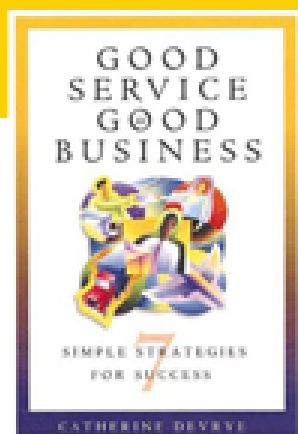


FORMER AUSTRALIAN EXECUTIVE WOMAN OF THE YEAR



CONQUERING THE CHALLENGE OF CHANGE

Catherine is a best-selling author of 8 non-fiction books and past winner of the Australian Executive Woman of the Year Award. She is an outstanding communicator with proven international management experience in the private and public sectors-speaking globally on customer service, change and turning obstacles to opportunities in our professional and personal lives. She has been awarded the Australian Speaker of the Year in 1999 and again in 2010.

Her autobiography, *Who Says I Can't*, was released by Random House and nominated for the National Biography Award. On the cover, Bryce Courtenay says: 'story of hope and perseverance-when's the movie'. Other best sellers, translated into over a dozen languages, include 'Hope Happens! Words of Encouragement for Tough Times', 'Hot Lemon & Honey...Reflections For Success in Times of Change', 'The Customer Service Zoo' and 'Good Service is Good Business', which was a # 1 best seller in Australia and Taiwan. Her newest book, endorsed by Dr Edward De Bono, is titled 'Paperclips Don't Grow on Trees-Add Value, Not Cost to your Bottom Line'.

A former IBM executive, Catherine held roles in sales, marketing, communication and management development; and spent 2 years in Tokyo as Asia Pacific Headquarters Human Resource Manager. An Australia Day ambassador, she was a former board member of the 3rd largest police service in the world, past CEO of Young Achievement Australia and worked for Ministers of Consumer Affairs, Education and Sport, where she was involved in the establishment of the Life. Be In It fitness campaign. She is one of the most sought after speakers in Australia and always in search of new material- she completed a trek to Timbuktu in 2007, she has cycled over the Andes, climbed 20,000' to the summit of Mt Kilimanjaro and was given the honour to carry the Olympic Torch on the day of the opening ceremonies of the Sydney 2000 Olympics.

TOPICS

- Shift happens!-Be more resilient to thrive through change
- Change is inevitable. Learning from change is optional
- The 7 most expensive words in business - 'We have always done it that way'
- Turn common sense into common practice
- Fight complacency-success today doesn't equal success tomorrow
- Victim or victor from change-your choice.