



**Speaker. Author. Communicator.**



## Get to Know CK

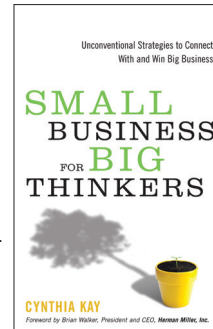
Cynthia Kay is a passionate spokesperson for small business. She spends significant time speaking to, teaching and coaching business owners while running her own award-winning company. Cynthia Kay and Company produces communications that are used on the national and international scene. It serves businesses and organizations from the Fortune Global 100 to non-profits. A graduate of Michigan State University, Kay also holds a master's degree in Communications.

She serves on the Executive Board of the National Small Business Association (NSBA) as First Vice Chair. She will be Board Chair in 2018. Cynthia and the company have been honored with many awards. She has been named one of West Michigan's 50 Most Influential Women five times. Her company has been named twice as one of Michigan's 101 Best and Brightest Companies.

Cynthia is the author of *Small Business for Big Thinkers: Unconventional Strategies to Connect With and Win Big Business and Stop Wishing. Stop Whining. Start Leading. A No-Nonsense Straight-Talk Guide for Women Who Aspire to Lead.*

She blogs for CEO Magazine and also has her own blog at [www.bizthinking.com](http://www.bizthinking.com). She has written for the Washington Post, has been featured in Time Magazine, Entrepreneur Magazine's Ask the Expert and on NPR.

Cynthia also testified on behalf of the NSBA before the House Committee on Small Business Hearing: "Building an Opportunity Economy: The State of Small Business and Entrepreneurship."



## What People Say About CK's Programs

"Cynthia Kay is one of the most dynamic speakers I know. She delivers her presentations with passion, personality, knowledge, and in a manner that is captivatingly real. Sign me up again!"

- Bob Fish, CEO and Co-Founder, Biggby Coffee

"Cynthia has taken the stage a number of times for the Small Business Association of Michigan and connects every time. She has the unique ability to address large crowds and make every person feel as though she is talking directly to them. Her message is refreshing, informative and fun."

- Rob Fowler, CEO, Small Business Association of Michigan (SBAM)

"Cynthia's keynote speech for an audience of small retail business owners was inspired. Though her field was different than theirs, she easily won them over with her message of empowerment and her deep understanding of what it means to run a small business in America today. Her influence in Washington and her passion for women-run businesses is incredible!"

- Erin Slonaker, Editor in Chief, Yarn Market News magazine

"As part of our International Association of Business Communicators Professional Development series, Cynthia presented on two topics of interest: Practical Strategies for DOING business with BIG Businesses and Using Video to Better Communicate. Her approach was fresh, allowing for terrific dialogue and actionable concepts we could apply to our daily work. She also demonstrated using these strategies with supporting techniques and tools wowing all of us!"

- Mindy Kantor, VP, Professional Development, IABC Tampa Bay

"I want to express our gratitude and praise for Cynthia Kay as a speaker for the 2015 Association of Teleservices International (ATSI) Annual Conference. As the meeting planner responsible for planning our event, Cynthia worked closely with me and really took the time to learn about our attendees. She was even able to incorporate examples from their "world" into her presentation, which helped our attendees to better connect with her message."

- Sasha Jaquith, ATSI Meeting Planner

"Cynthia was the keynote speaker at our recent economic development event - SUMMIT: Empowering Business Leaders - and her energetic and inspiring presentation made a significant impact on attendees. We received a great deal of positive feedback from business leaders throughout our region who found her to be refreshingly practical and motivating."

- Kathy Wagaman, Executive Director, Community Economic Development

## CK's Presentations

CK designs customized presentations on a variety of topics. Let her use her expertise to design one for you. Here are a few of her most requested presentations.

### Small Business for Big Thinkers

It is a common misperception. A small business is not just a scaled down version of a large company. In fact, what works for larger businesses is often counterproductive for smaller, more entrepreneurial companies. Cynthia's down-in-the-trenches stories, along with those from other small business CEOs and big business experts, illustrate how to run a better small business including how to hire the best talent, connect in powerful ways with highly sought-after customers and win them over!

### Time for an Extreme Communication Makeover

In a world where communication is bombarding us constantly, most people still struggle to be great communicators. There is a new communication reality and most do not understand what is expected. Whether you are an executive, sales associate, team leader or employee looking to move up – you and your company might need an extreme communication makeover. Learn how to; develop your story and your company's story, why your communication style may be "old" and how to update it, and what's new in corporate communication vehicles and opportunities.

### Video 4.0 - How to Use Corporate Video in a YouTube Era

The use of digital media has exploded, but many companies still struggle with creating compelling communications that are strategically aligned with corporate goals. Cynthia Kay is a former award-winning broadcaster and the creator of videos that are used on the national and international scene. Learn strategies to leverage content for video, social media and more.

### Face-to-Face with CK

Great presentations that influence, educate, and inform don't just happen. It takes work. Fortunately, Cynthia Kay makes it easy to be a better presenter and spokesperson for your organization. Discover the Top 5 Presentation Mistakes and how to overcome them, the secret to adding the "wow" that makes your company stand out and how to deal with presentation anxiety.

### Social and Smart

Today business interactions go far beyond the workplace and what employees do in social situations can have a positive impact or damage a great relationship. Social business etiquette is both simple and complex. Yes, there are some basic, common sense rules. However, every social situation is different. Also, there are some cultural and generational considerations. This presentation is designed to refresh knowledge of the fundamentals, offer some new social reality tips and describe how to handle various situations from elegant to everyday.

### Stop Wishing. Stop Whining. Start Leading.

Too many people today talk about the glass ceiling - how women cannot get ahead instead of focusing on practical strategies rather than excuses. On opportunities rather than barriers. CK is tired of the "Cinderella Syndrome" of women waiting for someone to help them, mentor them, sponsor them - instead of gathering resources and figuring out how to get it done. While there are countless leadership and mentoring programs available for women, few offer the kind of no-nonsense advice that women of all ages need today.

## Some of CK's Speaking Engagements

- Catch the Wave, Ohio River Valley
- Women in Auto Care, Nashville, TN
- WBEC Great Lakes Women's Business Conference
- Michigan Inventors Network
- Huntington Bank
- BDO Seidman
- Michigan Women's Foundation
- Testimony before Congress Small Business Sub-Committee "The State of Small Business" 2015
- International Association of Business Communicators Tampa Bay Chapter
- National Small Business Association 2015 Small Business Congress, Phoenix, AZ
- Association of Teleservices International 2015 Annual Conference, San Diego, CA
- Yarn Market News Annual Conference, Seattle, WA
- Herman Miller Small Business Initiative, Chicago and Minneapolis
- Ultimate Mastermind Summits IL and MI
- Small Business Association of Michigan Annual Meetings, Lansing, MI
- Great Lakes Telemessaging Services Association 2015 Conference, Chicago, IL
- Michigan State University Running Start Seminars
- Western Michigan University, Entrepreneurship Forum
- Kalamazoo College School of Business
- Biggby Coffee Annual Franchise Meeting
- WBEC Great Lakes Women's Business Conference
- Michigan Inventor's Network Annual Summits
- Various Chambers of Commerce, Rotary, and Economic Clubs



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