



## Joyce Layman

**Connecting you to people, possibilities, and profits.**

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As a former wallflower in the world of business networking, Joyce knows firsthand what it takes to overcome the greatest obstacle you'll face - the four inches between your ears.

She was fortunate to tap into information that transformed her life and sought training in The Pacific Institute's cognitive processes. The same processes which are based on research of the Universities of Stanford, and Washington to name a few.

It all starts with how you think.....and builds on how you connect.

Since 2008, Joyce has helped individuals achieve higher levels of performance, and companies to discover new opportunities for success. She combines her extensive training and experience in the science of mindset and the art of business connections to provide the one-two punch that gives her clients an advantage over their counterparts and their competition. No matter if it's a keynote, workshop or private coaching session, her unique approach can be immediately applied professionally and personally.

At the continued prompting from audience and clients, Joyce put her wisdom into book form with the release of *Just Another Leap* and did it again with *Your Connecting Advantage*. Her latest venture is *In Layman's Terms*, an interview style podcast that hit New & Noteworthy on iTunes just two weeks after launch.

Joyce has worked with various industries, sizes of organizations, and CEO's to solopreneurs. Clients include: Hallmark, Citi, First Marblehead, Bryan Cave LLC, the Accredited Snow Contractors Association, Western States Fire Protection, NEI Global Relocation, PMI South Florida Chapter, Kansas KACE conference and Houlihan's.

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"I hired Joyce as a speaker for a Global Partner Summit I was chairing. The attendees were in the Mobility industry (from around the globe) representing many different sub-industries, and some were direct competitors. Joyce needed to deliver a message that would resonate with everyone. She hit a home run - you can't ask for more than that!"

~Al Blumenberg, NEI Global Relocation

[www.JoyceLayman.com](http://www.JoyceLayman.com)

## **Why Work With Joyce?**

Organizing an event is stressful enough so her intention is to be super easy to work with from start to finish. It starts with a pre-event process to understand your priorities and audience issues specific to your organization and in your industry. Joyce will arrive early to meet attendees, listen to other presenters, and weave these insights into her program. She will also stay and spend time with attendees, answering their questions personally. For those who want to 'take Joyce home with them', copies of her books are available.

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## **KEYNOTES | BREAKOUTS | HALF-DAY SESSIONS**

\* Keynotes and breakout sessions qualify for HRCI & SHRM recertification credit hours. Be sure to inquire for continuing education credits for your association. \*

### **Program #1 - Beyond the Comfort Zone: Mindset, Motivation and Change in the Real World**

Change happens, and in today's world it's the only constant. New initiatives, day to day pressures, technology or too much to juggle on a professional and personal front can leave you feeling stressed out and overwhelmed. Before you can create new possibilities and tackle bolder goals, you need to overcome the four inches between your ears. The good news is that it doesn't need to be complex or confusing.

This program isn't about the soft and fluffy stuff, but instead helping you understand how your thoughts, attitudes and beliefs impact your actions and results. It's change management from the inside out. Whether stuck at the first level or experiencing new challenges at that next level, this interactive program combines real-world examples, tidbits of science and easy to apply concepts to help you manage your mindset, shift from motivation to engagement and empower you to thrive through change.

#### **When asked, "How would you describe this program to a colleague or friend," attendees said:**

"Makes you think about the changes you want to make, and gives you the 'how to make them' process."

"I learned to look beyond my comfort zone to make changes in my life."

"Motivational and eye opening for sure!"

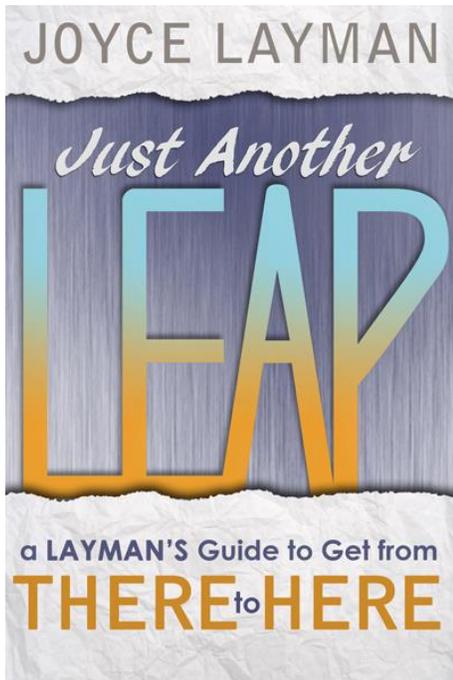
"Great information for anyone wanting to take their career to the next level."

"One you don't want to miss!"

## INTERESTED IN A WEBINAR OR WEBINAR SERIES? OPTIONS INCLUDE:

- A Mindset Shift, the Starter Package
- Mindset & Motivation and the Need for Bathing
- Goals, Initiatives, Actions and Keys to Making Change Stick

## HOW CAN I TAKE THESE CONCEPTS HOME WITH ME?



"Joyce Layman outlines the simple steps you can take to propel yourself to success. Being uncertain about the future and, more importantly, your ability to handle the approaching uncertainties and obstacles is normal. Convincing yourself to take the Leap is not...but it can and should be. Thanks, Joyce for showing us the way!

- **Harry Campbell, CEO Durrie Vision, and author of Get-Real Leadership and Get-Real Culture**

"As a CEO leading an association whose main focus is in leadership and professional development for women in mid-career, Joyce Layman's no-nonsense guidance is a must read. Her common-sense approach to risk taking will encourage readers to "leap" and not "limp" as a high impact strategy for advancement, whether personally or professionally.

- **CiCi Rojas, CEO of Central Exchange**

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**\*\* Program content can be combined to meet your event's goals. \*\***

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## Program #2 - Do You Have a ~~Networking~~ Connecting Strategy?

Mindset and connecting: Joyce Layman knows that these are the two keys to reaching and then exceeding goals in business today. All the strategic planning, sales forecasts and tactical checklists won't do any good if you, your team and your business aren't bringing your A game to the table. A simple change in your thinking and a process with some specific tools can make the difference between good and great. And it starts long before you get in front of a potential referral partner or client.

Joyce can teach you, your team how to truly connect and make your interactions have greater impact. This process can be learned and leveraged by anyone who wants to successfully navigate the corporate ladder, uses sales to drive their business or expand their market presence. Attendees will walk away with a strategy to position their personal brand, increase influence and build lasting relationships.

In case you're wondering what sets the following topics apart? Typical networking programs only focus on what to do AT or AFTER an event or conference (business cards galore!). Using the unique views and tactics outlined in Your Connecting Advantage, attendees will learn a step-by-step process to connect with intention, create meaningful relationships and powerful results.

#### **PROGRAM TOPICS INCLUDE:**

- **The Networking Shift:** Effective connecting starts before you ever go to an event. This session shows you how to avoid the most common networking mistakes people make. You'll learn how to position yourself and/or your business, and connect with intention and influence. The result is a shift from networker to connector.
- **Corporate Connecting:** In a fast paced environment, networking tends to fall to the bottom of your to do list, but it can be the most important thing for your career. This session shows you how to build a powerful network inside and outside of your company and become an invaluable asset to those around you.
- **Networking for Business Growth:** A game plan session to develop strong connections with referral partners and clients. The result is shortening your sales cycle from months to minutes while maintaining a relationship focus.
- **Your Social Capital:** If you're not using social media to expand your reach, you could be missing opportunities. This program shares the ins and outs for creating and maintaining relationships in the digital age. You'll also learn the latest #connectinghacks to build visibility, credibility with the ideal connections for you and your business.

In each program she delivers, Joyce teaches participants how to shift their mindsets, expand their beliefs about what's possible through networking, and elevate their confidence for making connections through traditional and digital platforms. Her content is current, relevant, and full of useful tactics for everyone from CEOs to people working their first jobs.

#### **When asked, "How would you describe this program to a colleague or friend," participants said:**

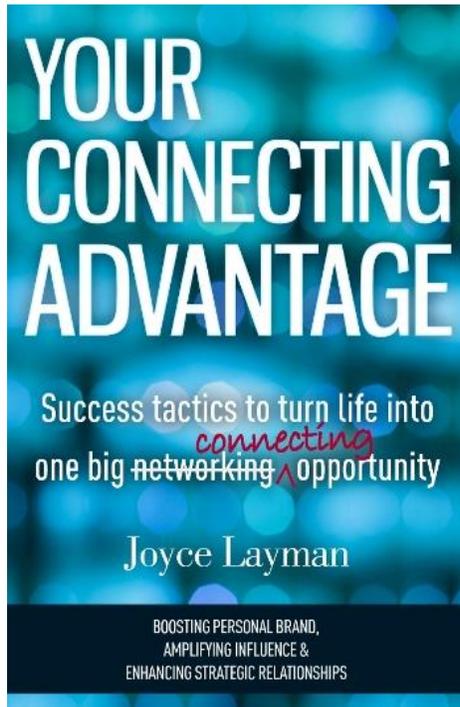
"If you're trying to create growth in business, you need to hear Joyce speak!!"

"It's like having Pandora's Box opened about connection."

"Joyce will give you new and fresh ideas on connecting with others for any reason."

**Hosting a company event or conference?** Joyce can help you maximize networking opportunities for your participants before, during and after the event.

## WHAT'S THE BUZZ ALL ABOUT?



"I've often said that Joyce Layman is the greatest networker in the world. Meet her and you'll immediately understand why. Read *Your Connecting Advantage*, and you'll understand exactly *how*. Fantastic wisdom from which we can all benefit!"  
~ **Bob Burg, co-author of *The Go-Giver* and author of *Endless Referrals***

"Think you can't combine current technology, networking and creating real business relationships? Think again. Joyce Layman shows you how to do that – and more – in *Your Connecting Advantage*. More than just another "how to network" tome, Joyce's latest book is a blueprint to connecting strategically, building a lasting network and creating lucrative relationships online and off. This book is your ticket to doing that for yourself...and in much less time than you are probably already spending.

~**Ray Robbins, Mannatech co-Founder**



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