



UNLEASHING HUMAN POTENTIAL

Motivation, Sales, Leadership,
Service, Facilitation

"Justin electrifies his audience ...
he was the best speaker."

-Sir Eric Peacock, Chair,
Academy for Chief Executives,
UK

JUSTIN COHEN

International Speaker & Bestselling Author

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Justin Cohen is a bestselling author and global speaker. He hosted a CNBC Africa TV show in which he interviewed some of the world's top experts on success.

As a leading authority on human potential, with a postgraduate degree in psychology, Justin Cohen speaks and trains in the fields of motivation, sales, customer service and leadership.

Over the past 20 years he has presented in nearly 30 countries, and in virtually every industry, to an average of 8000 people annually.

Justin is a Certified Speaker Professional and African Speaker Hall of Fame inductee. He was the host and transformational coach of Mnet's The Single Wives.

Justin is currently a doctoral candidate at Middlesex University, London.



WHY YOU SHOULD BOOK JUSTIN

With cutting edge research, humour, entertaining stories and practical take-home tools, Justin will inspire and equip your people to unleash their potential.

"Justin is the best keynote speaker we have ever had. We will definitely be using him again."
Christopher Bentley, CEO, Royal Kensington.

Justin presents ten main programs which can be presented as keynote presentations or workshops.

Each program will be customized to meeting your objectives.

In *The Psychology of Success*, Justin won't just **uplift** and **motivate** your people, he will give them the tools for **self-motivation**, so that they remain motivated long after the presentation and **achieve** their goals.

However even with the right psychology, there is no such thing as success without **successful relationships**. Based on Justin's bestselling book, *Winning With Relationships* your team will boost their social influence, necessary for success not just in **leadership** but in **sales** and **service** too.

Goals: Design your destiny delivers cutting edge scientific strategies to turn **vision** into reality. For instance, just one adjustment to a plan can triple the chances of success. Here you will also refine your personal and organisational **purpose**. A Wharton Business school study shows that clarity of **purpose** can double **goal achievement**.

Over a decade of research proves that **happiness** contributes to nearly every **business objective**. The Parnassus workplace fund only invests in happy companies and delivers a nearly 7% higher return than average. Based on cutting edge research, fresh out of the field of positive psychology, in *Joy Takes You Further*, your people will discover the five keys to creating a happy workplace **culture**.



We've all participated in great programs that ultimately made little difference. **The Power of Positive Habits** provides cutting edge strategies to convert insight into **long-term behavioural change**.

Is your team struggling? In the **Breakthrough Master Class** they will discover a powerful five-step process to break through any challenge: personal, business or emotional.

Based on his bestselling book, **Pitch to Win**, Justin will show your team how to **present, persuade** and **close the deal**. Justin's formula has been credited with exponentially increasing sales.

We live in a new world of VUCA: volatility, uncertainty, complexity and ambiguity. In Zulu, Vuka means 'Wake up!' In **Are You Future Fit?** your people will discover the three keys to waking up to a future of their creation.

Finally, the smartest person in the room ... is the room! In the **Wisdom In The Room** Justin facilitates a powerful session to discover **best practices**.

In addition to being a top international conference speaker and author, Justin Cohen also **facilitates** strategy sessions and **emcees** events. Justin won't just read a script; he thoroughly researches your organization and objectives, ensuring that each introduction is relevant and personalized.

Bringing his extensive experience as a conference speaker, Justin will be the golden thread between the various presentations, providing entertaining insights and inspiration.

"You were one of the best event hosts I've ever seen. You did a marvelous job of summarizing the key points from each speaker and tying it together for the audience."

Fred Swaniker, CEO, African Leadership Academy

"Your ability to extract the key messages from each of the speaker's presentations reinforced the conference theme of "getting connected" as well as our key focus areas for the year ahead. By inspiring and motivating the team throughout the day you have set the HSBC MEFCO team up for success!"

Raymond O'Niel, MD, HSBC Bank, Middle East

"You are without a doubt the best Master of Ceremonies I have seen in action anywhere in my life. Your research done on the background and history of our company and attention to the detail of the specific function is highly commendable. You 'acted' as if you were part of RealNet Holdings for many years."

Tjaart van der Walt, CEO, Realnet Holdings

For more details on the program of your choice please contact the person who sent you this brochure.

"Justin is one of the most engaging and entertaining master teachers you'll ever learn from."

Marc Kahn, Head of HR and Organisation Development, Investec Global



JUSTIN'S CLIENTS ANSWER YOUR QUESTIONS

1) WHAT EFFECT IS JUSTIN GOING TO HAVE ON MY BOTTOM LINE?

"Justin delivered a powerful message that will have a long lasting effect on our people. We are experiencing early returns on our investment with a clear increase in sales numbers."

Raymond O'Neil, MD, HSBC Middle East

"After Justin came to speak to the optometrists, turnover is 54% above last year."

Tanya Peche, Sales Manager, Edcon

2) WHAT EFFECT IS HE GOING TO HAVE ON THE AUDIENCE?

"Your work ethic and extra effort to make your message special for each group was highly commendable. Your 94% rating confirms that your talk was the highlight of the conventions."

Leon Lourens, MD Pep Stores (Largest single brand retailer in Africa)

"I think the standing ovation Justin got says it all!"

Leanne Burrows, Key Accounts Executive, Ster Kinekor

3) ARE YOU GOING TO BRING OUT A STANDARD ONE-SIZE-FITS-ALL PATTERN?

"Justin really made his presentation relevant to our organisation. This was the best guest speaker engagement we've had in ten years."

Dirk Eksteen, Executive Director, Bytes Managed Solutions

"Justin really gets to understand what your organisation is all about and what you're trying to achieve. Each time we've had him, it's been different. He adapts the presentation to fit the context."

Susan Webber, Brand Manager, Hugo Boss

"Your sensitivity to our audience was remarkable. Our Eskom values are dear to our hearts and you brought a fascinating slant to them."

Sagie Chetty, Information Manager, Eskom

4) HOW DO I KNOW IT'S NOT JUST GOING TO BE ANOTHER 'RAH-RAH' SESSION THAT KEEPS THEM MOTIVATED FOR ABOUT AS LONG AS THE APPLAUSE?

"The employees still talk about Justin's presentation. It was very liberating. There were a lot of life lessons that you can apply very practically to business."

Siyabonga Gama, CEO, Transnet

"Ever since Justin did his presentation, I've been quoting his stuff non-stop. It's not just a once-off session that revs you up for five minutes; it's got real lasting substance."

Darnell Joubert, Retail Director, Platinum Holdings

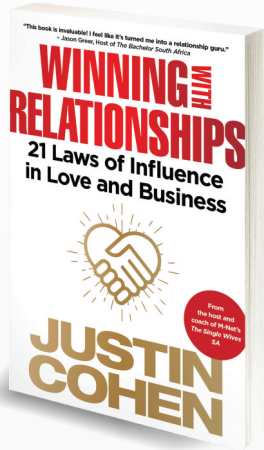
"Justin is much more than a motivational speaker. He is informative and provides practical suggestions that go beyond short-term motivational hype."

Maxine Van Der Vyver, Senior Advertising Manager, Media 24

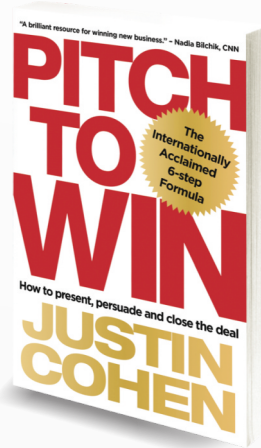
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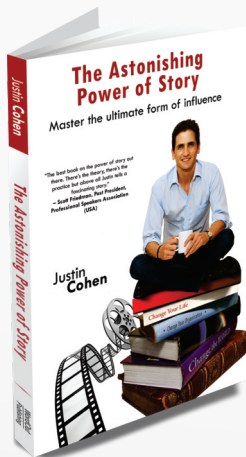
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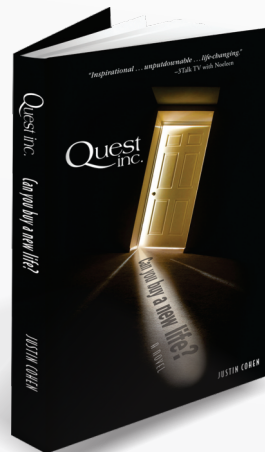
"More than a book on relationships, this is a tour de force on leadership."
- Sir Eric Peacock,
Chairman, Academy for
Chief Executives, UK



"A brilliant program for bringing in new business."
- Nadia Bilchik, CNN



"This book has truly inspired me to think about all parts of my communication. A must for every leader!"
- Brian Chernet, CEO the Academy for Chief Executives, (UK)



"Inspirational ... unputdownable ... life-changing."
-3 Talk TV with Noleen



"Want to change your life? This program will help you do it!"
- Prof CR Stones, Chairman
Clinical Psychology Association

To Book Justin:
info@justinpresents.com
www.justinpresents.com

Justin's teachings have unleashed potential for hundreds of global organizations, including:



Justin has been featured on:

