



Laurie Guest has built a reputation for being a speaker who does not disappoint. During a successful career in the healthcare industry, she became a “go-to-resource” for customer service excellence. She channeled that expertise into Guest Enterprises, Inc., her own speaking and training company. Laurie is known for jam packing her programs with usable information, clear action steps and tangible tools people can use right away in the real world. Plus, she’s funny. Laurie is masterful when it comes to delivering the right mix of relevant content, engaging humor and audience interaction.

Laurie is the author of three books and is a certified speaking professional. In 2021, she was inducted into the CPAE Speaker Hall of Fame® an honor held by less than 1% of speakers worldwide. Laurie lives in northern Illinois where she is a wife, mother of two young adults, lover of board games and below-average cook.

Courageous Conversations: *Uncover the Key to Productive, Effective Communication*

Do you ever wish you had just the right words to handle situations at work? Whether you need the perfect words to handle difficult clients, language to deal with challenging staff, or simply the guts to say what the boss needs to hear, this session can help.

Known as a courageous communicator, Laurie has spent over 30 years teaching others how to use the right words and phrases to help achieve a desired result. During this highly interactive program, attendees will take common scenarios and learn how to phrase the communication in ways that increase their influence with others.

Attendees will discover:

- How to swap words to create connection
- Ways to achieve desired results from others
- Practical approaches to deal with difficult people
- Secrets to making miserable moments tolerable

The longer version of this program includes a highly interactive exercise called “Flip Your Script” where Laurie teaches how to take your current service language and word swap in simple ways to making a lasting impact.

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