

# Driving Business Growth with Better Human Understanding



## SPEAKER'S MEDIA KIT

**Beverly Flaxington** CPBA, CPVA  
*Author/Speaker/Coach*

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# Meet Beverly Flaxington

Beverly D. Flaxington is an accomplished consultant, hypnotherapist, personal and career coach, author, college professor, corporate trainer, facilitator, behavioral expert, entrepreneur and business development expert.

Beverly co-founded The Collaborative, a sales and marketing consulting firm, in 1995. For more than 15 years, her firm has delivered effective coaching, training and proprietary consulting services, and provides strategic and tactical support to help client firms, and individuals, reach higher levels of effectiveness and achieve their goals. Prior to co-founding The Collaborative, Beverly spent 12 years in a variety of corporate roles in the investment industry.

Beverly holds both a BSBA and an MBA from Suffolk University, and is an adjunct professor there, teaching undergraduate and graduate students insights from her books and professional experience.

She is a frequent speaker and contributor to articles on the subjects of sales, marketing, behavioral issues, employee and career issues, effective time management and dealing with difficult people.

Beverly is a Certified Hypnotist, Certified Hypnosis Trainer, Reiki Master Attunement Practitioner, Certified Professional Behavioral Analyst (CPBA) and Certified Professional Values Analyst (CPVA). Beverly is also a member of the Mental Health Counselors Association of America.

## **Beverly is the author of:**

- *Understanding Other People: The Five Secrets to Human Behavior*
- *Make the SHIFT: Proven Five-Step Plan to Success for Corporate Teams*
- *7 Steps to Effective Business Building for Financial Advisors: How Top Earning Advisors Attract and Retain the Most Profitable Clients*

## **She is also the co-author of:**

- *Wealthbuilding: A Consumer's Guide to Making Profitable—and Comfortable—Investment Decisions*

*"I highly recommend Beverly. Her online training program for my group was a flawless and powerful presentation that generated many positive responses."*

**– Marnie S.,  
Leadership  
Mentor, Gifts of  
Encouragement,  
Inc.**



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# Beverly Welcomes the Opportunity to Speak to Your Team On the Following Topics:

## **Topic 1: Understanding Other People**

Using her book *Understanding Other People: The Five Steps to Human Behavior* as a teaching guide, Beverly will convey valuable information via the following presentations:

### **Dealing with Difficult People**

This popular presentation addresses a common emotional challenge for many employees: an inability to create positive relationships with co-workers, customers or even bosses. Companies waste countless dollars because staff members do not have the necessary people skills to achieve common and individual goals together. Beverly helps employees and others recognize their triggers and make different decisions about how to deal with difficult people and produce more effective results.

### **The Five Secrets of Effective Communication**

Based on Beverly's Gold Award-winning book, this session explains each of the five secrets in great detail, and shows participants how to learn from them and use them effectively in many different situations. Finance professionals, school administrators, college professors, corporate CEO's and many others have benefited from Beverly's focus on communicating more effectively.

### **Confident Communicating**

During this session, Beverly outlines six keys to confident presentations and is appropriate for anyone who wants to present his or her ideas and information more effectively. The information benefits those communicating one-to-one, as well as those needing to make large-scale presentations for sales or client servicing. Past participants have raved about the material, stating that it is unlike any standard presentation content they've received in the past.

"Understanding Other People: The Five Secrets to Human Behavior will help readers adjust their personal 'behavior style' to communicate with and motivate others effectively."

– B. Nelson, Book Reviewer



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# Beverly Welcomes the Opportunity to Speak to Your Team On the Following Topics:

## **Topic 2: Make the SHIFT**

Using her book *Make the SHIFT: Proven Five-Step Plan to Success for Corporate Teams* as a teaching guide, Beverly will convey valuable information via the following presentations:

### **Managing Change with Grace and Confidence**

This session is for any group seeking change, either to reach higher levels of effectiveness or to shift to a better place in general. The session outlines Beverly's trademarked S.H.I.F.T. Model™ and gives step-by-step, easy-to-understand guidelines to apply the model to any group's specific situation. Used by not-for-profits, large corporations and small entrepreneurial firms, the S.H.I.F.T. Model has helped to focus many groups on achieving desired levels of success.

### **The Human Factor in Change Management**

This unique presentation shines a hot light on an area often overlooked by teams and businesses desiring a shift—the human element. Beverly leads the group through an exploration of different behavioral styles and values and how they intrude on a desire to work together effectively. The talk includes steps from Beverly's trademarked S.H.I.F.T. Model with a focus on the "I" step, Identifying the Human Factor.

"SHIFT is a brilliant book! It's an entirely new approach to healing the rifts that often destroy the fabric of trust so needed in building exceptional organizations."

– Stephen Garrett, MA, Presenter, Trainer, Author and Not Your Everyday Life Coach



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# Understanding Other People: The Five Secrets to Human Behavior

In this series of three presentations, Beverly reveals the five secrets and helps your group recognize them in their relationships with others; so, together, you can achieve more in your business and personal lives.

## You'll learn:

- The reasons why people communicate the way they do.
- How people send signals indicating what means the most to them.
- How to match behavior style—and increase communications.
- The way to take charge of your actions—and reactions—to others.
- How to stop a battle—and start understanding!

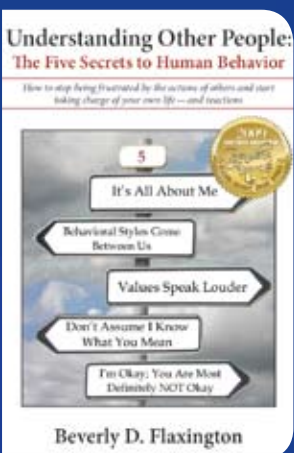
## Learning even one of the FIVE Secrets can dramatically improve your business and personal success when you understand:

- How to work with difficult people, freeing yourself from their difficult natures!
- How to build positive relationships with frustrating bosses and difficult co-workers—while becoming their “go-to” person.
- How to be the one who builds teams and accomplishes more.
- How to listen for real clues and gain better insights about candidates during interviews.
- How to forge more effective personal relationships.
- How to know the mind of the buyer and connect with prospects and customers.

In a fast-paced and competitive world—where the foundation of success is effective communication—*Understanding Other People* is a highly reliable and step-by-step resource to help you become someone who truly understands people.

“The book is packed with substance, familiar, real-life examples, and an exciting perspective to analyze how human interactions go off the tracks.”

– **Scott C. Sacco,**  
Marketing and  
Communications  
Expert



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# Make the SHIFT: The Proven Five-Step Plan to Success for Corporate Teams

Based on her book, *Make the SHIFT: The Proven Five-Step Plan to Success for Corporate Teams*, Beverly Flaxington offers business leaders and their teams two presentations that will teach them a simple, five-step methodology to change the process of success.

## **Your team will learn how to:**

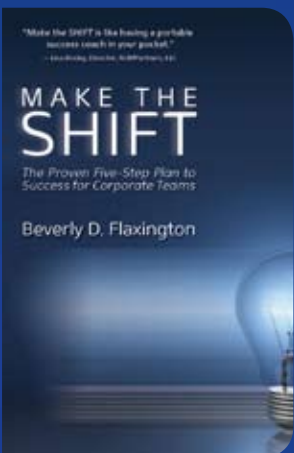
- Establish their goals.
- Work through their obstacles.
- Identify their human capital issues.
- Find alternatives that are right for their group.
- Provide guidance for specific implementation steps.

***Diverse groups of people seeking ways to work together will discover how to utilize step-by-step strategies that will place them on a positive track toward success.***

- **S**pecify Your Desired Outcome.
- **H**ighlight and Categorize Your Obstacles.
- **I**dentify the Human Factor.
- **F**ind Your Alternatives.
- **T**ake Disciplined Action.

*"But I will tell you this: the SHIFT model™ is truly revolutionary. Based on personal experience, any process of change for human beings is not effective unless its creator clearly understands human behavior, especially weaknesses. This model takes that into account."*

– Biz India



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# Make Your *SHIFT*, The Five Most Powerful Moves You Can Make to Get Where You Want to Go

"Make Your SHIFT: The Five Most Powerful Moves You Can Make to Get Where YOU Want to Go *nice*ly dispels the myth of the 'you-can-achieve anything' culture and offers a systematic method for identifying not only what you'd like to accomplish, but why."

– Jim Bouchard,  
"Think Like a  
Black Belt"

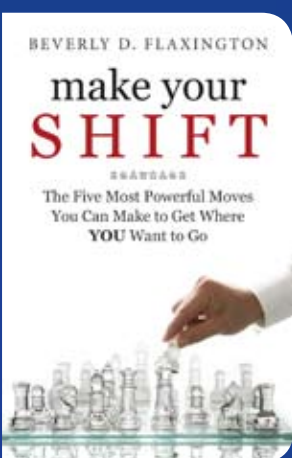
Accomplished consultant, corporate trainer and author Beverly D. Flaxington is bringing her message out of the corporate realm to help individuals find the direction in their lives that leads to personal success and happiness. With her newest book, *Make Your SHIFT, The Five Most Powerful Moves You Can Make to Get Where You Want to Go*, Flaxington re-focuses concepts and strategies designed for corporate audiences in *Make the SHIFT: The Proven Five-Step Plan to Success for Corporate Teams*, for the non-corporate world.

Flaxington's observations and recommendations are based on many years of watching people struggle with the goal setting and goal achievement process. In the process, Beverly discovered what she calls the missing element of most of these programs: human nature. People are able to articulate the specific goal they want to reach and start a step-by-step program toward it. They, and the system they are using, however, overlook the unique nature of people, as individuals, and how each responds to his or her particular challenge.

Now, with the S.H.I.F.T. model™, individuals, corporate executives and their employees learn how to remain committed to their goals, and stay motivated to achieve them.

Beverly has structured *Make Your SHIFT, The Five Most Powerful Moves You Can Make to Get Where You Want to Go* to make it easy for anyone to follow the process, understand the practical steps and apply them to his or her life. Part I describes the details of the five-step S.H.I.F.T. process™. Part II introduces a more relaxed approach to making change that complements Part I with many methods, tools and tips that will make anyone's transition more productive.

*Make Your SHIFT, The Five Most Powerful Moves You Can Make to Get Where You Want to Go* is sure to guide many people from an attitude of inaction and apathy onto a path they can travel towards a successful life...thanks to the unique insights of Beverly Flaxington.



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# Beverly Flaxington is a regular guest on television, radio and Internet programs across the United States.

*"Both a dynamic and interesting presenter, Beverly enlightened the audience with her real world experiences and knowledge. We were coached with practical real world tools which are easily incorporated into our everyday business and personal lives."*

**- Paula Vancini,  
New England  
Regional  
Conference of  
the Institute of  
Management  
Accountants**



U.S. News and World Report

Selling Power magazine – "How to motivate your reps by treating them the way they should treat customers"

New England Cable News (NECN) – "10 Best & Worst in Customer Service"

Brandmaker News – "Is Help Available for Your Business?"

Lifetime Television

Newsweek.com

WVOL 1470 AM, Nashville, TN – "Differences" with Deniece Barnes

WEUS 810 AM, Orlando, FL – "The Shannon Burke Show"

KKZZ 1400 AM, Ventura, CA – with Billy Frank aka Billy The Brain

WBT 1110 AM/99.3 FM, Charlotte, NC – "Morning News Weekend" with Don Russell

KBIQ Q102.7 FM, Colorado Springs, CO – with Megan Goodyear

WINA 1070 AM, Charlottesville, VA – "The Schilling Show" with Rob Schilling

KPCW 91.9 FM, Park City, UT – with Larry Warren

WONC 89.1 FM, Naperville, IL – "Newsmakers"

WCHE 1520 AM, West Chester, PA – "The WCHE Wake Up Call" with Matt Lombardo

KRLD, Dallas, TX – with Bonnie Petrie and Dave Rancken

Internet Voices radio – "Passionate Internet Voices Radio" with Lillian Caldwell;  
Interview with Debra Borchardt

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