



Newsflash from

Marie Grey and Associates

Representing South Africa's Top Professional Speakers

Justin Cohen does it again with another hard-hitting talk to get your team off their seats and out the door. Following on the success of "Psychology of Success" and "What's Your Story?", Cohen's newest conference presentation will definitely impact on your bottom line!

Recession-proof Your Head!

Just because the world is in a slump doesn't mean you have to be

Recessions become self-fulfilling prophecies. Low confidence produces low action and low results. A Harvard study found only one key factor present in the star performers during down times - motivation. The stars remain highly motivated to take action and succeed. **'Recession-proof your head'** won't motivate your people – rather, it will provide the psychological tools for self-motivation even through the toughest times. Delegates will learn to:

- Motivate themselves in a demotivated world.
- Motivate others through the power of social motivation.
- Shift from self-defeating pessimism to rational optimism.
- Manage adrenalin and serotonin – the brain's chemicals of success.
- Take and keep taking passionate action.
- Turn setbacks into stepping-stones.
- Discover the four keys to getting through adversity
- Channel their motivation to achieve career and company targets.

With a combination of cutting edge research, humor, entertaining stories and practical take-home tools, Justin will help your people unleash their psychology for success.



"Your phenomenal presentation exceeded our greatest expectations and clearly those of the delegates. Yours were the highest ratings."

Danél Bosman, Event Manager, Siyanqoba Seminars

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

Tanya Peche, Sales Manager, EDCON

"Justin exceeded my expectations on the keynote presentation and then did it again as our facilitator."

Maturin Tchoumi, CEO, Roche

To find out more about Justin's new presentation, call Marie Grey at +27 11 447 9485.