

Geoff

Weinstein

Author

Speaker

Consultant



On a mission to revitalize business communication

The time for change is **nOW**

Google brains have taken over!
People today are busier and more
distracted than ever.

Does your company follow the new
rules of business communication,
or the old rules that kill productivity
and waste MONEY?



About Geoff Weinstein



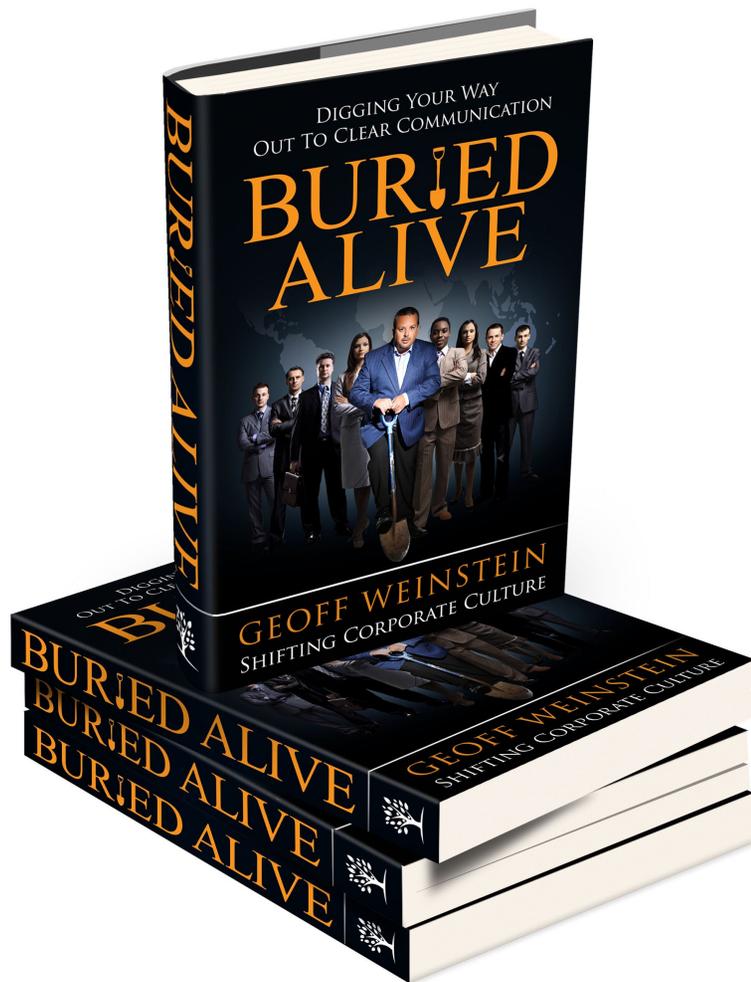
Geoff is the author of *Buried Alive: Digging Your Way Out To Clear Communication*, and the co-author of *BLIND SPOTS: Solving Hidden Business Problems*.

He's a passionate speaker and consultant who will unlock your ability to influence others and get people to take action.

Geoff spent 15 years writing and managing communications for Fortune 500 companies. In 2006, he founded Mainstream Communications Inc. to help large companies simplify their communications and boost productivity.

Since then, he's trained and coached thousands of people, and spoken at hundreds of workshops and events.

Geoff's Book



You have GREAT employees, but they're BURYING you.

They waste a lot of time on writing and editing. Their emails are disorganized and unclear. Their reports are long and confusing.

In Buried Alive Geoff explains why communication is such a mess. He lays out five shifts that help companies train their employees to be clear, concise, and persuasive.

The book also reveals the costs of miscommunication. Most organizations don't realize that they're wasting thousands of dollars per employee every year. In addition to the impact on the bottom line, companies are also suffering from productivity drain and low morale.

Buried Alive provides a practical plan that will help you eliminate waste and start changing culture right away.

Keynote Presentations



Geoff is on a mission to breathe new life into your company's communication. His engaging talks weave psychology, persuasion, and pop culture into a formula that will inspire your team members and challenge them to rethink everything they've ever learned about communication.

Geoff's Signature Presentations:

Buried Alive - Digging Out To Clear Communication - This talk is for people who have no time to waste on sloppy communication. Geoff presents five shifts organizations need to make – now – to step into the digital age and create a culture of clear communication.

Google Brains And The New Rules Of Influence - Research confirms that the Internet is changing our brains. Geoff reveals the secret of grabbing attention so that busy, distracted 'Google Brains' do what you ask.

The Three Elements Of Successful Sales People - You may have heard the old saying that "people don't like to be sold, but they love to buy". Geoff puts a modern spin on a proven, 2400 year-old formula that will empower you to sell a product, idea, or yourself.

Invite Geoff
to speak
at your event

Geoff Customizes Every Presentation

- Your objectives
- Your communication challenges
- Your scenarios and examples
- Your timing (1 to 3 hours)

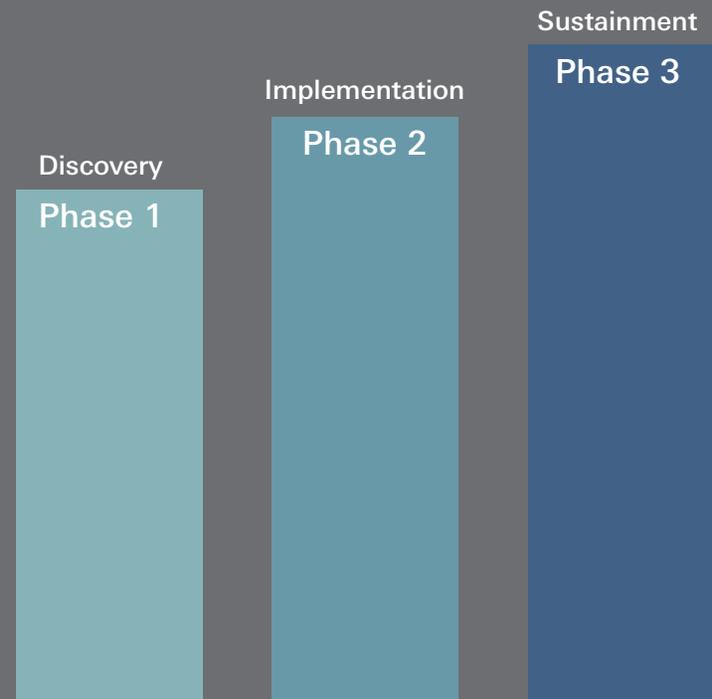
Lean Communication

Lean Communication is a strategic program that strips the waste out of your company's communication and transforms corporate culture. It's based on Lean Manufacturing theory, fully customized for every client, and guaranteed to get results.

Strategic Outcomes For Your Organization

1. Significant time saving across your company, with an immediate boost to productivity.
2. Clearer communications, resulting in faster completion of tasks and projects.
3. Increased capacity for influence, innovation, and other strategic priorities.
4. Boost in morale and positive effect on corporate culture
5. More effective meetings and presentations

How it works



Customized Training Programs

Influential Business Writing

Do you have time to sift through long reports, unclear memos, and rambling emails? Probably not. That's why managers and executives lean on Geoff Weinstein to transform their team members into persuasive writers. Imagine how much more your team could accomplish if their writing was clear, concise, and persuasive enough to get others to take immediate action.

Influential Presentations

When was the last time you actually enjoyed sitting through a presentation? One where your mind didn't wander, and you didn't check the clock, email, or a hundred other things? Geoff Weinstein brings energy back to your boardroom by transforming mere mortals into powerful presenters. To win over hearts and minds, a speaker needs 3 elements: trust, passion, and logic. Geoff teaches your employees how to blend these three elements and engage their audiences from start to finish.

Leadership Communication Skills

Have you ever trained your management team on the art of influence? If not, why not? Influence is a survival skill for managers and leaders, yet it doesn't come naturally to most. How can you expect anyone to manage people, complete projects, and meet budgets if they don't know how to inspire others to follow them? Geoff Weinstein shows your key people how to master the Three Elements of Influential Communication to become persuasive leaders.

For more information go to:
geoffweinstein.com

Clients



Office of the Auditor General of Ontario
Bureau du vérificateur général de l'Ontario



Voortman

Testimonials

“ Geoff has helped us change our communication habits and culture. In the process, we’ve slashed the number of reports that get sent back for revision. ”

Olga Lukich
City of Brampton

“ I was a banker for 39 years; in just a few sessions, Geoff kicked a lifetime of bad writing habits out of me. ”

Tom Goodbody
Ombudsman for Banking and Investments

“ If you haven't worked with Geoff, you need to. He has elevated communication in all the teams he has worked with. ”

Janet Boyle
Vice President, Scotiabank

“ Geoff is a consummate communications professional, an effective teacher and an agent of change. ”

Alberta Cefis
Global Financial Services Executive

“ Geoff is an excellent educator and coach who engages his audience to the fullest. I appreciated his personal style, flexibility and ability to tailor programs to meet our organization's needs. ”

Annemarie Wiebe
Human Resources Consultant

“ Geoff became a fixture at our annual compliance team conference. The team liked him so much they kept asking for him to come back. ”

William Donegan
Chief Compliance Officer at Manulife Financial

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