

Catherine DeVrye

Business Leader, Author & Keynote Speaker

Catherine DeVrye is a twice awarded Australian Keynote Speaker of the Year. A former university lecturer, who has spoken at local and international conferences; sharing the platform with Prime Ministers and Presidents on 5 continents.

A CSP (Certified Speaking Professional), she is a best-selling author, columnist and frequent broadcaster. With 9 best-selling books - translated into over a dozen languages, she has also written corporate histories.

Catherine worked for a decade with IBM. Following two years in Japan as Asia Pacific Headquarters Human Resource Manager, she returned to Australia with a heightened awareness and commitment to quality customer service. As Customer Education Manager for Asia/South Pacific, she gained an appreciation of regional cultural differences and current leadership issues, when she was responsible for the delivery of IBM's high potential and performance leadership programs. Earlier experience as a Sales and Marketing Representative and as Employee Communications and Special Events Manager provided insight into effective communication, motivational programs and conference organisation. Following IBM, Catherine was CEO of Junior Achievement Australia - a worldwide organisation forging closer links between business and education..

Catherine served as a speech writer/press secretary to Ministers of Consumer Affairs and Education. Prior to that, she was responsible for all sports funding; involved in the establishment of the award-winning "Life Be In It" fitness campaign; and author of a book on sports marketing.

She was an independent board member of the 3rd largest police service in the world.

Catherine holds a Master of Science degree & has attended short courses at Harvard University & The Melbourne Mt. Eliza Business School, where she also lectured; as well as IMD in Switzerland. Yet this former teacher, once a Mensa member, still believes the best education is common sense! She touches the head and the heart to shift attitude & empower action.



Catherine DeVrye talks about:

Catherine customises presentations to your conference theme and needs. Alternatively you can choose one or more of the following sample topics to enable your key messages to be communicated:

Conquering the Challenge of Change

Incorporating material from her top selling books, 'A Guide to Living & Working in Japan' and 'Hot Lemon & Honey...Reflections for Success in Times of Change', with jacket endorsements from the late Sir Edmund Hillary who says 'information in this book can lead you on the road to success' and Jack Canfield, co-author of 'Chicken Soup for the Soul', who comments: 'full of vitamins for the mind'...your team will appreciate that:

- Many different individual roles create one united team
- Change/disruption is inevitable. Learning from disruption/change is optional
- The 7 most expensive words in business are...'We have always done it that way'
- If you treat your people like numbers, you won't make your numbers
- Environmental can also be economical. Eliminate waste to stimulate value
- Winners become victors from change-rather than victims of change
- As stakeholder expectations change, differentiate between adding value or adding cost
- Turn common sense into common practice

Shift happens-Resilience to Turn Obstacles to Opportunities with Humour-Attitude-Action

From her later releases, 'Who Says I Can't?' and 'Hope Happens!...Words of Encouragement for Tough Times' and 'The Gift of Nature-Inspiring Hope & Resilience', Catherine shares an inspirational personal story, which can be applied to our working lives. Her new book has lessons from Mother Nature to help human nature better cope and bounce back from setbacks.

From early days in an orphanage in Canada-to an education in the USA-to her parents dying of cancer the year she graduated from university-to arriving in Australia jobless and penniless-to an international career with IBM in Japan-to carrying the Olympic torch, the former Australian Executive Woman of the Year and cancer survivor outlines:

- You can't take care of customers, staff or family if you don't take care of yourself
- We can't always control circumstances but we can always control our attitude
- Focus on what you can do rather than waste energy on what you can't do
- Focus on the positive to produce professional and personal success
- Dreams take detours-and it's never too late to re-set yours on the journey

Always in search of unique new material and incorporating analogies from working with street kids in Vietnam, trekking to Timbuktu, cycling over the Andes, swimming from Europe to Asia, sailing to the Antarctic and climbing Mt. Kilimanjaro and beyond Everest Base Camp, participants are reminded not to make mountains out of molehills! Catherine is also a co-author of the official Sydney 2000 Games Report for the IOC, has attended 5 Olympics, and carried the Olympic torch on the day of the opening ceremonies-so can weave an Olympic theme, with a powerful business

message, into any presentation.

Good Service is Good Business

From the #1 international best seller of the same name and 'Paperclips Don't Grow on Trees', endorsed by Dr Edward De Bono, your team will learn how to:

- Boost your bottom line without increasing cost
- Use service to differentiate you from your competition
- Gain market share through exceeding customer expectations
- Fight complacency.... Success today does not equal success tomorrow
- Increase brand loyalty by turning complaints into opportunities
- Combine the high tech with the high touch of people management for top results
- Make minor improvements for major impacts
- Create Customers for Life-and a life for yourself

Leadership: Timeless Wisdom in Times of Change (some repetitive)

- • Are you a leader, a manager or a follower?
- The 7 most expensive words in the world are: 'We have always done it that way'
- Leaders fight complacency.... Success today does not equal success tomorrow
- Leaders recognise diverse individual talents are needed for one united team
- Whether male or female leaders, it's not easy but every obstacle has hidden opportunity
- Change/disruption is inevitable. Learning from change/disruption is optional
- Leaders become victors from change-rather than victims of change
- With risk comes reward
- Environmental can also be economical. Eliminate waste to stimulate value
- We can't always control circumstances but we can always control our attitude
- Focus on what you can do rather than waste energy on what you can't do
- Be more positive to produce professional and personal success
- Dreams take detours-and it's never too late to re-set yours
- Organisational leadership starts with personal leadership choices
- Leaders are resilient to bounce back from setbacks
- A leader is a dealer in hope
- Leaders are of service to their customers, their team and their community
- You can make a difference or you can make excuses-but you can't do both
- Leadership is rewarding but not easy.

Client testimonials

“ We had an all time record year and I'm confident you contributed to this.

- **Mercedes-Benz**

“ Thank you for your wonderful presentation on simple strategies that would create a profound impact in our future business transactions. Your presentation opened our eyes to our

limitations and indeed we believe that our paradigms have shifted to a higher plateau. The standing ovation that was accorded at the end of your delivery surely spoke volumes of the quality and dynamism of your presentation.

- KPMG

“ Our audience commented on your articulate skills as a speaker and comprehensive knowledge about stress.

- Australian Health Communicators Association

“ A big thank you for adding value with both content and entertaining delivery that kept everyone fully engaged. Our partners are fully motivated with new skills & crucial reminders to ensure we retain our pinnacle position.

- Rolls-Royce

“ You sowed the seed of change...The service quality program developed from these beginnings will result in a 40-50% improvement in productivity.

- Westpac Financial Services

“ Captivated entire audience; nailed the brief to reinforce our key messages & delivered beyond expected; professional yet relaxed style; excellent entertainer & also touched people's hearts!

- Audio Clinic

“ Powerful & dynamic presenter who leaves a lasting impression; even our most negative team members were impressed...Thank you for a tremendous contribution to our business & the participative culture we have developed. Part of our success is due to your involvement & I am most grateful.

- American Express

“ The response from my team has been overwhelming. The many common sense messages & ideas delivered on teamwork, service delivery & personal attitude really struck a chord with all.

- Fujitsu

“ Thank you for weaving the issues we spoke about into designing such an effective presentation on hope & resilience in leadership, with lashings of good humour to set the tone for the conference.

- *Principal's Association*

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[VIDEO OF SPEAKER](#) 