

# Babette Bensoussan

The Decision-Making Maverick

Coach | Mentor | Author | Speaker | Strategy Expert

2019 SPEAKER'S KIT

# Babette Benssousan - Inspirational speaker

## The Decision-Making Maverick

*With over 25 years of experience, Babette Bensoussan is an exceptional presenter and communicator. She has conducted trainings, workshops and individual mentoring on a worldwide basis to support corporate strategy, competitive intelligence endeavours, and leadership development.*



*"I am passionate about sharing my expertise with others and helping individuals reach their potential - for the benefit of the individual and the organisation in which they serve"*

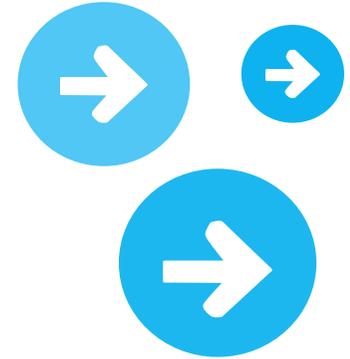
Few professional speakers have Babette Bensoussan's depth of corporate experience and understanding of human motivation and behavior. Even fewer have her ability to engage an audience and leave it enlightened, challenge and inspired.

When she presents, Babette draws on decades of success as an entrepreneur, consultant, company director, board member, author, academic, and business coach.

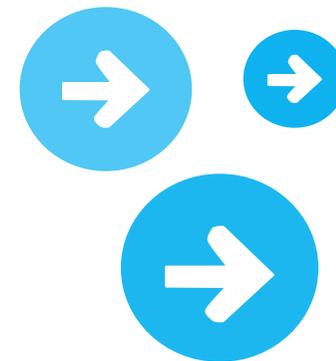
In 1992, Babette founded the MindShifts Group, a leading consulting company specialising in Competitive intelligence (CI) and Strategy. Since then she has worked on over 300 projects with both Australian and Fortune 500 Companies.

Passionate about sharing her uniquely honed expertise, Babette has simultaneously led MindShifts, co-authored five critically acclaimed books and become one of the world's most sought after corporate speakers on CI and Strategy.

In 2006, Babette was the recipient of the SCIP Meritorious Award, the world's most prestigious CI award. She was the first international and only Australian recipient of this prize. Having received the ultimate honour from her peers, Babette decided to devote more time to sharing her expertise with others.



For over 25 years Babette Bensoussan – *The Decision-Making Maverick* – has served as an advisor to organisations and business leaders around the world.



Babette now coaches and mentor leaders, employees and anyone with a keen interest in personal strategy. She specialises in coaching and mentoring professionals struggling to balance their work and personal lives, and her support is particularly valuable to aspiring entrepreneurs seeking to expand their business outcomes, and those pursuing senior executives roles or directorships.

**Feedback on Babette’s warm and engaging presentation style includes:**

*“Thanks for a great couple of days. The best workshop I have been on for years.”*

*“Babette is truly an excellent teacher. She has a wonderful wit and bubbles with enthusiasm.”*

*“I just wanted to say how very much I had enjoyed your session at this years SCIP conference. Wow the amount of information to take in was so incredible, so worth the trip.”*

*“Excellent teaching style, great at simplifying 3-D skills.”*

*“Babette is an excellent facilitator who brings a wealth of expertise and enthusiasm to the session that enables participants to ask questions relating to their current work at hand, allowing everyone to get the most out of the workshop.”*

**As seen in:**



# Career Highlights

## Key Achievements

- Managing Director of MindShifts.
- First international and only recipient of the SCIP Meritorious Award, the world's most prestigious CI Award
- Served as a Board member for the National Australia Day Council and NSW Board of Adult and Community Education.
- One of Australia's most published business authors.
- Has held teaching positions at many of Australia's leading universities and business schools;
- Currently is an Adjunct Professor in the School of Business at the University of Technology, Sydney.
- Has undertaken over 300+ consulting assignments to Fortune 500 companies and top 1000 Australian companies.
- Babette has over 1300 citations noted in Google Scholar around her writing and research.

## Academia

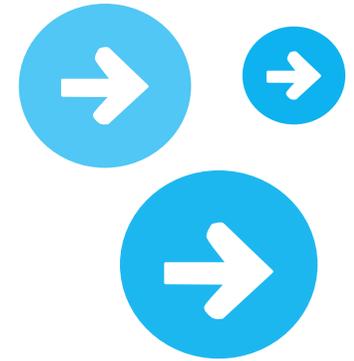
Babette has held teaching positions at many of Australia's leading university business schools, including Sydney Graduate School of Management, Macquarie Graduate School of Management, University of Technology Sydney, and Bond University.

She developed the Women in Leadership Program at Macquarie University Graduate School of Management, taught the first ever Competitive Intelligence Unit in an MBA program in China and is currently an Adjunct Professor in the School of Business in the School of Business at the University of Technology, Sydney.

## Writing

Babette is one of Australia's most published authors. She has co-authored five critically acclaimed books on Competitive Intelligence and Strategy, two of which remain the world's number one and two best selling titles in the field of Competitive Intelligence.

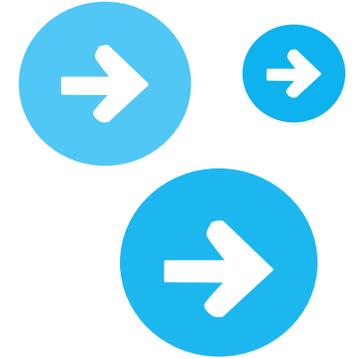
- Business and Competitive Analysis (2nd Edition, February 2015)
- MindShifting Snippets for Creative Thought (2013)
- Analysis Without Paralysis, "12 Tools to make better Strategic Decisions" (2nd Edition, 2013)
- The FT Guide to Analysis for Managers (2009)
- Strategic and Competitive Analysis (2003)



# Speaking Topics

When she presents, Babette draws on decades of success as an entrepreneur, consultant, company director, board member, author, academic, and business coach.

Babette is an inspirational speaker who is available to speak on a wide range of topics. Below are some suggested topics:



## COACHING

- The Power of Choice
- Creating the Life You Want
- Unlocking your Unlimited Potential
- How Well do You lead?
- The Energised Leader

## STRATEGY AND COMPETITION

- Making Better Decisions
- It is the Question that Counts
- The Myth of the Level Playing Field
- Management's Ugly Duckling Analysis
- Understanding your Competitive Environment

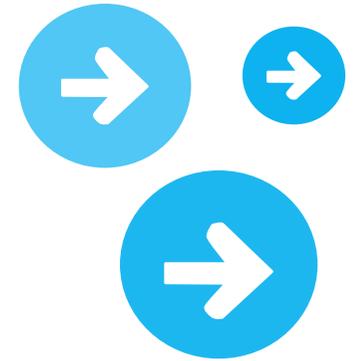
## SCOPE OF SERVICES

- Webinar
- Conference
- Seminar
- Workshop
- Training

# Speaking Highlights

Babette has presented to hundreds of audiences both large and small, from presentations broadcasted around the world, to small group workshops with key executive decision makers. Here's a brief list of some of her recent presentations:

- **Director Institute** - "Empowering people and leaders"
- **Me Afterwork** - "Attentive listening for better outcomes"
- **CSV Strategy** - "Executive leadership accelerating your leadership potential"
- **Websearch Pacific** - "The fascinating role of Competitive Intelligence"
- **Queensland Law Society** - "Competitive Intelligence: Rethinking Strategy"
- **Women's Network Australia** - "Follow the leader and power up your potential"
- **Women's Network Australia** - "The power of energy leadership: more production, less effort, more fulfillment"
- **Fix My Project Chaos** - "10 steps to seize control of your life"
- **CEO Institute** - Strategic Planning
- **APMRG** - Training on Marketing Plan Analysis for pharma Brand Managers "Brand Wars", Advanced Marketing modules: Pharma Planning, segmentation, targeting, positioning and branding.
- **National Management Accounting Conference** - Making sense of all the Data: better reports to drive decision-making



# Hear Babette Speaking



Engage internationally bestselling author and multiple award winner in strategy and leadership development, Babette Bensoussan, to present a keynote, talk or practical workshop at your next conference, meeting, team training or event.

Babette Bensoussan has a wealth of experience in coaching executives, and a unique talent for supporting leaders in their decision-making skills. When she presents, Babette draws on decades of success as an entrepreneur, consultant, company director, board member, author, academic, and business coach.

To confirm speaker fee, schedule Babette or for more information, please get in touch:

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**Twitter:** <https://twitter.com/BabetteBen>

**LinkedIn:** <https://www.linkedin.com/in/babettebensoussan>

**Website:** [www.mindshifts.com.au](http://www.mindshifts.com.au)

## WATCH BABETTE IN ACTION

**Webinar:** 10 steps to Seize Control of Your Life  
<http://fixmyprojectchaos.com/podcast-71-10-steps-control/>

**ALPMA Conference:** Competitive Intelligence - Rethinking Strategic Planning  
<https://www.youtube.com/watch?v=am2FTtMvA80>

