



Deborah Gardner, CMP

A swimming champion turned author & competitive performance expert, Deborah Gardner works with hundreds of companies and organizations that want to streamline their goals with actionable takeaways that produce sustainable and measurable results. Better known by many Fortune 500 companies as the Pit Bull in a Skirt, Deborah is rising to international prominence with a captivating, entertaining and humorous sassy presentation style. With a lifetime of competitive experience, Deborah has a wealth of practice being a Marine Brat, an Olympic Trial swimmer, currently a 2-time National Sr. Games gold medalist, a ground-breaking leader as one of the first female broadcasters with CBS Sports and WHO-Sports Radio and a successful hospitality sales veteran.

Deborah is one of only five speakers worldwide that has received the CMP credential. And, along with a laundry list of awards, Deborah was just named the 2017 Top Influential Woman by Smart Meetings Magazine, Convention Industry Council's Top 30 Influential Meeting Professionals and Meetings & Convention Magazine recent poll by meeting planners voted Deborah as one of the best speakers heard in the last 2 years, putting her in the category with Bill Clinton, General Collin Powell, Barbara Corcoran, Tony Robbins, Les Brown, Magic Johnson and Tom Brokaw.

Deborah believes in mastering her craft on the platform by performing television commercial work as an actor, conducting voice-overs and runway modeling. Deborah lives in Phoenix, Arizona with her husband and her lover boy, Chief, the dog that makes special program appearances.

Speech Topics

Reach for Your Wall: *Winning Leadership Lessons From A Swimming Champion*

Taking from Deborah's competitive and gold medal swimming career, learn how having a goal is not enough to stay ahead of the competition. To transform and deal with change, there's purely more than just having the competitive edge or advantage to win. Success is a process. Striving for what's the most effective way to accomplish your goals, dreams and

passions, you have to reach for your wall. Join in for this highly energetic, humorous, off the wall, entertaining and sassy program. Whether it's for personal or professional, dive in and attain remarkable accomplishments by taking the plunge.

Key Takeaways:

- Learn how the biggest contributor to success ensures your determination into commitment
- Discover the 3 core needs to take you from trending water to successfully compete in the fastlane
- Hear the #1 single most critical element to reach for your wall

Crush Your Sales in a Competitive World and Win MEGA Business

The key element that separates top producers from all others is their ability to think MEGA Business. Learning new sales techniques are great yet mastering the fundamentals provides greater results. Apply the new "CRUSH" formula and win MEGA business like a champion. Hear how relationships and partnerships impact your goals. Attend this humorous, content-filled program and check out the recent trends so you can stay ahead of the sales game while winning customers for life.

Key Takeaways:

- View the new way to convince other of your products, services or ideas
- Apply 3 effective ways to become the top choice of any potential customer
- Elevate YOU to compete in the fastlane, stop your fears and conquer your goals

Revealing Top Business Negotiation Tactics to Achieve Winning Results

Our studies show that most negotiators know they are faced with on-going, intense and complex daily negotiating issues. However, they don't realize the simplicity to prevent losses by letting go of old technique habits. Participating in this highly interactive, humorous, entertaining and practice-driven program, everyone will reveal experiencing how to win business negotiations without even dealing with the competition.

Key Takeaways:

- Learn 3 effective ways to create value to the other side so you get what you want
- Experience applying new strategies, techniques, ideas to a formula that works
- Discuss your challenges and hear a wide range of answers to create self- motivation

