

leanne
SPENCER

Managing wellbeing whilst delivering on targets

Your sales kickoff establishes the year's tone; imagine introducing a new approach to managing energy so that your salespeople maintain a sense of wellbeing whilst delivering on targets. Being in the sales business is like an endurance sport with occasional sprints (or frequent sprints in some cases). We believe demanding consistently high-performance simply isn't sustainable medium to long term. The answer to hitting those top tier sales targets, and preventing burnout is all about Cadence.



Cadence is a simple four-step approach to managing energy that means you can perform when you need to, manage energy, mood and motivation and avoid chronic stress and burnout.

- The first phase is predict; anticipate the big events coming up in business (and perhaps your personal life too).

- The second phase is prepare; what small changes could you do as a business and as an individual that have a big impact on your performance, especially over time?
- The third phase is perform; but, respect the red flags the body sends that indicate you're going too fast. The body does send these signals but we've become good at ignoring them – this is short-sighted!
- The final phase is recover; by prioritising what we call slivers of recovery, you allow the nervous system to recover and that is the key to consistent performance levels.

Leanne's motivational Sales Kickoff Keynote inspires your people to adopt the principles of Cadence, empowering them to beat burnout and have more fun in life and work. And, perhaps most importantly, to hit your sales targets.

Expected outcomes from the Leanne's Sales Kickoff Keynote:

- Improved resilience and better stress management
- Improved energy management via the Business Athlete idea
- Position wellbeing as part of a high performance culture

“We had the absolute pleasure of securing Leanne for our 2024 Company Kick-Off. Our early engagement and briefing sessions with Leanne were exceptionally smooth and this resulted in a hugely successful session on the day, helping our teams to understand their big moments ahead, their indicators of pressure, and how to then execute and recover in stages. Leanne brought the whole topic to life with energy and vigour, along with a lot of humour and personal experience..”

Richard Farnsworth | CRO Genii GSG Software Group