



Barbara Sanfilippo

CSP, CPAE and Co-Founder, High Definition People®

A Business Motivational Speaker and Expert at Moving People to Take Action!

"I'm a business motivational speaker, consultant, author, coach and an expert at moving people to action. However, I'm not your typical 'rah-rah' motivational speaker. Yes, I create excitement and the audience has fun, but in addition to inspiring and energizing, I deliver a long-remembered, differentiated meeting experience by providing ideas and immediately applicable tools that get lasting results back on the job."

Every organization needs—and wants—high definition people and leaders!

Outstanding Barb! Your motivational keynote at our Annual Franchisee conference was fantastic. You delivered a unique, experiential keynote with a roadmap to follow, a call to action and the inspiration to succeed; a great return on our investment. We look forward to having you back to speak at our Branch Leadership Conference and regional events.

– BrightStar Franchising, LLC

"Barbara was electrifying!"

"One of the best speakers of the conference. Please bring her back!"

"Absolutely top notch! Definitely gave me something to add to my tool box."

"Amazing! WOW, LOVED IT!! I needed this."

– American Academy of Medical Administrators



- Tel. 858-674-5500, ext 101
- www.HighDefPeople.com

Book a Business Motivational Speaker Who Delivers An Experience That is Long-Remembered



Barbara Sanfilippo's Most Popular All-Industry Topics



Experience Life and Work in High Definition™

Inspire your people to take action



Lead In High Definition™

Turn your leaders into "Olympic Coaches"



Sell In High Definition™

Advance to the next level of professional selling



Serve In High Definition™

Contribute, add value, change lives



Faith, Values and Character-Building

Live and work with purpose and significance



Value Added Services

Reinforce learning and secure your ROI (for all industries)

See How Barbara Sanfilippo is Different from Other Speakers



Six Ways Barbara Transcends Other Speakers

- Key speaker hiring considerations
- Barbara's unique deliverables
- Rave reviews that provide the proof



Speaker Selection Challenges Barbara Solves

- Need to shake up the status quo?
- Have a "seen it all before" audience?
- Want to change attitudes and beliefs?



What It Means to Be A High Definition Person™

- Want to spur personal and professional growth?
- Want your audience to be transformed?
- How to Be Vivid, Be Vibrant, Be Valued®



Speaker Profile, Barbara Sanfilippo, CSP, CPAE

Barbara Sanfilippo is an expert at moving people to take action. She inspires audiences and businesses to act on their highest aspirations, transform old beliefs, enrich customer relationships, increase sales, and experience work and life at the highest level possible – in high definition!



Barbara has three goals in addition to inspiring and energizing:

- Deliver a long-remembered, differentiated experience by offering practical, immediately applicable ideas that get lasting results
- Provide powerful tools with take-home value AND motivate and inspire your audience to WANT to apply what they learned back on the job
- Bring exceptional value, generate a positive ROI for her clients and help people live and work at the highest level possible, in High Definition

Barbara's high energy, entertaining and interactive style combined with her idea-packed and highly-tailored programs have earned her high marks and repeat business from associations and organizations in nearly every industry segment. Previously, Barbara was a VP and Regional Sales Manager with Bank of America. Prior to that enjoyed a successful career in sales.

A down-to-earth style gives Barbara the unique ability to connect easily with CEO's, senior executives, mid-level management and front-line staff. She delivers inspirational and business keynotes and, on request, conducts workshops and training sessions to reinforce her message.

She is the author of, *Dream Big! What's The Best That Can Happen?*, numerous articles and a popular blog. In addition, Barbara has achieved the highest honors and recognition in the speaking industry:

- CPAE (Council of Peers Award for Excellence): Speaker Hall of Fame Member – an elite award shared by less than 230 speakers worldwide
- CSP (Certified Speaking Professional): The highest earned designation of the National Speakers Association

In addition to her busy speaking schedule she is co-founder of a successful training and consulting firm.



Program Information, Barbara Sanfilippo, CSP, CPAE

Experience Life and Work in High Definition™

What does living in high definition look like? Imagine feeling optimistic, joyful, peaceful, vibrant, valued, inspired and purpose-filled despite a stressful job, daily challenges or life circumstances. Imagine being full of life, energized and appreciated by those you serve. We call these folks High Definition People®. Everyone has the potential to experience personal and professional gratification. Still, many of us settle for the status quo or let doubt and worry sabotage our efforts to move on. High Definition People® have learned that living life well is a discipline and a choice that involves much more than striving for a big bank account. It means participating in life rather than observing it, believing rather than doubting, giving rather than getting. High Definition People® are defined by their character.

In this highly engaging and inspirational program you'll learn how to experience life and work at the highest level possible - in high definition! You will learn how to:

- Think differently and monitor your thoughts with a renewed mindset
- Get unstuck from the status quo and make better decisions that impact your life
- Awaken your desire to make a difference and live with a higher purpose
- Enjoy and appreciate the present with Cappuccino Moments™
- Use powerful principles and fun tools to help turn your dreams into reality

Lead in High Definition™ – Inspire Breakthrough Performance

Envision yourself as a highly inspired leader with an ability to connect with, develop and inspire your team in ways that bring out their best performance - even breakthrough performance! You've moved beyond merely managing by facts, numbers and reasoning to tapping into what drives each member of your team. They achieve unprecedented results because you inspired and coached them to be all they can be. This is the art of leadership used by High Definition Leaders®.

Whether they lead a sales team, manage a support function or are a CEO, High Definition Leaders™ think of themselves as Olympic coaches and servant leaders committed to helping each team member "go for the gold." A genuine and authentic leadership style earns them the trust, respect and loyalty of their team and colleagues. They're successful because they take responsibility for getting results and are focused on making individual team members successful first. Instead of being preoccupied with past performance and results, they are experts at coaching for activities that will impact future performance.

In this energizing and interactive session, you'll be inspired to build a high-performing team by leveraging your current approach to getting results with proven ideas, techniques and wisdom applied by High Definition Leaders®. You'll learn:

- The secret to getting buy-in and winning team commitment
- Why focusing exclusively on results may hinder success
- The #1 most critical yet overlooked ingredient of successful coaching
- How to transform mindsets and increase personal responsibility
- The #1 motivational exercise to inspire breakthrough performance



Program Information, Barbara Sanfilippo, CSP, CPAE

Sell in High Definition™ – Become an Expert, Build Trust, Attract Business

Imagine after a few years in your sales job you've created a situation in which a substantial quantity of your sales come from prospects who learned about YOU and your product or service and CALL YOU to explore how you can meet their needs. Imagine your pipeline filled with leads from referrals and never having to make a cold call. Sound farfetched? It's more realistic than you might think when you Sell In High Definition™.

Salespeople who've reached this pinnacle have positioned themselves as experts, advisors, and problem solvers in their niche industry and have become masterful at building trusting relationships. They no longer chase the sale because they've built a reputation as a "go to" person who creates a differentiated customer experience, adds value and always does what's best for the customer. As a result, they become a "business and referrals magnet".

Attracting more customers rather than continually searching for them will require you think differently about how you now sell. You'll learn how to do that and more when you attend this high-energy session with proven ideas that will increase your sales and make you stand out from your competition. You'll discover how to:

- View what you do for a living from a totally new perspective
- Position and promote yourself as an expert and a "mini celebrity"
- Attract warm inquiries from prospects who are referred to you
- "Clone" your best customers and infiltrate your niche
- Pre-call plan effectively to increase your chances of winning the business
- Add value, educate, and be bold to advance the sale
- Critique your sales calls and avoid the most common pitfalls that repel customers

Serve In High Definition™ – Differentiate, Deliver Value and Delight Customers

To attract and retain loyal customers requires a lot more than a smile, a return call, and a thank you note. Good customer service is expected and no longer a differentiator. Has your attempt to create consistency and standards resulted in robotic or impassive conversations? Has your focus on growth overshadowed the voice of the customer?

To grow your business and stand out from the crowd, every employee and department must seek to add value, contribute, and create a memorable experience. In this action-packed program, Barb will give you a roadmap and proven ideas to:

- Increase staff engagement to bring your service and brand promise alive
- Break down silos and encourage collaboration between sales and support areas
- Provide additional value and stay top-of-mind with customers
- Get customer feedback and measure service easily
- Avoid the top three pitfalls that repel customers
- Most of all, inspire your staff to deliver genuine and attentive service!



Program Information, Barbara Sanfilippo, CSP, CPAE

Live and Work With Purpose and Significance

Faith, Values and Character-Building Programs

In today's consumer-driven, superficial, "what's in it for me" society, it's easy to lose sight of what really matters. We're bombarded with messages that promise wealth, beauty, prestige and happiness but in many cases lead us down a detrimental path of striving, stress and discontentment.

In the workplace, we can be so focused on career and advancement that we often forget how our actions and words influence our colleagues, customers and employees. We need to be reminded that as managers and leaders, it's a privilege to serve and lead our team. As individual contributors, it's a privilege to serve everyone who we come in contact with.

There is a more optimal measure of life and work. Imagine being worry-free and filled with purpose, peace, joy and gratitude despite your circumstances. Imagine a workplace where integrity, empathy and encouragement are valued and recognized. Sound too good to be true? This and much more is possible with a renewed mind and a transformed life.

On request Barb will tailor an inspirational message based on eternal principles, parables and values.

...be transformed by the renewing of your mind.

Value Added for EACH of the above programs

Barbara Sanfilippo is not only a popular business motivational speaker but a respected consultant and coach to banks and credit unions. Here are some additional ways High Definition People® can work with your organization during or after Barbara's presentation to reinforce and sustain the message, get your attendees to actually apply the ideas, address issues that may impact results and better insure your ROI.

- **Executive Debrief** – In the course of learning a great deal about your company during her pre-speech preparation, Barbara gains valuable insights into issues that sometimes only an outsider can see. If you choose to do so, she will debrief your executive team on potential challenges, pitfalls to avoid and also provide solutions and proven ideas on how to address them.
- **Tele-Coaching** – Thirty to sixty days after Barb's presentation a highly interactive telecoaching call can be scheduled with a group of your attendees to maintain the momentum and instill accountability. The purpose is to review key principles, share successes in how they used ideas from the presentation and discuss any obstacles. Attendees are expected to prepare for the call and contribute to the facilitated discussion. These calls put the onus on participants to apply what they learned and prepare for the calls.
- **Workshops** – If improving a skill or getting specific results is a high priority, a keynote may not be the best format. Allotting more time with some application and discussion exercises can often improve sustainability. Any of Barbara's presentations can be turned into 2-3 hour workshop or what we call, a *keynote/workshop blend*.
- **Consulting** - After her keynote Barbara is also available on an as needed basis to assist with identifying challenges, avoiding pitfalls and recommending follow-up reinforcement.



Testimonials, Barbara Sanfilippo, CSP, CPAE

Outstanding Barb! Your motivational keynote, *Lead in High Definition – Build a High Performance Team* at our Annual Franchisee conference was fantastic. You did the most homework of any speaker I've ever met in the 20 years I've planned events, including reviewing our key processes, speaking with our franchisees and our CEO and customizing the program to our objectives. It was wonderful to see our group highly engaged, interacting, excited, laughing, writing and having fun! Plus the information you shared was completely relevant to them and will help them build their team, increase sales and grow their business. You delivered a unique, experiential keynote with a roadmap to follow, a call to action and the inspiration to succeed—a great return on our investment. We look forward to having you back to speak at our Branch Leadership Conference and regional events.

— *BrightStar Franchising, LLC*

We rarely have a session receive as many positive comments as yours! Comments included, "Best ever," and, "Bring more people like Barbara!" The amount of time you spent getting to know our members' challenges and making sure your message provided information they could actually use was tremendous! We look forward to your return keynote at our June Focus meeting.

— *National Association of Independent Life Brokerage Agencies*

Thank you for your wonderful and inspiring keynote, *Sell in High Definition – Grow Your Business, Experience Life's Best!* at our National Sales Meeting. Your material was timely, your understanding of our business was outstanding and you had wonderful energy. I hope the standing ovation you received showed how much we loved it!

— *Old Republic Home Protection*

Your presentation "Experience Life and Work in High Definition" left a remarkable impact on our group. This comment from a participant sums them up, "This was another one of my favorites! Not only did Barbara get us enthused about work but she got us enthused about life!"

— *Greystone Communities*

Your opening keynote, *Dream Big! – Be Bold, Focus on the Future* at our CUNA Marketing & Business Development Conference got great reviews! Your challenge to combat complacency and be bold in the credit union movement and in life made an impact. I thought you'd enjoy these attendee kudos from the evaluations: "Wow! What an incredible experience! I wish I could bring her back to my CU!"

"Wow! What an inspiration. She, by herself, made the entire conference worthwhile."

— *CUNA Marketing & Business Development Conference*

Our members gave you very high marks for your energizing and idea-packed leadership program, *Lead In High Definition™ – Inspire Breakthrough Performance* at our annual conference. As senior health care executives they appreciated both the inspiration and information they can use to engage their staff, lead like an Olympic Coach and dream big! In fact, they "demanded" we have you back. So by popular demand we are pleased to invite you as our closing keynote speaker next year. Some member comments:

"Barbara was electrifying!"

"One of the best speakers of the conference. Please bring her back!"

"Absolutely top notch! Definitely gave me something to add to my tool box."

"Amazing. WOW, LOVED IT!!! I needed this!"

— *American Academy of Medical Administrators*



Testimonials, Barbara Sanfilippo, CSP, CPAE

Attendees rated your keynote and breakout session as some of the most highly rated presentations at the conference. Some comments included: “Ms. Sanfilippo was great! I love her enthusiasm!”

“Sanfilippo – More! More! More!” This being the fifth time you have provided programs for the Tennessee Bankers Association is certainly a testimonial that you continue to deliver exceptional information.

— *Tennessee Bankers Association*

I want to thank you for the superb keynote presentation, *Lead In High Definition™ – Secrets to Develop a High Performing Team*, at our Semi-Annual Wholesalers Meeting. Being in the insurance and investment business, we have seen excellent speakers. So I agree with our president when he thanked you on stage and said to the audience, “In all my years of listening to speakers, Barbara is by far the best! Her material was excellent, filled with useful ideas and delivered in an engaging style.” We look forward to inviting you back for our Top Producer meeting this May in Colorado Springs and partnering on other projects.

— *Legacy Marketing Group*

“Barbara, congratulations—you were the most highly-rated speaker at our 21st IEAHU Sales Symposium! In fact, you were even better than when I heard you at the National Association of Health Underwriters (NAHU) Annual Convention. You not only motivated and inspired our membership; you also gave our members great new ideas to grow their business and the steps to do it. In fact one of our brokers jumped on your idea immediately after the conference to position herself as an expert. You can take pride in the fact that you are making an impact. Thank you again for doing such a wonderful job!”

— *Inland Empire Association of Health Underwriters (IEAHU)*

Your presentations were exceptional! You started SHRM Jacksonville’s Program lineup with a BANG! Your zest for life and positive outlook are infectious. I will forever be grateful to you for encouraging me to *act as if*. It has totally changed the way I look at life’s challenges. Also, our past president said, “Barbara was truly astonishing! She is sizzling hot; loved it!”

— *SHRM Jacksonville*

Super job Barb—you met the challenge! You not only delivered a highly-rated opening and closing keynote; you also facilitated our first ever idea sharing and action planning session for our advisors at our Wafa conference. Your energizing program provided our folks with excellent content, an uplifting message and a plan to get started. The rave reviews you received indicate how powerful your approach was, as was the enthusiasm continuing after their return to their offices. Thanks for making our conference a big success!

— *RBC Wealth Management*

Wow! Did we ever hit the mark when we selected you as a presenter at our National Client Conference! Your high energy and dynamic presentation style made it easy and interesting for our attendees to learn. Here are just a few of the many comments we received: “Awesome! Excellent speaker! Very motivational! I cannot wait to present these items to my management team! Great ideas!” “Barbara was exciting, motivating and fun. I respect her ideas and plan to implement many. Thanks!”

— *Press Ganey*

Your keynote presentation at our National Sales Conference was more than enlightening—it was incredibly motivating. Our attendee commented you not only gave us practical tools and specific ideas, you inspired us to be confident and know we have it within us to succeed. Thanks for teaching, educating, encouraging, entertaining and inspiring. Your participation was invaluable in making this meeting a success!

— *American Home Shield (a ServiceMaster Company)*



Client List, Barbara Sanfilippo, CSP, CPAE

**Indicates repeat client*

General Industries

Ace Hardware
Air Products and Chemicals
American Academy of Medical Administrators*
American Family Insurance, Inc.
American Home Shield (ServiceMaster)
Arizona Mortgage Bankers
Arizona Mortgage Lenders Association
AT&T
BrightStar Care*
Building Industry Association (BIA)
California State Lottery
Central Power & Light Company
Century 21
Coldwell Banker*
Colliers International
Countrywide Funding
Dataquest
Defense Research Institute (attorneys)
Delaware Medical Group
Department of Veterans Affairs
Dionex
Fantastic Sam's
Fairmont Hotel, Southampton, Bermuda
Farmers Home Administration
First American Title Insurance
FiServ*
Frieda of California
GERS Retail Systems
Greystone Communities
Gulf Power Company
Harding University
Harley-Davidson
Hewlett-Packard Corporation
Hollister-Stier
Interior & Redesign Staging Specialists Association IRIS
Jack Henry & Associates
John Paul Mitchell Systems*
LA Times
Land America Translation
Land Title Association of AZ
McDonald Transit Associates
Mercy Medical Center
Meeting Professionals International*
Mississippi Power Company
National Flag Distributors Association
Novell
Oakwood Corporate Housing

Oracle Corporation
Pacific Monarch Resorts
Pharmacia – Med Doc
PRA Destination Management
Preferred Hotels & Resorts
Press Ganey & Associates*
Prince Hotels
Professional In Human Resources Association (PIHRA)
Professional Salon Concepts
Radisson Hotels
Recruiting Staffing and Consulting Association (Australia)
Resumix
Retail Solutions Providers Association (RSPA)
Santa Catalina Island Co.
Securities Industries Association
Sharp Health Care
Slidell Memorial Hospital
SmithKline Beecham
Society of Customer Care Professionals (SOCAP)
Society of Human Resource Professionals*
Society Incentive Travel Executives
Starwood Resorts
SureSmile (Orametrix)
South Dakota Department of Tourism
Symitar Systems*
Tri-Lakes Medical Center
Trompeter Electronics
U.S. West Communications
Virginia State Lottery
Warren Clinic
Westin Maui Resort & Spa
Westin Mission Hills Resort & Spa
Whirlpool Corporation
Women's Food Service

Community Banks

1st Summit Bank, PA
Andover Bank
Bremer Financial Corporation
Citizens Bank, Tennessee
Farmers Citizens Bank, Ohio
First Niagara Bank, New York
Firststar Bank of Minnesota
Fresno Madera Farm Credit*
Jefferson State Bank, Texas
Rockford Bank and Trust*
Town & Country Bank, Illinois



Client List, Barbara Sanfilippo, CSP, CPAE

Large Banks

Bank of America*
Banco Union (Venezuela)
BBVA Compass Bank*
Citibank
Federal Home Loan Bank
First Bank
First Premier Bank
First Tennessee Bank*
Meridian Bank
SunTrust Bank
Union Bank of California
Wells Fargo Bank
Wells Fargo Home Mortgage

Credit Unions

Arlington Community Federal Credit Union*
BayPort Credit Union*
CommonWealth Central Credit Union*
Community Financial Credit Union*
Firstmark Credit Union
Great Lakes Credit Union
Heritage Trust CU
Leaders Credit Union
Mountain America Credit Union
Neighborhood Credit Union
North Island Credit Union*
Nymeo Credit Union
Numerica Credit Union*
SACU (San Antonio Credit Union)
San Diego County Credit Union
Symitar*
Windsor Family Credit Union (Canada)
WESTconsin Credit Union

Credit Union Associations

Alabama Credit Union League
California Credit Union League*
Colorado Credit Union League
Credit Union Executives Society
Credit Union Lenders Association (Canada)
Credit Union National Association*
District of Columbia Credit Union League*
Texas Credit Union League* (Cornerstone CUL)
Virginia Credit Union League Marketing Council

Bank Associations

American Bankers Association*
Financial Managers Society
Illinois Bankers Association*
Iowa Bankers Association*
Maryland Bankers Association
Massachusetts Bankers Association*
Michigan Bankers Association
Michigan League of Community Banks
New York Bankers Association*
Oklahoma Bankers Association
Ohio Bankers Association*
Pennsylvania Bankers Association*
Tennessee Bankers Association*
Texas Bankers Association*
Virginia Bankers Association*
Wisconsin Bankers Association*

Insurance and Investment

American Family Insurance, Inc.
Ameriprise Financial*
Association of Financial Marketing Professionals
Aviva Insurance
BRAMCO
Brokerage Unlimited, Inc.
Financial Network*
First Horizon Corp.*
Invest
Inland Empire Association of Health Underwriters (IEAHU)
Investment Centers of America*
Jackson National Life*
Legacy Marketing Group*
MarketShare Financial
National Association of Health Underwriters (NAHU)
National Association of Independent Life Brokerage Agencies* (NAILBA)
Primevest*
Raymond James
Sumrall & Associates
Transamerica Insurance
Westwood Insurance*
Zenith Marketing Group