


**START with WOW!**  
**WRAP UP with Woo-hoo!**

# **LYNNE CAZALY**

**Keynote Speaker**


 [www.lynnecazaly.com](http://www.lynnecazaly.com)

**2024 Speaker Kit**





# OPENING SPEAKER

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# OPENING THEME: Cognitive Load Coping

Delegates are excited for the event ...yet there's a problem in plain sight: **mind space is limited**.

Conferences create **the perfect conditions for cognitive overload** and overwhelm. Everyday life isn't any easier – information overload is at crisis point: we can't cope with all the information coming at us.

Cue the **fried-brain zombie** feeling. But by trying to squeeze more information in, we become even more overwhelmed.

## Open with a Cognitive Load Coping session

- ✓ Boost conference value, ROI, impact and learnings
- ✓ Prepare delegates for the wonderful deluge of presentations and information
- ✓ Multiply delegate's learning and takeaways x 10

## Title Suggestions

- **10x your conference takeaways**
- **Mega Mind Space: Accelerate your learning in the always-on world**
- **Save yourself from information overload** (the title of Lynne's Harvard Business Review article)
- **Zero Conference Zombies: Clever tools for clear heads and fog-free minds**
- **Cognitive Load Coping: Amplify your mind for an epic conference experience**
- **The Curator's Mindset: Selective attention in a world of too much information**



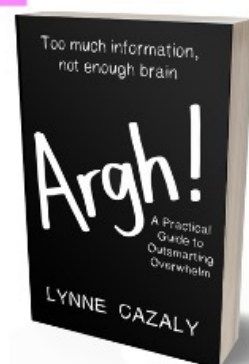
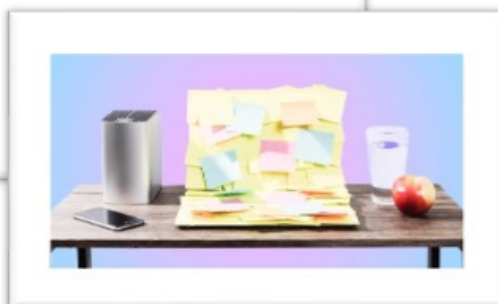


# OPENING THEME: Cognitive Load Coping

## Presentation Outcomes

1. Ready delegates for the information overload of the conference
2. Multiply delegate conference takeaways by 10x
3. Give delegates techniques to combat zombie overload/fried brain
4. Share templates, tools and apps to maintain focus and capture conference learnings
5. Realise how and why we get overloaded and what to do about it
6. Impact people after the event to handle the daily information deluge.

## Published Author on Cognitive Overload



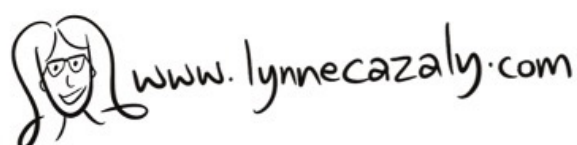
*'Argh! Too much information, not enough brain : A Practical Guide to Outsmarting Overwhelm' – by Lynne Cazaly*

## Delegates say

"This is **such a refreshing experience**; it's a helpful, skillful and practical session that **made the rest of the conference more valuable to me.**"

"**Really good way to start the day** especially when she related the talk to being at the conference and how we could get the most out of the day."

"We have so much burden and overload in our lives. What a great speaker! It was a **brilliant keynote to start** the day with."





A woman with long brown hair and glasses, wearing a red dress, is standing and speaking to a group of people. She is gesturing with her right hand. In the background, there is a large screen displaying a colorful, abstract pattern. The room appears to be a conference or meeting space.

# CLOSING FACILITATOR



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# CLOSING THEME: Collective Wisdom with The Co-Creation Experience™

Transform the conference closing into a **dynamic experience of collective wisdom**.

Capture and **leverage the incredible learnings from delegates**; don't let the impact of your epic event fade away.


**Lynne Cazaly facilitates an experience that unearths the gold in the room**, revealing the themes, messages, insights and learning from the event.

**The Co-Creation Experience™ is a multiplying conference closer**

- Increase delegates' ROI from the event – right up to the last minute
- Realise learning insights from across the entire program
- Boost delegate takeaways and embed key messages
- Generate even greater learning for delegates.

**Unleash the potential in delegates as we** creatively revisit content, surface key themes and connect the dots! The collective intelligence of the group emerges – what a powerful summary of key learnings.

Delegates **learn, laugh, contribute and embed** the takeaways from the event. They **multiply their learning**, deepen their connection to the event and leave on a euphoric high from conversations and collaboration.

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**"Lynne leads an astonishing collaborative content review and synthesis with the entire room."**



# Lynne Cazaly

## Closing Facilitator: The Co-Creation Experience™

### Session Outcomes

1. Engage and involve delegates in a high-value experience
2. Elevate the conference highlights and reinforce memorable content
3. Activate and emphasise desired key messages
4. Identify follow up actions to increase delegate ROI post-event
5. Make conference takeaways part of the delegates' DNA
6. Ensure the conference theme, impacts and value live on after the event

### Open minds and amplify the genius

- Unearth information and contributions from previous sessions.
- Collect, **combine and curate** the information for more insights, laughter and lasting learning.

### Enhance participation

- Delegates provide content, suggestions and answers to challenges and questions
- Lynne Cazaly crafts their contributions into a **live, inspiring and uplifting experience**,

### Reinforce human connection

- Lynne poses tasks and challenges to the room, leading creative activities that stimulate thinking, ideas and insights.
- We learn more together. Let's elevate that experience.

### Make the event live on

- Delegates generate **better takeaways** and learning.
- Help the **conference value and experience** remain high.





A wide-angle photograph of a large conference hall. In the foreground, the backs of many audience members are visible as they sit at round tables covered with white cloths. Each table has several water bottles and some papers. In the middle ground, a stage is lit up with blue and white light. A person in a red jacket is standing on the stage, facing a large projection screen. The screen displays the text "The problem with going for perfect". To the right of the main screen, there is another smaller screen showing a list of names. The ceiling is high and features a large, spherical, multi-lit chandelier. The overall atmosphere is professional and formal.

# **PLENARY | MASTERCLASS | WORKSHOP |**



# Plenary | Masterclass | Workshop

90 minutes to 3-hour and full day sessions

In person | Online | Hybrid

## ○ Clever Skills

Navigate the changing landscape of your work with a curated and relevant selection of 10 (from the 25) clever skills from Lynne Cazaly's 2024 book, 'Clever Skills'. Focused on knowledge work activities like **critical thinking, problem-solving, creativity and pattern matching**, these skills are **essential for adaptability** in today's world of work. No matter what happens in work or life, and whether you're working alone or with others, clever skills can be practically applied in these tricky times.

## ○ Low Stress Leadership

Leadership in these times is tough – there's no doubt that achieving results and outcomes, overseeing a team, managing performance and maintaining a healthy workplace are all challenging to juggle. Embrace Lynne Cazaly's 'Low Stress Leadership' philosophy that **merges contemporary leadership tools, methods and techniques**. Reduce the pressure, standards and expectations you are putting on yourself. But **embrace the possibility of delivering more, better and sooner than before**. Both can be possible. With ease.

## ○ Cognitive Load Coping

In this world of too much information it doesn't take long before we feel the effects of cognitive overload. **The pace of information isn't slowing down**, so we'll have to adapt by learning a new capability that will help us think, manage, share and cope with information. How are you currently handling information? Do you write lists of information? Or type up slide packs to share in meetings? Do you use spread sheets rich in information but poor in context and meaning? **Be transformed** by this practical skills session and take this capability back to your team, board and workplace to do more with the information deluge that's forever incoming.

## ○ Sensemaking & Visual Management

Some call it sketching, scribing, visual thinking – it's a skill that becomes life-changing for thinking and communication. To be able to work out what you're thinking and share that with another (via digital share whiteboards and apps, or via analogue tools on a notepad or whiteboard) is where sensemaking happens. **It's not art – it's smart!** This session rapidly builds confident sketching skills to **ideate, generate, communicate and collaborate** in these times when information is everywhere. Build confidence to express your ideas, share your thinking, innovate with others and **co-create as a strong member of the team**.



# Open and/or close your event with Lynne Cazaly

## **Practical, creative ... warm**

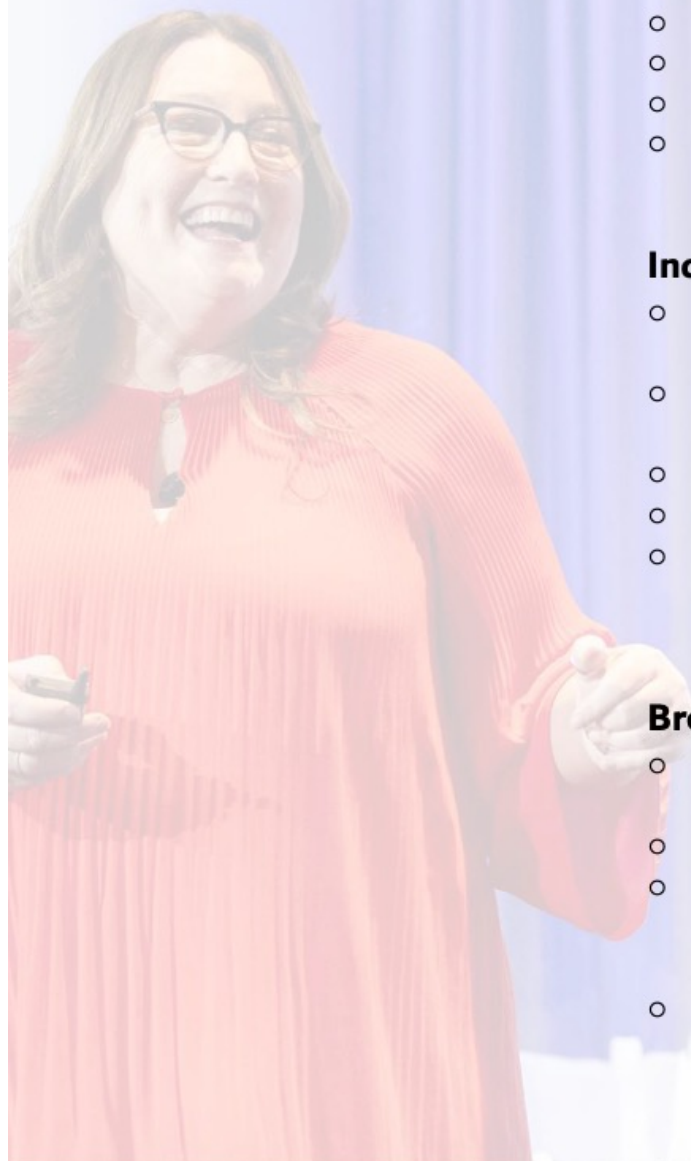
- Immediate warmth and engagement with delegates
- Empathy and psychological safety in the conference space
- Rapid skill building and practical 'use now' skills
- Laughter and improvisation, responding to the audience
- Fresh, new tools and thinking for work and life

## **Increase delegate and event ROI**

- Prepare delegates for what's to come in your conference program
- Ensure delegates feel better throughout the conference by understanding cognitive overload
- Generate more value and learning from the program
- Share and multiply learning, results and insights
- Embed the conference outcomes to live on after the event

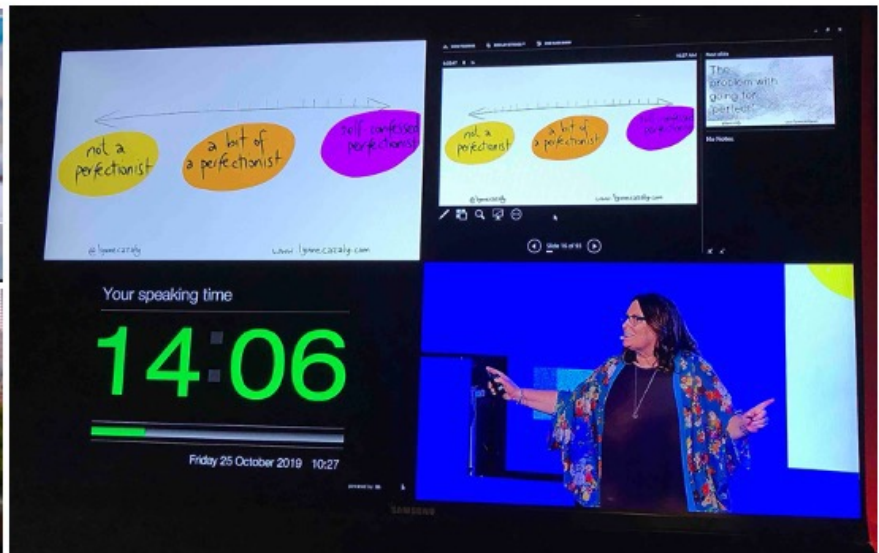
## **Broadcast, stage and performance experience**

- International, large stage, multi-event, multi-city professional events
- Professional broadcasting on radio and television
- Live stage and theatrical performance - acting and improvisation, interaction and participation with the audience
- Large scale group facilitation through activities and interaction





# Broadcast Media Experience



# International Large-Scale Events



# Award-winning 10 x Author





# Trusted clients and events



## What event people say

Delegates reported on the large number of key takeaways as a result of Lynne Cazaly's opening cognitive load coping keynote address – it was exactly what we were hoping for. We wanted to make sure attendees were properly set up for success to increase the number and quality of key takeaways they could apply back at work. When I found Lynne's Cognitive Load Coping keynote, I just knew it was what I'd been looking for.

### – SIRF (Strategic Industry Research Roundtables Forum) Conference

It's the perfect blend of creativity, participation, improvisation and humour – it was incredible to see how Lynne brought so much of the conference content into an engaging and participative session. Laughter and connection! Such a brilliant way to wrap up the conference.

### - Agile New Zealand Conference

The final session was a beautiful mix. Funny and engaging, but the key messages from the conference were strong. It was an uplifting performance for sure.

### – AME Conference (Association for Manufacturing Excellence)

Best conference closing ever! Funny, engaging, big learnings and brilliant participation. And it reinforced the messages we were aiming for the entire day. It was the perfect way to close – on a high, with laughter ... but with very deep connection to the content, themes and messaging.

### – UniSuper Advice Conference





# About Lynne Cazaly

Lynne Cazaly is an expert in new ways of working. She is an **international keynote speaker, a masterful facilitator and an award-winning author** with her ideas and thoughts published across her 10 books.

She guides leaders, teams and businesses through adopting **clever and creative ways** of thinking and working as they respond to changes in the world.

Lynne is an exceptional keynote speaker and from her **years of radio broadcasting** experience it's clear to see why. She crafts, delivers and presents creative messages that inspire, entertain and shift audiences.

She has **lectured with leading universities** like RMIT and Victoria University in undergraduate and post graduate programs on communications, marketing, speaking, media, change.

She is a CSP (Certified Speaking Professional) a designation through the Professional Speakers Association and Global Speakers Federation.

Lynne appears in the media on television, radio and in print and social media as an expert on work, creativity, leadership and workplace trends. Her thinking and ideas are published in **Harvard Business Review, Forbes.com**, In The Black and many other publications.

Her presentations, sessions and workshops are **captivating, inspiring and highly practical**, tackling **skills of the zeitgeist** in a clever and creative way.





# LYNNE CAZALY

**Opening Speaker:**

**Cognitive Load Coping**

**Closing Facilitator:**

**The Co-Creation Experience™**



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