafee
 Twitter: @KathyMcAfee
 Facebook: <https://www.facebook.com/KathyMcAfeeMarketingMotivator>
 Instagram: <https://www.instagram.com/kathymcafeemarketingmotivator/>



Books and Audio by Kathy McAfee

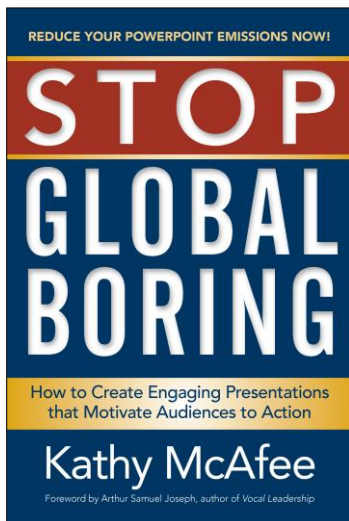


Kathy's first book – *Networking Ahead for Business*

From this detailed, practical guide, you will learn to build and grow business and professional relationships for mutual benefit. You'll discover that networking is not merely an event or an activity, but a strategy for a successful career, business, and life. Written with an automotive metaphorical theme, Kathy entertains while teaching you with engaging stories, real life examples and lessons learned. You'll walk away a motivated networker with powerful new connecting skills and strategies at your disposal.

This book content is available in Kindle, Nook, and also available in **audio book** - available for digital download here:

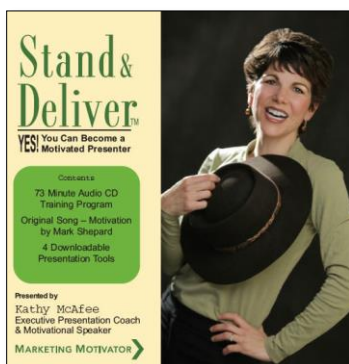
<http://www.americasmarketingmotivator.com/store/products/networking-ahead-2/>



Kathy's second book – *Stop Global Boring*

If you're motivated to advance your communication and presentation skills, this book is for you. You'll build confidence and stand out from the crowd by finding a better way to produce results without the overuse of PowerPoint. You'll draw on insightful examples, stories, and discover powerful new tools to help create presentations with greater focus and less dread. Unleash your creativity and effectively communicate, influence, and motivate audiences to action. The book includes 13 proprietary presentation tools, including *Clean Sheet Thinking*, to help you more successfully plan, build, and deliver powerful presentations that get results.

Read more here: <http://www.stopglobalboring.com>



Kathy's first audio training program – *Stand & Deliver*.

This 73-minute audio training program will help create and deliver better presentations with more confidence. Learn how to avoid the most common presentation pitfalls that snare many subject matter experts. Tap into the power of your creativity to better communicate, connect, and persuade your audience to action. Program includes the original song "Motivation" by singer/songwriter Mark Shepard.

Purchase the digital download audio program here:

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