

# Priya's most requested **keynote** and **workshop topics**

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## C O N T A C T

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# Onbound shifting

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Keynote: 20 - 60 minute

Workshop: 30 -120 minute workshop with interactive exercises, additional case studies, and targeted recommendations

## SUMMARY

*Is chasing after your target market draining your resources and getting in the way of improving your sales and team performance? Change your mindset and move towards Inbound Shifting. Lose the old ways of looking for customers who will buy from you, and win the hearts of those who will stay and grow your business through good relationships between you and fellow customers..*

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### Structure

Priya will deliver a speaking presentation and workshop that will put your team at ease and familiarity with new marketing techniques. She'll tell a few stories and give samples of how Inbound Shifting drove businesses to success, and relate to audiences with a few questions and answers in between. Priya makes sure everyone gets the concept in high spirits. Afterwards, audiences can feel free to ask what else they might be curious about Inbound Shifting.

### Who is it for?

Organisations and small companies who are struggling with adjusting to the digital world and want to grow competitively will benefit best in discovering Inbound Shifting. Those who want a short version can opt for a keynote format, and business leaders wanting an in-depth learning on Inbound Shifting can train under Priya with a one-day workshop.

### Value Propositions:

- + Discover the benefits of Inbound Shifting
- + Learn about the power of digital and social media promotion
- + Shift in mindset from persuasion to influence
- + Creating brand evangelists

# Culturally Conditioned

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Keynote: 20 - 60 minute

Workshop: 30 -120 minute workshop with interactive exercises, additional case studies, and targeted recommendations

## SUMMARY

*If you feel like your organisation is lagging behind competition with the latest technologies, maybe it's about time to refresh your team with a much-needed booster. Maybe it's not the tools you're using, or the direction you're taking that's causing your team to perform suboptimally. Most likely, it's your mindset. It's time to reshape your perspective with a future-proof view of Culturally Conditioned marketing.*

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### Structure

Priya will expound on the core concepts of a Culturally Conditioned business, opening the client's team to the newest technologies in the modern era of marketing. She will give a detailed background on the trending tools, marketing views, and the use of AI and automation to improve workflow and productivity. Along the way Priya will methodically organise the team to motivate them to work together in a unified position.

### Who is it for?

The Culturally Conditioned framework can be used for any size of organisation, but is a great fit for mid-sized companies looking to stay ahead of competitors with the latest methods for automation. This concept is also available as a keynote for short delivery and a full workshop for in-depth study and implementation for your team.

### Value Propositions:

- + Digital marketing and the advent of AI and machine learning
- + How AI can help improve your business
- + Developing your company persona vs. competitors
- + Employing Strategic Strength
- + Creating a content strategy
- + Identifying areas of your business with the best growth potential
- + Enhancing the customer's journey

# Seize (not seek) opportunities

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Keynote: 20 - 60 minute

Workshop: 30 -120 minute workshop with interactive exercises, additional case studies, and targeted recommendations

## SUMMARY

*How many opportunities have shown themselves up your doorstep only to slip through your fingers because you couldn't decide whether or not to take them? In the competitive marketing landscape of the 21st century, this could make or break potential growth. With a little change in perspective, you could be that influential business leader who knows what trends will be a valuable catch.*

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### Structure

Priya delivers this transformative thought leadership concept to entrepreneurs and business leaders in a process that opens up their minds to success-driven ideation. This is further expanded with Priya's numerous supporting wisdom from marketing and other disciplines, and stories that show examples of how to put this mindset into practice.

### Who is it for?

Virtually anyone can inculcate this thought leadership concept from Priya, as it can be applied to any aspect of life, but the best ones who can put it into better use are organisation leaders, management personnel, and decision-makers. Solo entrepreneurs or individuals who manage their personal brands can also benefit from this topic discussion.

### Value Propositions:

- + How to identify opportunities
- + Assessing the competitive landscape
- + Obtain and exploit the weaknesses in a competitor's strength
- + Creating effective strategies around opportunities

# Let's talk

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