



# KAY CANNON

## Redefining How Type A's Achieve Big Results Without Collateral Damage



“Kay’s presentations provide information that people not only use but that actually change their lives. She is a master of her topics and a dynamic presenter.”

**Becky Naugle**, *Director, Kentucky Small Business Center and the Center for Entrepreneurship*

### EXPERIENCE

An award-winning executive coach since 1999 and a bona fide member of the Type A tribe, Kay Cannon knows what drives, motivates and sabotages Type A individuals and the companies they run. She can reasonably predict when a top Type A performer is headed for a train wreck—long before any visible signs appear.

With over two decades of executive expertise and an arsenal of real-world stats and scenarios to back her up, Kay’s out to prove that Type A titans can still get colossal results without causing collateral damage.

Your audience will laugh and learn as she pulls back the curtain on the secret world of top performing Type A’s with her funny, insider’s perspective. And, in true Type A fashion, when Kay finishes speaking, you will know exactly what to do, when to do it and, most importantly, why you need to do it.

### CLIENTS

**Celeste Hilling**, *CEO, Skin Authority:*

“Kay Cannon knows how to break through the icy exteriors that Type-A leaders often front. She does this through personal lessons, honest humor and real-world solutions. You leave Kay’s presentation with new tactics to grow your business, employees and most importantly, yourself.”

**Robert L Christian**, *VP Operations & Partner, Service Net Solutions:*

“Kay was able to break through my deeply instilled thinking patterns and help me transform my approach to work.”

**Irene Piatek**, *Project Manager, Johnson Space Center:*

“Kay’s got a great sense of humor. It’s helped me see things from different perspectives.”

“Kay has the expertise to teach professionals to think and perform at their top level in everyday situations.”

**Jeff Kohl**, *Global Sales, Precor Inc.*

### KAY CANNON, INC.

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### KAY HAS APPEARED IN:

THE WALL STREET JOURNAL

The New York Times

HRWire

Forbes

FINANCIAL  
TIMES

The Washington Post

Newsday

CIO

CFO

training



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## Redefining How Type A's Achieve Big Results Without Collateral Damage

**Type A** // noun, adjective //

*A driven, ambitious and self-motivated individual frequently found in the top performer ranks. Often over-committed, impatient, worn out and wound up. Can cause collateral damage in exchange for accomplishment*



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### What is Type A Collateral Damage?

It's the unwanted side-effect of all your success, the thorny thing that steals sleep and addles and ages. It's the silent global epidemic that corrodes organizations from within, sneaking in on the coattails of great results while everything else—from morale to innovation—crumbles. It's what brings down the best of leaders and brings out the worst in you. In short, it's the number one reason up to half of all executives fail, and it stops right here.

#### **SPEAKING TOPICS**

##### **What Just Happened?!**

*Why Type A's Explode, Go Nuts and Do Stupid Things —and How to Stop Them!*

When Type A superstars implode, go nuts or do something stupid, we all ask, "What were they thinking?!" Discover the hidden mental traps that put top performers on a trajectory for trouble—and what can be done to dodge the train wreck.

##### **Collateral Damage: A Global Epidemic**

*Could it Already be*

*Choking Your Organization?*

This sinister global epidemic corrodes companies from within, sabotaging profits, productivity, and innovation. Learn how to diagnose the organization-wide symptoms of collateral damage and stop it from silently smothering your success.

##### **Igniting a Mind Shift**

*Recalibrate Top Talent for Success that Sticks.*

Why do so many talent development tools have such a short shelf life? Delving into the hidden 90% of human potential that others ignore, Kay reveals how to cultivate the kind of organizational success that sticks.

##### **Juggling Elephants, Herding Tigers**

*Keep Type A Teams on Track and in Tune.*

Debates, demands, and dirty looks can morph into dangerous distractions when Type A top guns get together. Find out how to keep these titans in tune and on target when you absolutely, positively can't afford to miss a beat.

##### **Top 10 Type A Positive Attitude Traps**

*Is Your Positivity Turning Poisonous?*

There's a seldom-discussed dark side to every positive attitude. Find out which ones could already be working against you when Kay reveals the top ten Type A positive attitudes you must avoid—lest you risk professional disaster.