

# JANELLE JOHNSTON



2017



Janelle Johnston is a speaker, life and business coach and leadership trainer who empowers groups and individuals to implement strategies that accelerate results.

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**JANELLE JOHNSTON**  
Coach, speaker, and trainer

My personal mission is to assist companies and individuals to BREAKTHROUGH any barriers that are limiting their potential and to implement strategies that achieve outstanding results.

I have a burning insatiable passion to stretch people and accelerate their learnings so that they can BE MORE and HAVE MORE of what they want in their life.

As a Human Behavioural Specialist, I thrive on innovating and creating programs that will expand thinking, develop skills and create results that are beyond the expectations of what was even first thought possible. It gives me great pleasure to delight and surprise my clients with the rapid transformation that is

“  
Live with insatiable passion,  
create an empowered life, and  
inspire others to live theirs.”

achieved through tapping into the resources that are already within them together with implementing strategies of personal excellence.

I have a vision of creating a community of individuals who experience the incredible life changing ability to “shine” and have the gratitude and willingness to mentor others whilst creating a powerful positive ripple effect in the world. This will be my legacy of contribution.

#JJsTribe  
@janellejohnston

## BUSINESS

Values



“  
Always come from a  
genuine heart space of  
serving others.”

### A Strategic Approach to 2017 Self Development

- > Through attending events and training with Janelle’s business inspiration, Tony Robbins, in the US, the Gold Coast, Sydney and Fiji
- > Scheduled holiday with a focus on wellness and recovery. This is crucial for work-life balance and refuelling the engine
- > Build a strong community of likeminded people who challenge Janelle and complement her values
- > Build a tribe or dream team that are experts in their field to consult and work with Janelle and her brand to deliver and implement strategies to take the business to the next level
- > To engage a marketing consultancy to head a strong marketing campaign that increases awareness around the Janelle Johnston brand and events for 2017 that will filter into sales
- > To work closely with media to deliver strong messages to the community
- > To partner with complementary businesses to sponsor events and further our brand exposure whilst building community

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# BACKGROUND

## JANELLE JOHNSTON / COACH, SPEAKER, TRAINER



### Education

- > Trainer and Master NLP (Neuro-Linguistic Programming) practitioner
- > Master of deep state re-patterning
- > Master hypnotherapist
- > Accredited Extended DISC® Behavioural Profiling Consultant/Trainer
- > Tony Robbins graduate
- > Accredited certified Trainer and Assessor
- > Landmark graduate

### Employment History

- > General Manager / Aveda Australia
- > National Sales Trainer / Mars Australia/New Zealand

“My clients inspire me every day. Hearing the stories of individuals that have faced diversity and extreme challenges in their lives and overcome them shows me the power of the human spirit.”



### The Story

The Janelle Johnston name has a strong background story and is the drive for establishing her coaching business. In her personal life prior to starting her business, Janelle experienced three major challenges that shook her world. First her father passed away from lung cancer when she was only 17, leaving an unfillable gap in her life. Following that Janelle got into a toxic relationship with a man that developed into both physical and emotional abuse, leaving scars that she thought would never heal. Fortunately, she met her now husband, Rocky, who she has been married to for 28 years. A couple of years after marrying in 1992, they fell pregnant with their first child. 7 months into the pregnancy, they lost their baby, Raymond, who had been the namesake of her late father. Later, they would have another son Dylan who is now 19 years old and Janelle's best friend. These three challenges were Janelle's defining moments and have shaped who she has become today. This ignited her passion to help others and is where she was introduced to her role model, life coach Tony Robbins. His book "Awaken the Giant Within" was the catalyst to further explore her glass half full personality and develop further both personally and professionally. She continues to be inspired by Tony Robbins and other industry greats such as Dr John Demartini, Sharon Pearson, Benjamin Harvey, Taki Moore, Dale Beaumont, Stephen Covey, Oprah Winfrey, Brian Tracy, Dr Wayne Dyer, and Jim Rohn.

From here Janelle started to further educate herself in all areas of human behaviour and coaching, which lead to the establishment Corporate Training and Life Coaching Institute. She has an extensive education history with an

abundance of knowledge which she draws on to create theory driven models and strategies for her coaching, training and speaker courses.

Janelle made the shift to rebrand to Janelle Johnston in 2015 after identifying that she was, in fact, her brand. She encompasses everything that she wanted her brand to represent and had become a personality in her sphere. This was a strategic move that has paid off.

Community and building strong and meaningful relationships are key values for Janelle. She established the Geelong Inspirational Women's Network, a free monthly event series, as a networking event to empower and connect female business owners in the Geelong region. These events came to a close in 2015 with her focus shifting to extending these as training programs after much demand.

Through these events and courses, Janelle realised the connection that people have in regards to the fear of public speaking and how this transcribes into other areas of their life that holds them back. She discovered that if she can teach people to find their voice together with the art of communication, these strategies set them up to be able to empower themselves in all areas of their life.

As Janelle grew her coaching business, she started to coach individuals with diverse challenges from OCD, drug addiction, trauma, sexual assault and those that have been suicidal. Meeting these amazing human beings highlighted that some of these beautiful people may have decided to leave this planet based on the fact that they felt



### Key Person of Influence

Janelle Johnston is a major person of influence in the coaching world having developed a number of theories and models for effective communication, behavioural profiling, and breaking down barriers for empowerment. She is often sort upon by fellow life and business coaches to offer expert opinion in these key areas.

Janelle delivers a number of key note speaker presentations each year. In 2017, Janelle will speak at Business In Heels events on the topic, Empower You, Empower Others. Further keynote speaker spots are available by enquiry via [janellejohnston.com.au/speaker](http://janellejohnston.com.au/speaker).

Janelle also contributes to a number of local and industry publications in the form of opinion pieces, guest editorials, and expert comment.

> like they were lost, feeling stuck and, at a moment in time, felt that they had no choices. It was this thought that then became her mission to explore how she can help people understand how their mind works and how to implement powerful communication strategies that can empower them at any moment.

These experiences have ignited a passion for helping prevent suicide from happening in this wonderful world of ours.

Janelle further contributes to her business community through a structured network referral organisation, BNI. BNI (Business Network International) is a franchised networking organization with around 200,000 members in 7,500 local chapters worldwide. Members meet regularly to discuss business and support each other's businesses by sharing referrals. Janelle is currently the secretary/ treasurer of her BNI Bay City Chapter, which

passed millions of dollars of business within the room each year. Janelle is also an ambassador and director in training for the BNI brand.

Janelle continues to be heavily involved in her community, growing her coaching, training and speaking courses each year and has become a renowned coach in her field. ●

### Major Business Achievement

Janelle measures success through her client's progress. The following story is the reason Janelle continues doing what she does.

"I had a gorgeous client who came to me as she had a fear of public speaking and wanted to develop her skills in this area. Throughout the process of her development, she had an idea to help raise money and awareness for domestic violence. For the first time she was thinking of sharing her own personal story but felt extremely vulnerable to do so.

We worked together on her speech and she organised a sensational event where there was over 200 attendees together

with celebrity speakers. I attended the event and watched this amazing woman with tears in my eyes deliver a speech that captivated the room and mesmerised the audience.

In that moment, this courageous woman created change. She delivered her strong message to a room full of individuals that are now even more aware of the domestic violence problem and in turn, reinforced to herself, that not only is she capable of captivating a room, she has the ability to make a positive difference in this world with her story."





# Q AND A

**Tammy Walters of Mirrors PR and Events sat down for a chat with Janelle Johnston on 20 December 2016 to talk all things events, public speaking, inspiration and future plans.**

**Tammy Walters (TW):** What was your driving force to become a coach and devote your life empowering people?

**Janelle Johnston (JJ):** I think about these defining moments in your life and I think that those moments can strengthen you and empower you, and other times it can put you back. For me there's three defining moments in my life. One was that my dad passed away when I was 17. There was such a loss for me and it was like I felt really uncertain in my world. Then from there I got into a relationship with a guy who was abusive, so it was physical and mental abuse. So that was straight off the back of losing my dad. Again, I started to feel disempowered and I felt lost and alone, and I remember thinking to myself I don't want anyone else to feel that way. But I drew on inner strength at those times and I remember thinking 'Wow, I'm a lot stronger than I actually

thought I was'. Then the third defining moment was when I lost my baby. I was 7 months pregnant when I lost my baby and again there was uncertainty, and I felt alone, and again drawing on the strength within myself to be able to say 'hey I've got this.' You know stuff happens in life. I've got a belief that life is built with problems and I thought I can overcome this as well. So for me I made that decision to help other people, to have those strategies to empower themselves in a moment. It doesn't matter what life throws at you--you have inner strength that maybe you don't even realise that can help you through challenging situations.

**TW:** I've heard that you are an advocate of suicide prevention. What is your vision to help this cause?

**JJ:** I am an advocate for suicide prevention, not that I have been personally touched by suicide, however I have coached a lot of people that have attempted suicide in the past and I look at these amazing people and think, 'wow this beautiful human being may not have been on this planet if they had gone ahead and suicided.' There are so many amazing strategies that we can use to empower ourselves and communicate with ourselves. So my vision is to

have coaches in every state around Australia teaching people the strategies of empowerment and how to communicate with themselves in a way that is going to move them forward in life.

**TW:** You mentioned communication there. Networking and communication are such key players in good business practice. Why do you think that is?

**JJ:** Networking I think, Tony Robbins says it well. 'Who you surround yourself with is who you become.' So it is so important to surround yourself with likeminded people, I call it a *tribe*, a tribe of people who help challenge you and your level of thinking. So networking is a great way to expose yourself in rooms where there are other people that have different skills than you have and will challenge your way of thinking.

**TW:** You are keeping very busy in 2017 with all of your events. Give us an overview of what we can expect at each session.

**JJ:** Yeah it is really exciting! I have got my three public speaking courses. My first one is *Finding Your Voice* which is the start for the beginners, or even people that have been speaking for a long time. Getting into the room understanding

how you can effectively communicate to yourself as a speaker. So any nerves completely dissipate. I teach them a strategy to get rid of any nerves, to be able to empower your state really quickly and to be able to communicate to all different personalities in the room which is really important. That's a one day course. Then I have my *Empowered Speaker* two day course which is the next level up, it's more advanced and we dive in deep into the different types of behavioural profiles we have in the room, how we can structure a presentation that you can remember without any notes. So I teach you a strategy for that. And then we have the *Masters Facilitation Training* course which is a three day program. It is targeted for business owners and what you will learn there is to facilitate a room and to also be able to talk on camera and you walk away with a whole video for your business, a welcome video, which you can pop onto your website. It's fantastic, and you'll also get head shots from an award winning photographer that you can take away and use for your business. So they are my public speaking courses and then I have three different coaching courses, all two day intensives. One is *Being Your Own Best Coach* which is teaching yourself the strategies of empowerment the other one is *Behavioural Profiling*, so understanding the different types of personalities. We dive really deep with two

“ It doesn't matter what life throws at you, you have inner strength that maybe you don't even realise that can help you through challenging situations. ”

days of that. The third one is *How to Coach Your Team to Success*, so that's more of a leadership program. I also have *Champions of 2017* and the *Breakfast for Champions* so it's more of a networking group I get together that can get into the room, challenge ourselves, lift our standards. It's a great day!

**TW:** You have attended a number of Tony Robbins events (one coming up in January). Is Tony a key person of influence to you and your business, and what was your experience of his events?

**JJ:** I love Tony Robbins. I've been studying Tony's work since I was a teenager (so that's a long time guys), So I'm off to do his business

mastery course in Florida in 28 days, not that I'm counting, in January. I'm also doing his *Date with Destiny* in May which is in the Gold Coast. Then off to Fiji and doing *Life and Wealth Mastery*. I'm such an insatiable learner and for us to be the master of our craft, whatever your craft is we always need to be learning and so that's a really big focus of mine when I map out my year every year, it's all about what can I learn so I can be an even better version of myself and I can filter all of my learnings to all of my clients which is great.

Some people think it's all 'rah, rah'. When you don't understand the strategy around what Tony does I get how people can see that. He breaks people's state. And what that means is, if you are in a state of mind and sometimes people think emotions just come to them. When you understand you are in control of your state, that you can do stuff like walk on hot coals; and I mean they were freaking hot, steaming red, like you could smell them; and I actually thought you walk really fast but you don't, you walk one, two, and I got to the end and the balls of my feet went \*shwoosh\* and was like they had blisters on the bottom of them. But I walked through them and they somehow magically disappeared. We have got so much strength within us that when you do stuff like that, and I have done a lot of things with my trainings, ➤





Interview video available via [janellejohnston.com.au/media](http://janellejohnston.com.au/media)

you can say, 'wow I can achieve more than I ever thought possible,' and that in itself is really empowering and that's what I teach my clients.

**TW:** What was the key take away from an event with Tony that you have embodied?

**JJ:** Being in a room where there are like minded people. Always immerse yourself with people like that because you will be challenged, your mindset will be challenged. We all have these barriers of thinking and so if we are in the room where there is a finance person in front of you, perhaps that finance person will challenge you in regards to finances that you will learn something that you can take away in your business or in your life and that is really important.

**TW:** What is the best piece of advice that you can offer your clients and the audience that attends your events?

**JJ:** The biggest thing is that I give them simple strategies on how they can effectively communicate with themselves and others. That's the simplest thing. Doesn't matter what happens in your world, knowing 'I've got this', and being your own best coach in the moment. Some of my clients have gone through

“ Our life is all about relationships so we if have an amazing relationship with ourselves we can have even better relationships with others, that to me is a fulfilling life. ”

immense tragedies in their life and really, really challenging times but to know they can pull on a strategy like that (clicks fingers) and empower themselves and be a role model for others.

Our life is all about relationships so we if have an amazing relationship with ourselves we can have an even better relationships with others, that to me is a fulfilling life.

**TW:** You have become a bit of a personality through your speaker roles and events. Are there any areas that you may be keen to move into- perhaps interview work? (check out Janelle's live feeds on Facebook)

**JJ:** My focus is to serve and touch as many people as possible. That is my focus. So I have the suicide prevention, so that is a real strategy for me to be able to help people empower themselves. But it's also about how many people can I coach and touch, and my workshops are one way to do that. I would love to do more speaking overseas. To get on radio or television to be able to teach people key strategies, just one little thing, and sometimes it's one little model of thinking that people go, 'oh my gosh that's so simple,' yet it makes a massive difference to the way you see the world, and see yourself, and to overcome challenges when they arise.

**TW:** 2017 is a huge year for Janelle Johnston, what does 2018 look like so far?

**JJ:** 2018! I'll be stepping it up even more. I really want to focus on suicide prevention, that's a real focus for me and doing a lot more overseas work. So, continuing on with the courses that I have throughout the year but then going more international and global as well--it's really exciting! ●

## PEOPLE

### AUDIENCE

#### Group Coaching Services and Individual Coaching Services

- > Business owners
- > Coaches
- > Leaders in business
- > HR managers
- > Network marketers
- > Students (university and post-graduate)
- > Those that have gone through hardships or have a major goal for 2017

#### Key Characteristics:

- > Desire to learn powerful tools to make them their own best coach
- > Desire to understand human behaviour
- > Goals orientated with a vision for success

#### Public Speaking Training

- > Business owners
- > Coaches
- > Leaders in business
- > HR managers
- > Network marketers
- > Students (university and post-graduate)

#### Key Characteristics:

- > Want to utilise speaking as a strong marketing tool
- > Have to engage in public speaking on a regular basis
- > Feel overwhelmed by, or have a fear of, public speaking
- > Want to be able to communicate more effectively with their audience with strong message deliverance

#### Key Note Speaker Addresses or Conferences and Staff Team Building Sessions

- > Coaches
- > Leaders in business
- > HR managers
- > Large corporations
- > Events in the business/wellness/entrepreneurial sphere
- > Universities

#### Key Characteristics:

- > Share the same values as the Janelle Johnston brand
- > Want to embody leadership traits and extend their staffs knowledge and skills through offering professional development programs
- > Desire to build a community of likeminded people that want to grow their business with a focus on public speaking
- > Have an interest in Janelle Johnston's startup story, her entrepreneurial story and gain expert knowledge that is transferrable to the audience's personal and professional life

### SUPPORTERS

#### BNI

BNI's mission is to help members increase their business through a structured, positive and professional referral marketing program that enables them to develop long-term, meaningful relationships with quality business professionals.

#### Business in Heels

Global women's networking organisation connecting female entrepreneurs and businesswomen authentically. Encouraging entrepreneurship and business development.

#### Simonds Stadium-Geelong Cats Club

Simonds Stadium is the host venue for all of Janelle Johnston's Geelong based events.





## EVENTS OVERVIEW

### CHAMPIONS SERIES

#### Champions of 2017

*Champions of 2017* is our kickstarter event for the year. Targeted at business owners, coaches as well as individuals, this event aims to give attendees the key strategies that will allow you to HAVE more and BE more in your business and personal life. An event for those that want better result for 2017, want to beat procrastination, boost their confidence and further their drive, *Champions of 2017* ensures attendees will start their year off with a BANG! Incorporating networking, learning and fun, *Champions of 2017* WILL bring out the champion in each attendee for the year ahead.

#### Key Objectives:

- > To gain understanding and strategies for effective communication with yourself
- > To identify the reason behind procrastination and self-sabotage
- > To make clear, SMART (strategic, measurable, achievable, realistic and time bound) goals to ensure 2017 is the best year yet

Tickets include event session, sit down lunch, giftbags and giveaways.

#### Breakfast for Champions

*Breakfast for Champions* is a networking driven event that is aimed at business owners, coaches and network marketers. Reflection is a key focus for this event, with participants encouraged to reflect on their year in business. Strategies will be adopted to develop plans for the next year, lifting standards and challenging ourselves. Attendees will also challenge each other to further their skills, learn from the resources in the room and become champions.

### PUBLIC SPEAKING SERIES

#### Finding Your Voice

*Finding Your Voice* is a one day intensive course with a key focus on empowerment and public speaking. This course is the starter session in the public speaking event series. *Finding Your Voice* explores how speakers can effectively communicate with themselves to then filter that message to each personality in the room. A major phobia for most people is the fear of public speaking. Participants will learn strategies that they can embody to dissipate any nerves that they may experience to empower their state and deliver strong presentations.

#### Key Objectives:

- > To develop empowering mindset strategies for boost confidence in speaker delivery whilst dissipating nerves
- > To develop influential language to "Get Buy in" from your audience
- > To understand the power of body language and communication skills to enhance audience engagement

#### Empowered Speaker

*Empowered Speaker* is the follow on course in the public speaking event series. This two day intensive session will delve deeper into the art of public speaker. Janelle will explore the concept of behavioural profiling and identification, a strategy adopted by expert public speakers to assist with connecting with each individual in a full room. *Empowered Speaker* also gives you the tools to be able to structure and deliver a captivating presentation WITHOUT notes or cues from a presentation slideshow.

#### Master Facilitation Training

*Master Facilitation Training* is the final chapter of the Public Speaking Event Series. *Master Facilitation Training* is a three day intensive program, specifically targeted toward business owner. In this 'hands on' training, participants will learn the methods to effectively facilitate an event or group discussion. *Master Facilitation Training* explores further outlets of communication such as videos and images. Each participant will record a welcome video for their website with our videographers, ready for them to take away and upload to their company pages. They will also undertake a photoshoot with an award winning photographer to gain company headshots that communicate their brand message.

### COACHING SERIES

#### Be Your Own Best Coach

*Be Your Own Best Coach* is a two day intensive course where attendees will learn key strategies of self empowerment. This event will work through models and strategies to identify what motivates you and how you can continue pushing yourself to achieve your goals. This session breaks down the walls of procrastination, and self-sabotage to effectively boost your self-awareness, productivity and positive mindset.

#### Key Objectives:

- > To become aware of, and extend, your abilities through self-empowerment
- > To implement strategies to connect and communicate with each personality in the room through behavioural profiling
- > To develop leadership skills to drive your tribe and team to success whilst empowering each individual to extend themselves

#### Behavioural Profiling

*Behavioural Profiling* is designed to help identify different personalities in a room full of people. Basing your message delivery purely by generalising your target markets characteristics does not ensure that your message is effectively received to each individual. Being able to scan a room, identify different personalities and adopt strategies for presentation accordingly will elevate your deliverance and increase positive responses. These skills will be developed over a two day intensive program.

#### Coach Your Team to Success

A two day leadership program tailored to business owners, *Coach Your Team to Success*, has a key focus on developing skills to empower yourself and your employees, team or tribe. Participants will learn strategies to be a leader, as opposed to a boss, encouraging their employees to extend their knowledge, skills and to grow with them and their business. Key areas of interest will be around effectively delegating work to staff, encouraging leadership within the workplace and identifying with your staff.



# 2017 EVENTS CALENDAR



Janelle Johnston has an extensive array of events planned for 2017. Find out when Janelle is heading to your city.

For the most up-to-date information visit [janellejohnston.com.au/events](http://janellejohnston.com.au/events).

**Clicking on the name of the event will take you to the booking webpage.**

Booking fees may apply. All transactions are processed securely via paypal.

Details are accurate at time of printing and are subject to change.

## CHAMPIONS OF 2017

### Geelong / 1 Feb

Captains Room, Simonds Stadium  
370 Moorabool Street, South Geelong VIC 3220

Time: 9am - 3pm  
Early bird ticket: \$127  
General ticket: \$147  
Table of 5 ticket: \$627

## BREAKFAST FOR CHAMPIONS

### Geelong / 1 Dec

Captains Room, Simonds Stadium  
370 Moorabool Street, South Geelong VIC 3220

Time: 7.30am-10am  
Tickets: \$57

## BUSINESS IN HEELS SPEAKER SERIES

### Empower You, Empower Others

#### Melbourne / 7 Feb

Gravity  
Level 13/114 William Street, Melbourne VIC 3000

Time: 6pm  
Non-member: \$49  
Crystal member\*: \$40

#### Geelong / 9 Feb

Centra Hotel  
131 Yarra Street, Geelong VIC 3220

Time: 6pm  
Non-member: \$49  
Crystal member\*: \$40

\*Join as a Business In Heels Crystal Member at [businessinheels.com](http://businessinheels.com)

## PUBLIC SPEAKING SERIES

### Finding Your Voice

#### Gold Coast / 13 Feb / 22 Jun

Location: TBA\*\*

Time: 9am-5pm  
Tickets: \$497

#### Adelaide / 15 Feb / 20 Jun

Location: TBA\*\*

Time: 9am-5pm  
Tickets: \$497

#### Hobart / 16 Feb / 19 Jun

Location: TBA\*\*

Time: 9am-5pm  
Tickets: \$497

#### Geelong / 21 Feb / 15 Jun

Location: TBA\*\*

Time: 9am-5pm  
Tickets: \$497

### Empowered Speaker

#### Geelong / 21-22 Mar / 9-10 Aug

Captains Room, Simonds Stadium  
370 Moorabool Street, South Geelong VIC 3220

Time: 9am-5pm  
Tickets: \$2997

#### Melbourne / 23 Feb / 27 Jun

Location: TBA\*\*

Time: 9am-5pm  
Tickets: \$497

#### Sydney / 28 Feb / 29 Jun

Location: TBA\*\*

Time: 9am-5pm  
Tickets: \$497

#### Singapore / 23 Oct

Location: TBA\*\*

Time: 9am-5pm  
Tickets: \$497

#### Mumbai / 26 Oct

Location: TBA\*\*

Time: 9am-5pm  
Tickets: \$497

### Master Facilitation Training

#### Geelong / 2-4 May / 5-7 Sep

Captains Room, Simonds Stadium  
370 Moorabool Street, South Geelong VIC 3220

Time: 9am-5pm  
Tickets: \$3997

## COACHING SERIES

### Be Your Own Best Coach

#### Geelong / 7-8 Mar

Captains Room, Simonds Stadium  
370 Moorabool Street, South Geelong VIC 3220

Time: 9am-5pm  
Tickets: \$1997

### Behavioural Profiling

#### Geelong / 6-7 Jun

Captains Room, Simonds Stadium  
370 Moorabool Street, South Geelong VIC 3220

Time: 9am-5pm  
Tickets: \$1997

### Coach Your Team to Success

#### Geelong / 10-11 Oct

Captains Room, Simonds Stadium  
370 Moorabool Street, South Geelong VIC 3220

Time: 9am-5pm  
Tickets: \$1997

\*\*For updated information visit [janellejohnston.com.au/events](http://janellejohnston.com.au/events)





## PAST EVENTS

### PUBLIC SPEAKER TRAINING

Janelle has hosted numerous public speaker training events during her time in business. Each event draws more and more attendees, all having fun and challenging themselves in an open, friendly environment.

### BREAKFAST FOR CHAMPIONS 2016

Hosted on 25 November 2016, a room full of enthusiastic business owners, coaches and network marketers in Geelong gathered for the launch of the Breakfast for Champions Event Series.



## FAST FACTS



**Over 1000 people**

have been coached by Janelle



**74% of people**

suffer from *Glossophobia*, the fear of public speaking



**Over 5000 people**

follow Janelle across four social media platforms



Janelle has travelled to **14 countries**

to explore personally or professionally



Janelle Johnston hosts **23 training events**

and courses every year



Janelle accepts **5 premium clients**

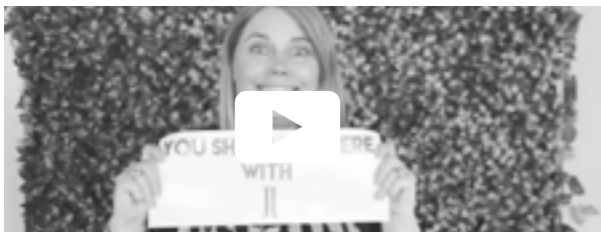
per year for one on one coaching







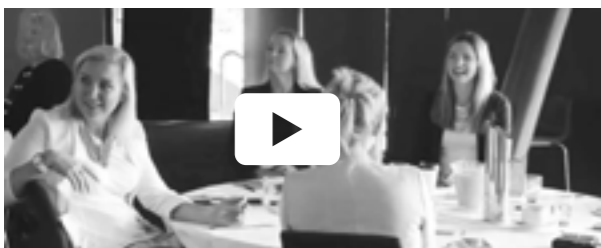
Promotional Videos



Janelle Johnston Events Video



Finding Your Voice Campaign Video



Champions of 2017 Campaign Video

JanelleJohnston.com.au

The Janelle Johnston website underwent major developments in 2016, with a whole new look launching in 2017.

With 23 events on the schedule for 2017, an events calendar was a priority. These functions will allow for easy navigation of the website and to book a place at a Janelle Johnston-hosted event or course.

The website is packed full of content and information about Janelle and has the most up-to-date information for reference.

Blog

Janelle Johnston launched a blog at the end of 2016 as part of her website. The blog includes expert tips, industry information and news stories.

Social Media

With a strong following of over 5000 people, social media is Janelle's number one communication channel. The Janelle Johnston brand is represented on social media platforms Facebook, Twitter, Instagram and LinkedIn.



The Secrets to the Art of Dynamic Speaking

**Avoid massive mistakes that presenters make that leave their audience totally disengaged.**

Often people learn a subject matter and feel that they know everything about it.

It's like they have landed into mastery and therefore close their mind to the opportunity to develop even more.

My thought is that you never land. There is always opportunity to learn and grow if you are open to it.

The best investment you can ever make is between your ears.

You may be new at presenting or an experienced presenter, regardless, there's valuable information that you can immerse yourself in with this eBook. Even if there is material here that you already know, the unconscious mind is constantly deleting information so the more repetition you have the better.



You may also learn some new techniques. How exciting is that?

In this eBook, we are going to dive into the Art of Dynamic Speaking.

By the end of this eBook, you'll know:

- > How to have a mindset and physiology of excellence as a speaker
- > The power of communicating that captures your audience
- > Structuring your presentation that speaks to the different behavioural styles
- > Utilising the power of language to influence and engage your room and much, much more...

The Art of Dynamic Speaking is available for FREE download via [janellejohnston.com.au](http://janellejohnston.com.au)





# TESTIMONIALS

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Before doing the 8 week speaker course with Janelle I was nervous and afraid of not only public speaking, but approaching people at networking events. Since finishing the course, I have been attending networking events which resulted in 3 guest speaking invites. One of those was a gala event with 200 people. It has completely transformed my business.

**MICHELLE BLOOM**

Director / Time to Bloom Coaching

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Thank you Janelle for your amazing knowledge and skills!! Since I have completed your speaker course, I have so much more clarity and laser beam focus on the direction of my business. I have so much more confidence presenting in front of an audience that I have since gone on to achieve amazing success speaking to a room full of people about my personal story. If it wasn't for Janelle, I would have never volunteered to not step, but leap outside my comfort zone and speak up about domestic violence. Thank you for empowering me to become the best version of myself.

**CHELSEA DOLBY**

Executive Regional Vice President / Arbonne  
Australia & New Zealand

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Janelle's course is more than just a speaker course. It takes you on a journey of self discovery both personally and professionally. You are stretched way beyond your comfort zone and find yourself confronted with challenges that you never thought you would overcome. Even though I had delivered training and spoken at events in the past, I feel that I am now more than 10 times better at presenting. And much to Janelle's delight (and amazing support), I no longer need my PowerPoint 'crutch'! I highly recommend taking the time to challenge yourself with this course.

**CARLI SAW**

Director / Strawberry Seed Consulting

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Janelle Johnston is an inspirational speaker. Her ability to create change in individuals and teams to increase productivity is phenomenal. The impact that Janelle had on our business by conducting workshops at our conference was sensational. There are many speakers, coaches and trainers that talk the talk but Janelle really delivers the results.

**JEFF SKINNER**

General Manager / Territory Discoveries Travel

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# PORTFOLIO

Janelle Johnston has worked with the following high profile companies to deliver coaching, training and speaking programs.



# TRIBE

Janelle Johnston engaged the following businesses and consultants to be part of her dream team. Each company delivers a service that reflects Janelle's values and allow her to extend her brand and smash her goals.





JANELLEJOHNSTON.COM.AU