



Cath Sutherland

Keynote Speaker

Wake up to a new way of doing business

Cath Sutherland is a leader and an inspiration to discerning entrepreneurs who are looking for more.

Since 2009 she has been championing the wave of corporates winning a share of heart, rather than the traditional share of wallet.

Cath's unique process starts with business self-discovery and results in sustainable long-term relationships vital for business success.

Soul food for the executive

In her keynote, Cath outlines her evolutionary model - a simple roadmap to a self-aware, energized, healthy and rewarding business.

- Understand what it means to be a Conscious Business
- Discover a simplified framework and strategic filter to align every aspect of your business
- Turn on the power of your human energy
- Plug in for a culture upgrade
- Empower your team to build emotional value
- Grow your brand and business value

Cath Sutherland - Branding expert, consultant, facilitator, keynote speaker and author

Cath Sutherland began her career as a creative director for radio stations throughout Australia and later worked in events, public relations and national marketing management.

In 2000, Cath established her Perth-based consultancy, now called Conscious Business, which specialises in helping businesses to become more conscious of who they are, and to understand how 'being' who they are, is the key to their business success.

Cath facilitates business teams through her revolutionary process and develops strategies for how 'being' who they are, can exponentially improve all relationships, their business operations and brand and business value.

Cath is steadfastly committed to her Global Vision: To inspire businesses to stand in their truth, passionately contribute to something greater and collectively nurture our planet.

Creating Brand Energy is not just evolutionary it's revolutionary - Jeff Allis, CEO, Boost Juice

Creating Brand Energy

Cath's book, *Creating Brand Energy* – how to transform your business energy into market power, features inspiring Australian businesses that have successfully applied her innovative principles including: BOOST Juice Bars, ENJO, Kailis Jewellery, Morrison and Faraway Bay.

Other value adds:

- Workshops, break-out conference activities
- Discounted conference price for book – *Creating Brand Energy*.

What the audience have to say

Cath's presentation was full of inspiration for our Visitor Centres around the state. Cath practices what she preaches and the session was full of energy, enthusiasm, passion and inspiration.

Our managers left the session feeling motivated to develop their own personalised goals for their businesses and full of energy. Thanks Cath!

- Lisa Hoskin, Visitor Centre Association of Western Australia

I just wanted to say, 'A big thank you' for your contribution to our program in Dubai, it certainly left a true mark in everybody's mind. Your session brought out massive positive energy and serious engagement. We do hope you will always be able to share with us your deep knowledge, experience and guidance. It was truly amazing.

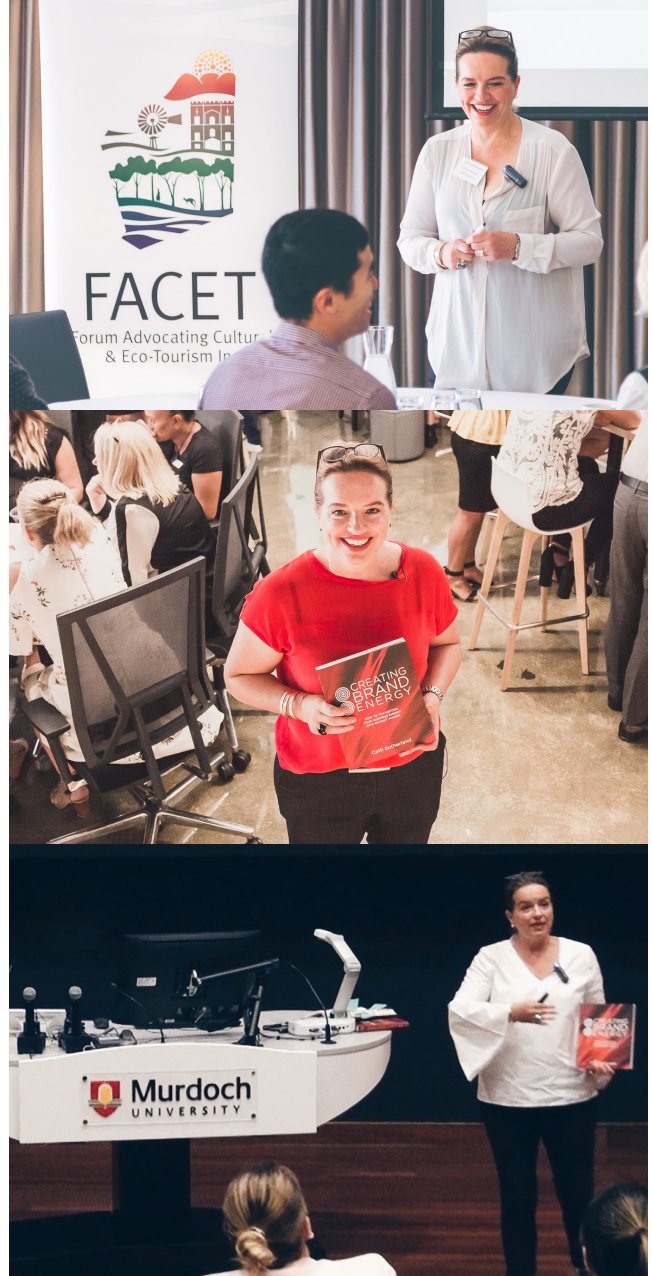
- Faris Abouhamad, Chairman and World President – International Advertising Association.

Amazingly simple yet complex model that is so applicable to every business. Cath is a great presenter and innovator whose passion hits everyone in the room. Thanks for a fantastic evening that inspired me to keep heading in the direction of the conscious business methodology.

- Angela Mancuso – Rio Tinto

I love Cath Sutherlands approach to brand strategy. Her model with its energetic focus will create authentic brands that drive internal and external engagement.

- Matt Church, Founder Thought Leaders



Keynotes

Cath has spoken to groups of 20 to over 500 – from a host of industries, from Health and Wellness, to Real Estate, to Chambers of Commerce and Industry, Small Business Associations, to Tourism, to Business and Marketing Schools and Universities.

If you would like to offer your attendees, at your next event or conference, a different perspective on how to do business, contact:

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