



Betty Parker - bringing value through versatility

Fee: \$5,000 - \$10,000 plus expenses
South Carolina Based

877-585-0005

Betty Parker has a way with words. Mostly because her expertise is in communications. As a professional speaker, trainer, and coach, she provides interactive and enlightening presentations to corporations and individuals who have a desire to grow. Betty has been speaking professionally for more than 25 years. She has been a trainer since 1998 when she began her career as a sales coach and trainer to pharmaceutical reps in the biotech industry. Her degree from LSU in broadcast journalism provided her with the educational background she needed to connect with all audiences.

However, it was her years as a radio personality and sales professional that gave her the skills she needed to bring that knowledge and her words to life. She specializes in topic areas that transform leaders: communications, teamwork, diversity, conflict management, employee engagement, coaching and mentoring, internal customer service, and more. Her corporate customers find her delivery engaging and the results she delivers tangible and measurable.

She is the author of *Waging War on Fear: Strategies to Overcome a Scary World* and is at work on her next book *What You Don't Say Matters*. Beyond her passion for her work as a business owner, presenter, author, and coach, Betty is also passionate about her faith, family, and football. Win her over with a big smile and all things chocolate!

Diversity: The Value in Differences

Talking about diversity for most people is like bringing up a dirty family secret at the picnic table during the family reunion. It's uncomfortable and painful. Most people would rather avoid it or tip toe around the toughest parts. Every person has an opinion about race, culture, religion, gender, and sexual orientation, yet many feel awkward expressing it because of some anticipated backlash.

Betty Parker doesn't shy away from the topics. She believes that having an open dialogue is the most important effort to building knowledge, promoting healing, and increasing respect for cultural differences. She challenges audiences to think about the way they think (metacognition) when it comes to living near, socializing with or working in an environment where everybody's not the same. In so doing, she has enlightened audiences across the country on how to start and maintain open and meaningful dialogue about the value in each of our differences. More importantly, she teaches individuals how to accept each person on their own merits and not because of faulty stereotypes. For the open-minded, this keynote address will change beliefs.

Is Your (Leadership) Style in Fashion?

What's your leadership style? More importantly, is it a style others would want to emulate? As in the fashion industry, popular styles set the trends. Admirers of those styles tend to be followers of them because they see the quality and value in having them in their lives. Leaders are like great designers. They know their styles, and they use them creatively to brand themselves as dynamic leaders. Are you a dominant leader who is driven and results-focused? Or are you an analytical leader whose strong suit is in details, information, and accuracy? In this keynote address, Betty Parker addresses four common styles among leaders, and she helps her audience to recognize their style and how it impacts others. Betty's great coaching skills help attendees to examine themselves and how they communicate with others, manage conflict, and mentor people on their teams. Want to go below the surface and help your audience of leaders understand how they are? Let Betty deliver this awesome keynote address at your next event.

Straight Talk: 3 Difficult Steps To Making Change Stick

Lets face it--change is hard. Most people commit to change but fall back into old habits quicker than a politician's promises during campaign season. In the work environment, this can slow progress toward business goals and cost the company in productivity and revenues. In our personal lives, this can mean the difference between getting a promotion and staying stuck at the bottom of the org chart. Change takes time, but it also requires commitment and action. In this presentation, Betty Parker offers straight talk about the three important but difficult steps everyone must take in order to make change happen and last. Betty delivers a powerful message that challenges the audience to think about what they should and can do to keep forging ahead despite the desire to nestle back into their comfort zones. Her "no excuses" mantra holds attendees accountable to make change happen. Audiences can expect to walk away informed and inspired. This presentation will transform lives!