

## Dr. Brynn L. Winegard Testimonials

# Audience Reviews

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Brent McNicol, Regional Vice President, Ontario East Region, Career Sales Force at SunLife

“Dr. Winegard is one of the best keynote speakers we have ever had. So much so, we asked her to come back and present 2 years in a row! Dr. Winegard’s message was science based but delivered in a way that was accessible for our entire Advisor team. The team now has a framework that allows them to optimize their performance in both their personal and professional lives. Working with Dr. Winegard was an exceptional experience. She first sought to understand her audience and the key messages that we wanted delivered and then tailored her entire presentation focused on making a positive impact. I would highly recommend working with Dr. Winegard and I know that we certainly will again.”

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Alexzandria Johnson, Heritage Mutual Funds

Brynn was both entertaining and inspiring to watch as the keynote address at Social Media Week’s annual conference. She is an engaging speaker with methodical, forward thinking expertise, merged with real life practical practice. Brynn’s perspective on the future of business and marketing really resonated with me, I left the engagement rethinking our market position and feeling enlightened on some of the deeper facts around the future of our business and new realities. I felt Brynn’s keynote was an energizing talk, full of valuable strategies and perspectives that could be applied with my team for greater business success for years to come—we did ‘build a better business brain’—thanks Brynn!

■ CMO, Financial Services Firm

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Andrew Mansour, Sales, IntelliGo Networks

Brynn Winegard is one of the best keynote speakers I have ever seen--and I have sat through many in my career. Brynn really breathed life in to the audience with her high energy and vast knowledge as a subject matter expert. I found myself quoting her keynote the next day: very impressive speaker and I look forward to the next one!

■ VP Sales, High-Growth IT Manufacturing Company

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Wafa Serhal, IntelliGo Networks

"Dr. Brynn was energetic, elegant, eloquent, and articulate in her keynote presentation to our audience. She grabbed the attention of the entire audience for the entire presentation, which is hard to do. I learned that our brains sometimes defy us (as well as others), aren't under our complete control, and are much more complex than originally thought. Brynn's keynote was thought-provoking, inspiring, energetic, and helpful on so many levels – well done, I look forward to the next one!"

■ Director, High-Growth IT Manufacturing Company

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Astrid Galfi, Nielsen

"I have had the privilege of watching Dr. Brynn perform at several conferences and each time I walked away inspired with a fresh outlook when approaching business issues.

The content she presented is relevant to both burning business hot buttons, as well as forward thinking strategic thought leadership. Brynn is a highly talented public speaker who knows how to engage an audience—her passion certainly shines through. I would highly recommend attending a conference or event to hear her speak."

■ Executive, Nielsen

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Saisha Guzder, Umbra

Listening to Brynn Winegard's keynote presentation is like watching your favorite movie again for the first time. I had the pleasure of first listening to Brynn speak at an AMA conference in Toronto—though have since seen her present twice more at various events. The knowledge, engagement, and passion she brings to each of her presentations left me in complete awe. Brynn has the ability to turn a heavy and sometimes daunting subject into something that anyone in any industry can relate to. Best of all, when you leave one of Brynn's keynotes you've not only learned how to enhance your business but you've learned tips and tricks about improving your

own brain! Watching Brynn Winegard is an experience and one that must not be missed. "

■ Marketing Executive, Consumer Goods Company

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Shaunt Tomakin, Legal Counsel, Telus

I recently had the opportunity to witness one of Dr. Winegard's keynote at a special event—not the first time I have heard her speak, as I also had Dr. Winegard as a professor during my business education. Brynn has always been an engaging and informative speaker and I appreciate most her passion and mastery of the topics she teaches and discusses. Amazingly, even after years of developing my own career and further education, I left Brynn's keynote yet again with a wealth of knowledge and newfound inspiration—she is a true master of her craft.

■ Lawyer, Major Canadian Telecom Company

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The "Factors of Success" workshop was highly engaging and very informative. Dr. Brynn Winegard shared research insights into successful food processing companies across Canada presenting a comprehensive business model that we have utilized here at Kitchen Partners. The model has helped us to bring our company's purpose to life with our customers. We have also made use of the model to better differentiate ourselves in the marketplace.

A very useful and inspiring day. Thank you for the opportunity to participate.

Jeff Clark

■ President, Kitchen Partners

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Brian Byrne, Aviator Group

" I had the great pleasure to participate in Dr. Winegard's seminar on neuroscience and the new shopper at York University Schulich. Brynn is a very dynamic speaker and her depth of expertise on the brain and why brain function matters in business is cutting edge. I was particularly impressed by her narrative and key takeaways which were immediately useful and applicable to work that my consulting firm is doing. It is a pleasure to give Dr. Winegard this unqualified endorsement and we hope to use her in future international work as well as at the HRP.A.ca conference in 2018."

■ President, Global Consulting Firm

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Chris Hayes, Program Manager, Rogers Communications

I've had the honour to have participated in a class regarding Consumer Behavior taught and facilitated by Dr. Brynn L. Winegard through the Schulich Executive Education Centre (SEEC). Not only did the class exceed my expectations but helped shape thoughts on a

number of relevant business challenges that I can quickly pivot back to the Rogers organization and add value. I was especially impressed with her ability to draw out excellent discussions from our diverse class based on her deep expertise and drawn upon her broad professional experiences. As a facilitator she was effortless in linking conversations with relevant stories to highlight and reinforce key concepts. Her dynamic energy, responsive style, and expert knowledge is refreshing, empowering, and engaging for audiences of all sizes. A rare treat! In a hyper connected, ever changing world, understanding consumers, their needs, desires, wants and market opportunity is critical for any successful business. Dr. Brynn L. Winegard helps bring this together to win.

■ Sales Director, Rogers Communications

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Glenn O'Farrell

"Brynn led a dynamic full-day session focussed on the critical importance of the science and art of consumer behaviour. The insights she shared throughout her session were meaningful and provocative enablers that any consumer facing business leader needs to consider. Brynn brings infectious energy and enthusiasm to her subject matter expertise. She is a top-tier speaker.

■ CEO, Major Media Company

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Fotini Iconomopoulos, Forward Focusing Inc.

*"I have in fact had the pleasure of seeing Dr. Brynn speak formally on multiple occasions - most recently, as example, I attended National Speakers Bureau's 'Engage' event to watch her speak. Brynn's insights translate easily for anyone in business, no matter what the discipline. Further, if your business requires you to deal with people, she's got something useful to say! Brynn is a bundle of energy who manages to make brain science extremely engaging for her audience. I'd recommend Brynn as a speaker for any event organizer looking to merge the brain-science of business, motivation, and high-energy into a single keynote."*

■ Negotiations Expert, Management Consulting

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Adam Mansour, [IntelligoNetworks.com](http://IntelligoNetworks.com)

"We were struggling with employee alignment, interest, engagement, and competitive forces threatening to take our talent. Brynn led our entrepreneurial team through a half-day session on the brain science secrets behind engagement, productivity, and motivation. The talk was well-received by everyone in the room –

employees and senior leadership combined. Senior leadership felt equipped to better manage and lead their direct reports, establishing better engagement, and the employees thought all the brain insights were fascinating, hopeful, and helpful for being more motivated and productive through what are often very long days. We would definitely have Dr. Winegard back at some point in the future – the topic and style of delivery were very well-received by everyone in the room.”

■ CTO, High-Growth Silicon Valley Start-Up

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Sanjay Dhebar, SJD Executive Consulting

*“I have been going to meetings and conferences for 15 years and have attended many speakers and keynotes. Listening to Dr. Brynn Winegard, I was instantly interested, entertained, and learned something new, useful, and inspiring. She is talented, funny, and insightful. I will use and share Dr. Winegard's teachings not only professionally but also personally.”*

■ Senior Executive, Global Consulting Firm

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Wayne Lee, Professional Speaker

I thought you did great. You are instantly likeable from the moment you get on stage. Your passion and energy is infectious. Your research is very refreshing to hear. I liked how you got the audience involved with your exercises and giving out "prizes". You connect emotionally and people love stories.

Dr Brynn is so relevant for any group or organization that wants to boost their business performance and productivity. She is at the top of her field when it comes to neuroscience and how the brain works. After seeing her keynote I know your group will love her. Your group will get the real deal on how your brain works accompanied with some practical tools you can immediately put to use to create the results you want. Can't wait to see you in action again Brynn!

■ CSP, Performance Expert

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Sylvia Plester-Silk, On Purpose Consulting

As usual Brynn's session was packed with highly valuable up-to-the-minute information on Brain Science and Human Behaviour. Providing tons of insights to help you understand how your brain impacts your daily behaviour. Brynn is a very dynamic presenter! I'm amazed at how she can just name those numbers, relate those stats, and with such flow! Brynn speaks quickly, so I was challenged to write notes and keep up with all those incredibly valuable nuggets. Dr. Brynn's talk would

be wonderful for any business audience, especially managers, administrators, and decision makers. Really, I cannot think of an audience that would not benefit from this great information and Brynn's dynamic presenting style!

■ Coach & Author, Management Consulting Firm

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Yogi Schulz, Management Consulting

Fantastic presentation by Dr Brynn Winegard at this year's Project Management Institute – Southern Alberta Chapter 'Professional Development' Conference – it was truly awesome. Dr. Brynn Winegard delivered a dynamic, thought-provoking presentation about our individual potential based on brain research – how to 'Boost our Brains' at work and in our careers. I was only disappointed Dr. Brynn couldn't have had the whole afternoon to talk! Truly a fantastic presenter and content – the highlight of the conference this year!

■ P.Eng. Management Consultant, Project Management Institute

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Jordan Witzel, Global News Meteorologist

Whether speaking one-on-one or to a large audience, Dr. Winegard has a very special skill for energetically communicating her massive wealth of knowledge in a personable way. I could have chatted for hours with Dr. Winegard about the myriad of topics for which she exudes expertise. Dr. Winegard is an absolute pleasure to be in the presence of, she wears inspiration on her sleeve.

■ News Anchor & MC, Global News

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Peggy Andersen, Fairmont Resorts & Hotels

I have seen Dr. Brynn Winegard keynote 2 conferences – the first, in winter of 2016. My husband had just had a stroke, which compounded a life-long degenerative eye disorder – my husband lost vision in one eye completely. Every specialist we visited said there would never be any reversal to the damage to his retina. His driver's license was revoked, and he could not work – we went to many specialists and very few had anything in the way of answers or even encouragement about his potential recovery. As I listened to Dr. Brynn's keynote, I became very interested in her focus on the secrets and power of brain science. We chatted after the presentation and she encouraged us to keep seeking support to correct my husband's challenges using insights from brain science and the power of neuroplasticity – this was the encouragement I needed to help my husband believe in his recovery as well. My husband now has much of his sight fully recovered and

driver's license back! I cannot thank Dr. Brynn enough for introducing the world of brain science and making it relevant to me, my work life, my home life, and my family – more than inspirational, hearing and meeting Dr. Brynn was transformational for me.

■ VP, Fairmont Resorts & Hotels

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Brett Nelles, Manager, Eclipse Automattion

It was my pleasure to meet you last Friday. You definitely set the pace right from the get-go! Your energetic approach starting with your introduction, to your peppy explanations describing the material was outstanding throughout the entire day. You truly “fit the part”! Your bubbly personality, your passion and your expertise on the subject matter was simply wonderful! Taking part in the training has truly inspired me to dig deeper in understanding some of the fundamentals on how the brain works and why we think the way we do. It has also provided me the knowledge and confidence I was lacking to speak within a group...or publically at a higher level. I certainly look forward to implementing much of what I have learned throughout my work place and I thank you for providing the tools to achieve further goals throughout my career.

■ Executive, Eclipse Automattion

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Sharon Jones, Executive Trainor, Psysoft

As a facilitator and trainer myself who has done the occasional key note session, I am probably more critical than most about the style, content and delivery of the person on the stage. It's definitely a skill; people can be smart but not able to engage. You were fascinating to listen to - I never once wanted to check my phone for messages. Your style is rapid and I really like that; high energy and you are clearly incredibly knowledgeable. You may find it tougher going with an audience who likes to digest and consider what you're saying - I love people who go off at tangents when something spark a thought - other people find that frustrating. But you can't be all things to all people and you are your best you. Your content was right on for the audience and connected very well. Does that help Brynn? And if you want to use names you can use mine - not that I am at all or even remotely famous - except within my own four walls! and by the way - your passion for your subject matter eeks through every ounce of your being.

■ Executive Coach, Trainor

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Jan G. van der Hoop, First Fit Technologies

More specifically (hoping to trigger generous amounts of dopamine) I found your discussion animated, informative, educational, engaging and fun. You have an unusual ability to take complex information and make it simple, universally human and... personal. The surprise for me is not just that someone with such a rigorous background in science and research can be so entertaining and personable on 'stage' - but that you are so willing to bridge the gap between the 'two solitudes' of hard science and 'woo-woo' new-age pop psych such as The Secret and the Mindfulness wave gripping society - pointing out how they each actually validate and reinforce the other in a holistic way. Diabolical :>)

■ President, Management Consulting Firm

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Edita Atteck, Coach, SheEO

What I liked the most: -your connection with the audience and your engagement with the audience -Including examples that are relatable to people's lives -Including simple but very relevant facts about the brain in an easy to understand language and without jargons -Your energizing presence made people more alert (I call this a more powerful coffee alternative

■ Executive Coach, Management Consulting Firm

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Jana El Sarraj

You gave such a thought-provoking presentation today at Degroote School of Business talking about unlocking our full brain potential. I thought that you resurrected Descartes "I think, therefore I am" proposition back to life. Maybe we can add "I feel, therefore I am". You link neuroscience, philosophy, and psychology and give it a practical meaning in the modern culture. What's amazing is that you back it all up by research and science. You are very charismatic and confident speaker with amazing stage presence, stimulating information and inspiring message. Thank you for sharing your knowledge.

■ Sales Expert, Cogeco Connexion

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Wendy Eustace, CEO, Clarity



Brains in business was a fabulous presentation. Dr. Winegard was entertaining, human and the pace was perfect. As a scientist and professor Brynn Winegard shared current knowledge on the brain in a fun and interactive manner. She made brain science relevant to our lives and work. I would highly recommend you attend any event that involves Brynn Winegard.

■ CEO, Clarity, Executive Coaching

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David Toyne, Steady Heads Investment Funds

I was really pleased to participate in the Degroote Business School event featuring Dr. Brynn Winegard this week. Dr. Winegard delivered a fun and fact filled presentation that entertained and educated us on the brain and how it works, how we think ... and more importantly, how we feel. I took away a lot of new ideas to incorporate into my interactions with clients, family and friends. It is so important to learn more about how our unconscious brain is so powerful!! My TPJ (google it) was on fire for the entire hour of her presentation! If you ever get a chance to hear or see Brynn in action, you will not be disappointed.

■ Investment Executive, Investment Fund

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Elaine Holding, SB Partners LLP, Director of Client Services and Business Development

This morning's event was nothing short of amazing! Dr. Winegard hit it out of the park this morning with outstanding content and delivery. The topic was relevant to everyone in the room. I have had the privilege of hearing many speakers, but Dr. Winegard is in my top 5. Outstanding. Thank you for hosting this event – with speakers like this one, It has become “THE” event to attend every year.

■ Senior Executive, Global Consulting Firm

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Rosemary McNeely

Your presentation was well done, informative and very insightful. 2) People could follow the connection between the brain and how it is used for success. 3) My impression was that you had a lot of information that you wanted to get across, so your speaking style was energetic and enthusiastic. A real pleasure meeting you.

■ Senior Executive, Board of Directors, Oakville Hospital

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Jim Wadleigh, Senior Executive, Guelph Rotary Club

"There are three things I hope for in a speaker. Namely, that they Engage, Inform and Entertain.  
Dr. Brynn Winegard ticked all three boxes in her presentation with energy, intelligence and humour.  
Well done."

■ Senior Executive, Guelph Rotary Club

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Tom Funk, Professor Emeritus, University of Guelph

I have known Brynn, and worked with her, as a teacher and keynote speaker for the last three years. Over my 45 year career in business education and training, I only encountered a few people I would call stars. Brynn is certainly one of them. Not only is she a captivating speaker, but she knows what she is talking about. There are lots of excellent speakers who are very light on content. Brynn combines the art of presentation with content better than anyone I know.

■ Professor Emeritus, University of Guelph

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Corey Solomon, Talent Acquisition & Development Consultant (CPHR)

Dr. Brynn Winegard was a keynote at the last conference I attended and she was the favourite. She is an engaging speaker with a passion for sharing and helping others get the most from their brain. Her talk has the right amount of research to motivate to make changes and leaves you with actionable steps to enable you to get more from your brain and out of your day. I would definitely recommend her for your conference.

■ Senior Talent Executive, Harris Computer

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Eric Willems, Sales Executive, Toromont Cat

I attended Dr. Brynn's seminar on Neuroselling. This full day program provided excellent insights on how to appeal to our customers by understanding the power and influence of the subconscious brain. Dr. Brynn Winegard provided an excellent summary of how the subconscious mind is structured, that most of our customers' decision making is happening in the subconscious brain, and why people will always follow emotion over logic. I learned techniques that I will use and can practice at home and in my business - such as sticking with static images for female customers

and including more dynamic imagery for male ones, as example. We can apply these learnings during sales meetings and improve our ability to build trust with everyone we work with. This was the best seminar I have ever attended."

■ Director of Sales, Toromont

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Effi Lipsman, Vice President, IntelliGO Networks

We attended the 'Neuroselling & Executive Presence' program. Dr. Brynn blended science with real-world experience in a highly engaging, credible, and skillful way. She had the audience's full attention and participation throughout the day and delivered so much more than we expected. Her presentation was educational and thought-provoking and every attendee walked away a better professional.

■ VP, IntelliGO Networks

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Fazeeda Sarju, CEO Summit Printing

" Completed a one day workshop on Dr Brynn's Neuroselling Secrets last week -June 2018. I was so impressed in the way Dr Brynn was able to execute the lecture and I left with such a renewed enthusiasm to get back selling again. Dr Brynn is a very engaging speaker and I highly recommend her workshop.

■ CEO, Multinational Printing Company

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Daniel West, Account Manager, IntelliGO Networks

It was a true privilege to take "Neuroselling & Executive Presence". How to describe Brynn, very knowledgeable about the topic, authentic, genuine, and practices what she preaches every day (for example, in my first interaction with her, she 10x-ed my public speaking without expecting anything from me in return).

Brynn took a complex topic, such as neuroscience, and made it simple and easy to understand/process. The course was unique in that it was interactive and had large audience engagement. Brynn was able to remember every single audience member's name and answered each and every person's questions with concrete examples, quotes, stories and analogies. Her insights into neuroselling and executive presence are invaluable.

This course will make you re-think what you know about sales and more importantly, what you think you know about people. It helps you realize that there is always more to learn and that you could be doing a great deal more to ensure your customers believe and buy-in to you. I highly recommend Brynn and the course to anyone who wants to become better in learning about themselves and their customers."

Second iteration:

Taking the “Neuroselling & Executive Presence” course, led by Brynn, was a true privilege. Brynn is knowledgeable, authentic, genuine and is a rare character that practices what she preaches (i.e. within my first interaction, she 10X-ed my public speaking selflessly).

Brynn takes complexity in neuroscience and boils it down to simplicity. It was unique to see the engagement and interaction of the audience, this was brought to life with Brynn's invaluable insights utilizing concrete examples, quotes, stories, and analogies.

The course makes you rethink what you know about sales and more importantly, what you think you know about people. A great reminder to continuously look to learn and to ensure you always do more to have your customers believe and buy in to you. I highly recommend Brynn and the course to anyone who wants to become better in learning about themselves and their customers.

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■ Key Account Manager, IntelliGO Networks

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David Toyne, Partner, Steadyhand Investments

*I have seen Dr. Winegard in action twice and each time I have learned incredibly useful new insights. She is extraordinarily knowledgeable on an important and topical topic. Her delivery skills make the material immediately understandable and valuable.*

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■ Partner, Chief Development Officer, Steadyhand Investments

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Linda Martin, The Proctor Gallagher Institute

Dr Wingard's work puts in very simple language why we are wired the way we are at work, in business and in life. As the business world turns from a largely rationale/logical left to the emotive, right-hand side of the brain-Dr Wingard's puts the science behind this movement to provide a deep understanding of why it works. Cognitive ability is the new frontier in business and this topic is a must for businesses.

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■ CEO, Management Consulting Company

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Jane Southren, Lawyer

Dr. Brynn is amazing. I generally leave what I consider to be very good presentations with one or two ideas that I want to take into my life and start applying. I left Dr. Brynn's with dozens of them. Everything from small life-hack ideas

to big, transformative ideas. Not only was the content exceptionally useful and interesting, the way she presented it was exciting and energizing. I attended a programme about neuroscience and brain-based selling, but the things I learned and the tools I gained have much broader application than that. Her programme left me both curious to learn more and inspired to use the tools I had gained to level up in all areas of my life.

■ Senior Legal Counsel, Major Law Firm

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David Davidson, CEO Interuniversity Services

I have had the good fortune to hear Brynn speak on two different occasions. She has a gift for sharing her extensive knowledge of the business brain in a way that is understandable, engaging and enlightening. As you listen to Brynn speak, you instantly come to realize new ways to look at your business, staff and customers, improving your leadership skills along the way.

■ CEO, Not-for-profit University Organization

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Julian Smit, Director, JD Nevins Communications

I recently had the opportunity to see Dr. Winegard speak at a conference I attended and it was easily one of the most illuminating and engaging presentations of the day! Despite my degree in Psychology, none of the courses I attended provided such practical and actionable insights related to brain-science. This is the kind of information that can transform your approach to networking and how you manage your communication in just about any business context!

■ Senior Director, Communications, Media Company

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Nick Gibson, Chief Strategist, Our Better Selves

Being a self-described nerd, I was very much looking forward to Dr Brynn's talk. And she did not disappoint. Her insights were incredibly interesting, and very well put together in her presentation. Her speaking style is energetic and engaging, which brings the content to life. That is critical: this is complex science that she is describing, so it would be easy for a layperson to get lost. Not a problem with Dr. Brynn! Happy to recommend her to anyone looking to leverage practical neuroscience to improve their leadership outcomes!

■ Chief Strategist, Management Consulting Company

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Dylan Koopman, IntelliGo Networks

I attended the June 21st, 2018 seminar “Neuroselling & Executive Presence” held by Dr. Brynn L. Winegard and Mr. Sanjay D. Dhebar. I found this talk to be an enlightening exercise; pushing me to think beyond the surface level of any interaction (be it personal or business). To help us understand a purchaser at a deeper level, Dr. Winegard delivers easy to digest theoretical and practical explanations of what is happening at different stages of the subconscious brain throughout the sales process. Mr. Dhebar effectively takes what Dr. Winegard teaches us and creates interactive exercises to apply the new knowledge. Since attending this seminar I have revamped the way I prepare for meetings, thinking deeper than the conversation to be had and planning out how that conversation will be had. This change of mindset has resulted in me being more self reflective, focusing on how I present myself in potential business situations. I would recommend this seminar or one like it to anyone hoping to be put on a fun path to self-betterment in the workplace. Brynn and Sanjay will lay out the roadmap in a clear, concise and logical way; the rest is up to you.

■ Sales Executive, IntelliGO Networks

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Amy Wilson, Sales Executive, Grand Valley Fortifiers

It was my absolute pleasure to be given the opportunity to listen to a talk titled “Boost Your Brain” by Dr Brynn Winegard at the Advancing Women in Agriculture Conference 2018. Dr Winegard had a wealth of information to share with the group, but did so in a manner in which every person in that audience was engaged. She brought information through statistics from scientific studies to relate to the scientific community but also brought practical examples through which every single person in attendance could mirror against their own personal experiences. Dr Winegard discussed that by making small changes to our routines, we can maximize the brain’s natural ultradian rhythm to work more effectively. She talked about ways to increase dopamine response, decrease stress response as well as why we should all “Eat our Frogs for Breakfast”. Attending this talk made me consider that self-improvement can also be about the little things we do every day that we don’t think make a difference, but those little changes can create a cascade effect on our entire lives. I look forward to getting the opportunity to learn more from this incredible woman.

- Sales Executive, Grand Valley Fortifiers
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Martin Appelt, Director, Canadian Food Inspection Agency

Very often, I find myself subjected to training sessions that are meant to be inspiring and transformational and end up being none of that. Introduce Dr. Winegard. I thoroughly enjoyed her presentation on how relationships within a team are the result of how our brain works - and what I can do to "get through" to people and be a better leader at the same time. It was an eye-opening, entertaining and valuable session and I am grateful I had the opportunity to see it.

- Director, Canadian Food Inspection Agency
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RBC Audience ASM Feedback (Collected by Anna Gris Warren, Julie Banner)

- First off, we had our Group business and our Brokerage business respond to our survey separately; in both cases, you were the highest ranked speaker, with one group giving you an overall rating of 4.6 / 5 and the other an outstanding 4.9/5! In addition, the vast majority of the comments that were specific to you were extremely positive:
- Really good selection of speakers this year. Although it's hard to choose, for me Dr Brynn was probably the highlight. I learned so much from her.
- Impactful and relevant to our work, and very interesting, great ties to our routines and business, especially Dr. Brynn and shared meaningful information that can applied to both our professional and personal lives.
- Very fascinating and relatable to my business.
- Dr. Brynn's made me have more thoughts of how I could do better on my role and not burnt out
- I found the speakers all very informative this year and was able to relate some of what they shared with us to myself personally and me professionally . I picked up some good ideas that I am trying to incorporate into my day to day practice. For example with Dr Brynn focusing more on the subconscious side of decision making with my approaches.
- The guest speakers offered great insight which made me reflect on how I can step up as a leader within our team.
- J'ai bien aimé les 3B présentées par Brynn Winegard : Believe, buy-out an buy.
- Dr. Winegard was informative and gave a new way to think about advisor interactions.
- Dr. Brynn was an engaging, relatable and extremely intelligent speaker. Her message was easily tied into our business and understandable. Would love to have her come back to a future ASM.
- Dr Brynn was a great kick off, and got everyone energized

- Dr. Brynn Winegard, valuable information, well communicated, well done. Content interesting. We would like to have a part 2
  - Dr. Brynn's session was educational, informative and provided tips that i could apply in my role.
  - Note, for your consideration (although I thought we did really well w the timing for the Q&A!) Dr Brynn didn't have enough time for Q&A and a workshop with her would have been valuable
  - Dr. Brynn Winegard's presentation on the brain was the best at this conference
  - I enjoyed Dr. Brynn the most, she gave scientific facts that backed up a lot of the learnings we have had in PSC and other ASM workshops.
  - La conférence de la Dr et de mieux comprendre le processus conscient et subconscient. Très intéressant.
  - The presentation by Dr. Brynn Winegard - great insight into the social conscience
  - Loved Dr. Brynn's session!!
  - It was all very valuable but I would have to say I got the most from Dr Brynn's presentation
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Brian Morris, Lawyer, Lighthouse Legal

Dr. Winegard's marketing class was by far the highlight of my MBA course. Her lectures provided invaluable insight into brand building, which has been vital for me in starting my new business. I would highly recommend attending either one of her courses in graduate school, or at least attend one of her guest lectures on the business of brain science. If you are in marketing, sales, or trying to start a business, I can't think of a more important person, who can get you started on the right path. Plain and simple, my business is a success today, because of what I learned from Dr. Winegard.

- Brian Morris, Lawyer, Lighthouse Legal
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AWCA West, 2019, Calgary, Audience Evaluations

- Fantastic exploration of how our brains works – you make science fun
- Love the energy (3x)
- Such an interesting speech (3x)
- Was in-depth & a lot of information that was new + needs a little more time to process
- Great info but hard to process so quickly to know how to exactly use this in my day to day sales efforts
- Useful to all conference attendees
- Really enjoyed (5x)
- Excellent speaker



- Super informative
- Wow! A lot of amazing info – hard to digest it all
- Would have loved more examples of how this all works in day to day communication
- Awesome brain issues & never knew about
- Amazing presentation, mind opening
- I never understood mirror neurons and how much they affect us (2x)
- Great ideas for personal & professional
- Relevant to everything

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Patricia Dickson

Thank you Dr Brynn for shining a light on the neuroscience of influence & decision-making! Dr Brynn Winegard's Influence & Leadership Presence course at McMaster University's DeGoote School of Business was illuminating. Dr Brynn is an energetic, knowledgeable leader with a gift for connecting neuroscience & business principles to improve our understanding of human behavior. As a health professional, my hope is that this knowledge will empower better connections with patients & health providers, with a result of system improvements for all.

- Patricia Dickson, MSc, BScOT, OT Reg (Ont) Advanced Practice Occupational Therapist Sunnybrook Health Sciences
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# Customer Testimonials

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JoAnne Korten, Executive Director, WBHI

Women's Brain Health Initiative was delighted to invite Dr. Brynn Winegard to address the importance of mental stimulation as one of the key topics in our Education Series. Brynn successfully engaged with our guests, and enlightened them through her motivating, evidence-based presentation: Building a Better Business Brain.

I would highly recommend Dr. Winegard if you're interested in capturing your audience's attention and inspiring your guests with the latest information on the best ways to win in business using the secrets of brain-science.

■ Executive Director, Women's Brain Health Initiative

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Abby Kassar, VP, High Net Worth Planning Services, RBC

It was a great honour to see Brynn at the WBHI event. It was remarkable how much the audience members were engaged and enjoyed Brynn's presentation. Brynn was a confident presenter and she easily connected with her audience by tailoring to their curiosities and turning her passion to an interesting and intriguing topic for them to want to hear and learn more about. Brynn's energy and excitement filled the room and her presentation was informative and entertaining. She offered great tips and inspiring messages which the audience appreciated and benefited from. Brynn would make a great speaker at any event as her topic is unique and fascinating and her presentation would be rated second to none."

■ VP, RBC

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Dick Kearns, Past President, OASBO

I had the pleasure of meeting Brynn the first time about ten years ago in a workshop for the proper branding and promoting of our SCM group. Since then I have lucky to sit in many of her keynote and plenary sessions for the Ontario School Board Business Officials. The sessions were always on topic and of great help to the varied group of educational business managers . Brynn always was extremely well prepared to address topics from understanding how our aging brains work or current trends in business and education. Attending conferences was always something to look forward to when Brynn was the highlight of the event.

■ Dick Kearns, Past President, OASBO

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"Energy, energy, energy... Your ability to engage the audience by linking your expertise to their needs was exceptional. Your "standing room only" session received excellent reviews and was extremely engaging, enlightening for all who attended. You captivated the audience with your dynamic style and meaningful content."

■ Bill Blackie, Executive Director, OASBO

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"Brynn kept our diverse crowd spell-bound with her scientific explanation of brain function, coupled with practical approaches for optimizing productivity. The topic was relevant to our entire company, and her lively, entertaining style kept everyone involved and attentive, even at the end of a long day of meetings."

■ Rebecca Soler, VP HR, Accellion

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Brynn is incredibly brilliant and her passionate delivery and wonderful way of engaging hr audience through a combination of visual, auditory, and hands-on mechanisms was respected and highly-valued. Her knowledge of the subjects presented as well as her ability to tailor the presentation to our specific needs contributed to a very successful learning experience for all attendees.

■ Bill Vansickle, CPO, Large School Board

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Francis Nakamura, Product Manager, Scotiabank

After months planning, it was great to finally see Dr. Brynn in action last week. Feedback from the attendees regarding the keynote was very positive. People mentioned to me afterwards that you were really engaging and very interesting. The presentation really resonated with myself, our team, and also one of our VPs (the one who attended) -- She was still talking about your content later that evening with everyone at the reception! This keynote presentation, about how the brain works and how it works better under certain circumstances, also paralleled the new process methodology we are currently implementing internally: this presentation really validated the direction we have taken. I also appreciated Dr. Brynn's willingness to build our tagline and conference theme into the title of the presentation -- it really helped bring everything together. Thanks Dr. Brynn -- for your opening keynote, your customization, and your consultative supportive approach throughout the planning phases. Thank you very much for making our annual Scotiabank Conference a success! All the very best!!

■ Marketing Executive, Scotiabank

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Michel Cardinal, Director, Commercial Cards

Thank you once again for your participation at our Annual User Conference. Your presentation surpassed all of our objectives. You were energetic, very informative and greatly entertaining. Your presentation was just what we needed to set the tone and start our two day event with a HUGE burst of energy ! It was fun and gratifying to see many of our attendees and guest presenters refer back to your material regularly during the rest of the conference. That's when you know the message has stuck ! So thank you once again for your amazing contribution to the success of our conference!

■ Director, Scotiabank

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Karen Duncan, Marketing Director, Lincoln Investment

Brynn is such a dynamic speaker that we felt fortunate to have her on stage at our conference. The material resonated with our audience of financial advisors, who were thoroughly engaged and entertained. They also provided very good feedback about the presentation. Brynn is great to work with and took time to get to know our audience in advance, I would recommend her to anyone looking for a compelling and knowledgeable speaker. We are planning to have Brynn in again as soon as possible. You won't be disappointed.

■ Director, Lincoln Investment

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Ryan D'Sa, Senior Product Manager, Commercial Cards

Dr. Brynn Winegard brought energy to the stage. Her delivery of brain science had us all at the edge of our seats as she explained complex theories in layman's terms. The concept of being able to "Unfocus to Focus" on solving problems was an interesting model among others and caught on pretty well with the audience. Brynn's content was perfectly tailored for our audience and her delivery had obvious passion which kept us contagiously engaged throughout her show. We used her keynote opener as a kick-off to our event and it played perfectly as an ice-breaker to acquainting and easing our guests into the theme of our conference. We loved it!

■ Senior Executive, Scotiabank

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Thomas Lakatos

Dr. Brynn spoke recently at our annual Wealth Management Forum and really delivered to our 650+ attendees! Her content is so applicable as our business really centers around helping people to make consistently good financial decisions. It makes so much sense that understanding how our brains age is important as we work to influence others, but it's also critical to understanding ourselves. Her command of the material is what you'd expect of an expert, but it's her delivery that really makes it special. She is clearly so passionate and enthusiastic about sharing her expertise and the result is that she is truly contagious! Add in that she stuck around after for as long as anyone wanted to talk to her and the result is a first-rate experience. Thank you Dr. Brynn!"

Thomas Lakatos, VP, Lincoln Investment

Just a quick note to tell you how much I appreciated the opportunity to spend a little time with you at our conference last week. You were fantastic. I heard so many people tell me how much they enjoyed and learned from your talk.

■ VP, Lincoln Investment

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Margurite Thiessen, Government of Alberta, Agriculture and Forestry

Brynn was great to work with right from the planning of the workshop to ensure the materials addressed the audience needs right through to the delivery of the workshop. She had the participants engaged, asking questions, and laughing during the day. It is always a good sign when you see that participants have had an "ahha" moments and plan to implement something in their business following the workshop. Thank you Brynn, for a valued session.

■ Senior Official, Government of Alberta

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Kellie Jackson, Development Officer, Alberta Agriculture and Forestry

From my perspective I found your presentation style was very effective - it kept the energy up - participants were engaged and the pace was balanced so there was enough time in the small groups for discussion and networking but kept the session on track. "Brynn created and delivered a custom workshop on 'Strategic Leadership' for agri-value businesses. From the initial research to develop the content through to delivering the workshop Brynn was professional, enthusiastic and engaging. Her varied skills and experience provided participants with insights into the mindset and competencies business leaders need to establish a strategic vision for their companies and guide their employees. Throughout the entire day Brynn maintained the energy in the room and provided participants with opportunities to broaden their learnings through interactive exercises and group discussions. I would

welcome the opportunity to have Brynn return to work with our companies again and would highly recommend her to anyone seeking to provide a dynamic workshop on this topic.

■ Officer, Government of Alberta

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Craig Hunter, President, Ontario Fruit and Vegetable Growers Association

Thanks to Dr. Brynn for such an informative presentation. Interestingly, there were direct references made to Dr. Brynn and her presentation by all three of the later presenters! Dr. Winegard set the stage (and the bar) quite high for the rest of our conference. By involving the audience with interactive activities, Brynn gave a lasting impression of the key points and takeaways – making it easier to remember her many points. I admired her high energy level and non-stop vitality throughout. Obviously the Winegard dynamo continues to beat!

■ President, Large Agrifood Growers Association

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Garry Smith, SaskOats

Your presentation was received extremely well by those in attendance. I had made an effort post presentation to conduct a mini survey. I would say that you touched more than a few neurons. Your presentation, in my opinion, was very effective in reaching the audience on various levels. Your audience consisted of farmers of course, but also a good representation of govt people, industry related to ag, export and import domestic and international. You have a great stage presence. Moving back and forth brings the audience closer to you and your message. Just enough crowd engagement/participation. Your bio speaks for itself.

■ Senior Executive and Board Member, Agrifood Industry

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Crystal Klippenstein, Senior Project Manager, Canola Council of Canada

Dr. Winegard developed a customized and bang-on presentation for our organization's annual conference. She researched, consulted with us on content, and delivered an incredible and inspiring messaging to our attending. There was a lineup of people clamoring for facetime with her after she spoke and those who had seen her before felt her presentation was entirely new and distinct! She's smart and engaging and was a perfect fit for the focus and messages we wanted to incorporate into our event.

- Board Member, Canola Council of Canada
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Kara Lee Raiguel, CEO, General Reinsurance (division of Berkshire Hathaway Inc.)

Dr. Winegard's presentation connects tangible, scientific explanations for what is perceived as 'soft topics' which kept us engaged and learning throughout her presentation – fantastic speaker.

- CEO, General Reinsurance
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Rick Hartmann III, Senior Account Executive, General Reinsurance

Dr. Brynn's energetic, engaging and dynamic presentation style was a breath of fresh air. She left our audience with actionable takeaways as she shared unique insights on the relationship between how our brain's operate and transformational, not just effective, leadership.

- Senior Executive, General Reinsurance
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Tracy Boughton, Policy Manager, SaskCanola

In a world where it is so easy to get caught up in information overload and constant connection, I am often finding ways to eliminate some of the noise. It is easier to do this when we understand how taking a break and resting our minds can actually help us be more productive. Brynn's talk provided some solid evidence for why we should take care of ourselves physically and mentally in order to do our best **and** feel our best!

- Senior Executive, Agrifood Business, Canadian Council
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Sonia Maldonado, NA Meetings Manager, General Reinsurance

I once again found your presentation to be informative, captivating, educational and fun. Your energy and delivery kept the audience very attentive especially after the multiple insurance updates during those 2 days.

- Senior Meeting Planner, General Reinsurance
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Kristine Leadbetter, Manager, DeGroot School of Business

It was an absolute privilege and pleasure to work with and host Brynn for an event for the DeGroot Women's Professional Network. Brynn is an extremely organized and experienced speaker, and blew my (already high) expectations out of the park! My audience was also extremely impressed and the accolades continue to roll in (along with the request to have her back). Brynn is top notch. Not only is she a dynamic and entertaining speaker, her content is on point--deep, real, unique, and insightful. Five stars and truly cannot say enough.

■ Senior Events Manager, McMaster University

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Krista Cameron, PCMA Canada East Co-Chair

I had the extreme pleasure of working with Dr. Brynn Winegard in her role as the opening keynote speaker for the Professional Convention Management Association Canada East Chapter's 2017 Canadian Innovation Conference (PCMA CIC). In preparation for the conference Brynn was a true professional, always offering customization and flexibility with our needs. During her talk Brynn was electrifying and engaging as she presented a mixture of thought-provoking and mind-blowing, content. We received great feedback from her talk and I highly recommend her for your next conference.

■ Conference Co-Chair & Director of Sales, PCMA

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Jim Everson, Director of Canola Council Canada Board

Brynn spoke to the Canola Council's annual convention in March, 2018. Her presentation was terrific and the Council received great feedback from attendees. Brynn had researched the canola industry and was able to relate her unique perspective on leadership and organizational success to our industry. Her presentation was engaging and full of valuable take aways for our delegates.

■ Member of the Board, Canola Council of Canada

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Enika Petro, Senior Business Development, Sivantos

Brynn was one of three guest speakers at our last conference. She was able to adapt her presentation to suit our audience and fit seamlessly with our other two keynote presenters. Her topic was on point and engaging with practical, take-home advice that could be immediately applied by our audience members. Brynn herself



was highly professional and confident and handled audience questions with ease. She made my job easy and stress-free - I wholeheartedly recommend her.

■ Senior Executive Sivantos

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Gregory Jamison, Senior Vice President, MEMIC

Having the pleasure of experiencing Brynn present at an executive leadership conference, I knew she would be the perfect guest speaker during our annual meeting of key customers. As anticipated, Brynn delivered a fast-paced, thought-provoking session that left our crowd raving. Brynn's background research of our industry, company and customers exemplifies her excellence as a presenter. She expertly bundled her dynamic and enthusiastic presentation style, complete mastery of her subject matter, and background knowledge of the audience at hand into a truly outstanding presentation. If you are looking for a presenter that will energize and educate a room like no other, I suggest Dr. Brynn Winegard.

■ SVP, MEMIC

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Marcia Hartt, MEMIC

Every one of your senior leadership cabinet members should hear what Dr. Winegard has to reveal!  
Her impressive education background with a PHD in business and neuroscience provides the listener confidence during her cohesive and impactful presentation. If you have ever wondered about brain functions as it relates to your employees or co-workers, you will wonder no more after you have had a chance to listen to Dr. Winegard. Her fast-paced intriguing keynotes will leave you with takeaways that you can provide to your own team. Energized and ready to use her techniques!

■ Senior Executive, MEMIC

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Marcia Hartt, MEMIC

Every one of your senior leadership cabinet members should hear what Dr. Winegard has to reveal!  
Her impressive education background with a PHD in business and neuroscience provides the listener confidence during her cohesive and impactful presentation. As a corporate event planner, my guests left marveling at the information they could "steal" and take back to their team.

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■ Senior executive, MEMIC

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Leslie Guan, CPHR

Dynamic, energetic, engaging and interactive is how I describe Dr. Winegard's keynote presentation at my annual HR conference. She presented content that helped me better understand the functions of the brain and how I can benefit to perform at my best. She makes me excited and motivated to apply what I learned at her session. Dr. Winegard definitely stands out in her field in her knowledge of brain science and presentation style. I highly recommend anyone interested in brain science to attend her session; you will be captivated with what she presents!

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■ Senior Executive, CPHR

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Chris Lo, CPHR

I really enjoyed Dr. Brynn Winegard's keynote presentation at the CPHR conference in Vancouver on May 1st, 2018. She has a wealth of knowledge in brain science and is a great presenter. Two interesting takeaways were the use of visualization in helping with learning and the 15mins. rule which I'll try to keep in mind when working on task.

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■ Human Resources Executive, CPHR

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Liz Bouthilier, Head of Sales, Franklin Templeton Investments

As sales professionals we tend to focus on the rational or conscious part of our message – i.e. technical components of our message (risk & return profile of investment strategies, etc.) This workshop allowed me to gain greater insight into how very important the non-technical element of our communication and messaging is. With very actionable ideas around how we can tweak how we communicate (from visually conveying of information vs. text to how we “build rapport” and engage advisors with a very concerned focus on conveying the type of partnerships we want to build – reciprocal, committed, compliant, compromising and cooperative – we've given ourselves an edge! I would highly recommend this workshop to anyone, not only those in a sales role.

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■ Head of Sales, Franklin Templeton Investments

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Terry Kirby, Senior Vice President of Retail, Franklin Templeton Investments

Brynn recently addressed our National Sales Conference — WOW! Brynn's energy was infectious, she had the audience totally engrossed throughout the session and made a lasting impression on all of us. By removing some of the mystery related to the way our brain functions and by outlining a common sense approach to sharpen our cognitive skills - Brynn clearly connected with the team. Brynn is an polished speaker, extremely knowledgeable & professional, her passion is rare and engaging. Brynn was pleasure to work with, I would strongly recommend Brynn as a keynote speaker for any group.

■ Senior Vice President, Retail, Franklin Templeton Investments

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Robert Ruffolo, Senior Vice President of Sales, Franklin Templeton

Your presentation was energetic, informative and thoroughly entertaining. However, the best outcome I've witnessed is that many people have taken your message to heart and have already started changing their routine. I for one have minimized my early morning workouts and started using those optimal brain hours for the most challenging tasks in my day.

■ Senior Vice President, Sales, Franklin Templeton Investments

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Russel Baskin, National Director, Family Enterprise Xchange

Brynn was a keynote presenter at our family enterprise symposium. She was by far the star of our conference. Brynn took to the stage at 8:30 am and her energy, enthusiasm and personality really set the day on fire. Brynn's knowledge about the subject matter made her presentation engaging, entertaining and a great learning experience. Points she made stuck in people's minds and the conversations throughout the day were brain related. I would highly recommend Brynn for any event because she draws people into her world of brain science making it accessible to all. It is obvious that she is passionate about the field and loves sharing her knowledge with people. No one's falling asleep in this presentation!

■ National Director, Education and Programming, Family Enterprise Xchange

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Crystal McGowan, Associate Interactive Specialist, Raymond James

Brynn's captivating presence on stage not only keeps her audience engaged, but absorbed in mindfulness about how they can apply the 3 T's (tips, tricks, and tools) of a Better Business Brain in their daily lives. She is truly a master of her craft and delivers pragmatic advice that could elevate a team's productivity that same day if

implemented. Our team walked out of the door a lot better than the way we walked in thanks to Dr. Brynn's keynote.

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■ Interactive Specialist, Raymond James

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Tash Elwyn, President and CEO, Raymond James

Dr. Winegard's insights are not only engaging and well delivered, but also highly actionable. She connected with our audience, held their attention throughout and I'm confident made a difference in their lives. Thank you!

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■ President and CEO, Raymond James & Associates

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Iris Meck, Iris Meck Communications

Dr. Brynn Winegard was a feature speaker at the Advancing Women in Agriculture Leadership Conference in October 2018 in Niagara Falls. Brynn is an absolutely incredible speaker, very motivational, informative and most captivating. She not only kept the interest of our audience of over 450 women from across Canada, but had them involved with a lot of interaction during her riveting presentation. We never stop to realize how we need to refuel our brain, and the importance of doing so, but Brynn brought this to light with the many tips and tricks for higher motivation, productivity and functionality. She not only scored top marks on her presentation from our delegates, but many appreciated the time she took to be most sincere and approachable in answering their questions after her presentation. Apart from her presentation, Brynn was the most congenial person to work with prior to and during the conference, and was most considerate in giving her time in interviews and assisting us in promoting AWC through her social media platforms. We are honored to have Brynn at the AWC podium, and definitely will be working with Brynn again to share her insights and knowledge with women across Canada.

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■ Conference Organizer and Events Expert, Iris Meck Communications

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Michel Vermette, CEO APEX

Dr. Winegard's dynamism and energy, along with her effective engagement of our audience left 300 federal Executives with new insight into how to build trust and motivate others. In particular, the audience gave us post-event comments like "standout star", "outstanding", "generous", "candid", and " Really enjoyed the session with Dr. Brynn and the focus on trust, respect and compassion.

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■ CEO, APEX (association of public service executives of Canada)

Simon Segall, Vice President and Director, Institutional Relationships, TD Greystone Asset Management

At a recent corporate leadership conference for the organization where I work, Brynn Winegard spoke on “Neuroleadership.” She showed how understanding the human brain points to the most effective way to lead, in all walks of life. Brynn’s presentation was highly energetic and engaging – and entertaining - enabling even laypeople to readily understand the science and its application to our daily lives. With constant interaction with us and with enormous energy, Brynn held us spellbound for the full time – and we could easily have kept going longer. Her very mode of presentation embodied her message, providing a clear example in leadership for all of us to see. Her energy infused us long after she left the stage. I’m hoping Brynn will be invited back to our next conference!

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■ Vice President, Institutional Relationships, Greystone TD Asset Management

Olivia Goldstein, Vice President, Strategic Initiatives, TD Asset Management

Arranging for our annual leadership conference, we were seeking out a keynote speaker to address how our brains respond to the fast-changing environment. Seeing as the session was in the late afternoon, we knew we needed someone with great energy that could keep nearly 200 senior finance professionals engaged—Dr. Brynn was the perfect choice. Her high energy and passion for what she does resonated throughout her presentation. She found a way to keep everyone in the room attentive and intrigued, and connected the dots between business and the brain. We received overwhelmingly positive feedback about Dr. Brynn’s presentation, and were pleasantly surprised to see how talked-about her theories were during our cocktail hour—both in the context of people’s business and personal lives. This clearly demonstrated the effectiveness and relatability of Dr. Brynn’s research, and all in all we are very pleased to have had her as the keynote at our conference!

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■ Vice President, Strategic Initiatives, TD Asset Management

Monisha Ghosh, Strategic Initiatives, TD Asset Management

Dr. Brynn was an absolute pleasure to work with. From our initial communication via email until the day of our conference, she was professional, timely and constantly managed to assess our needs. Her presentation was unlike anything the attendees had previously experienced. She managed to broaden their perspective and heighten their interest in things that they would not have thought twice about. The

level of engagement in that room was at its peak during Dr. Brynn's presentation. It's been weeks since our conference and I still hear people citing information from her presentation. Thank you, Dr. Brynn, for a great experience and we hope to work together again in the future.

■ Vice President, TD Asset Management

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Zivana Pavic, Executive Director, APEX

With her star quality and superb mastery of the stage and interaction with the audience, Dr. Brynn Winegard delivered an unforgettable speech on the brain science behind influential leadership.

Close to 400 federal executives listened to her dynamic presentation. She used powerful visuals and easy-to-remember facts but it was Brynn's beautiful and commanding presence and humourous way of presenting that created a buzz in the room. Executives were hooked. Accolades flowed! While we are on the topic of influential leadership, she truly walked the talk – big time! I found her simply exquisite and I highly recommend Dr. Winegard as a speaker. Brynn, you an inspiration to many! Heartfelt thank you!

■ Executive Director, APEX

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Steph Kowalski, Director, Agromart

Dr Brynn's presentation was an integral part of the success of our event. She understood our audience and ensured her content hit the intended mark. Brynn was engaging, enthusiastic, and drew the crowd in with her extensive knowledge and passion. Our company was going through a time of change, and I know our team left with a full arsenal of information on how to deal with this change and build the business simultaneously. Brynn sets herself apart by not only providing thought provoking content, but also how to apply those learnings on both a professional, and personal level. Our audience loved Brynn, and so did we. We cannot wait to have her back again to help make our next event as successful as this one! Thank you Brynn!

■ Director, Agromart

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Lisa Jones, Executive Committee, Southwest Agricultural Conference

With absolute charisma, and in a clear, unpretentious and understandable way, Dr. Winegard presented a relatable breakdown of how to 'Boost Your Brain'. Brynn's

knowledge, sincerity and lighthearted humour made it easy for her to connect with, and fully engage the audience. From an organizers perspective, Brynn is a dream to work with. She is down to earth, accommodating and extremely personable!

■ Executive Committee Member, SWAC

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Brandon Yott, Agronomy Company Inc

I'll tilt my cards a little Brynn and tell you that your sessions were a very pleasant surprise to me and that I thoroughly enjoyed them!

My experience dealing with speakers is that it is easy to find someone who is an expert to talk to a topic, but finding an expert in a field who can deliver their message to an audience while keeping that audience engaged and interested in the subject at hand is a much tougher task...

And that is exactly what you did for both venues...When Steph first approached me with your contact and information details, I thought...what a great topic, we'll see if she can win over our audience...And you did (where many have failed before)!

At Ridgetown, I also went in thinking you had a big challenge on your hands...A young, professional and well-spoken woman, who did not ride in on any Ag background experience...in a room dominated by old and sometime grumpy men/farmers...And I think you hit it out of the park again!

I was also thinking I would see the same slide deck, or hear the same facts and figures that you shirred with us....Not so. I took away new nuggets of information from the Ridgetown session, which was another pleasant surprise for me (I share these tidbits from you with family and friends BTW).

You have a knack for speaking Brynn...Which is a rare skill. You can bring a story to your technical information and still keep it real for regular folk at the ground level...and you leave the audience with simple take aways they can use which can help drive positive change.

Keep it up...It was great to work with you and see you again at Ridgetown and I think you did a fantastic job (I also learned a lot from you...which I highly value)!

So you are aware, I did ask a few 'older' folk (whom I had no connection to) who were standing around the room after your presentation in Ridgetown what they thought...They too were very happy with what you delivered and had nothing but positive feedback.

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■ Product Specialist, Agromart Group

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Andrew Barrie, OMAFRA, Program Co-Chair, SWAC

Everybody can Boost their Brain and Dr Brynn Winegard brings the inspiration and information on how to do it. From our first conversation to her flawless delivery Dr Winegard was professional, personable and entertaining. Judging by the number of people taking notes and asking questions at the end it was clear that as one participant expressed, she "hit a home run" in her Feature Presentation. Thanks, Brynn, for helping to make our conference a success!

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■ Andrew Barrie - Program Co-Chair, Southwest Agriculture Conference

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Krista Gladstone, Program Coordinator, SWAC

Captivating, Entertaining, Educational: 3 words that describe Dr. Brynn Winegard's recent keynote address at our conference. We've received excellent reviews from our conference attendees on Dr. Brynn's presentation. Our audience was so engaged and motivated by her 'Boost Your Brain' presentation, they've requested that we send out a "tip sheet/overview" of her presentation. We've never had an audience request that information before! As a conference organizer, I can honestly say that working with Brynn has been a true pleasure. She was highly organized, approachable and most importantly, a very likable person. Her passion and energy are infectious. What more could you ask of a keynote speaker?! I highly recommend you book Dr. Brynn for your next conference--you won't be disappointed!

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■ Krista Gladstone, Program Coordinator - SouthWest Ag Conference, Ontario Canada

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Carlee Apthorp, Programming Committee Coordinator, SWAC

Dr. Winegard delivered an interesting and powerful presentation at our conference in January. The human brain is a mystery to many of us, but Dr. Winegard helped our audience understand what they could do to make that organ work a whole lot better. As the AV Coordinator for the conference, I had to work with Dr. Winegard leading up to the conference to ensure her presentation went smoothly. She was always friendly and accommodating to our requests and treated myself, and our technicians, with respect and a smile. Her tips and tricks to "Boost Your Brain" were well received by the audience – I even saw some participants taking notes! It was a



pleasure to work with Dr. Winegard and I know many people could benefit from her expertise.

- Programming Committee Coordinator, SWAC
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Anna-Gris Warren, Communications Manager, RBC

Neuroscience is 'hot topic' right now. For this year's annual meeting, we wanted something different, 'fresh' and relevant – and Dr. Brynn fit the bill. With her combined background in BOTH neuroscience AND business, she took science-based information, made it digestible AND applicable to our audience. She helped us 'unravel our brains' so we can truly understand WHY we do what we do – and why our clients do what THEY do, so we can adjust our behaviours to more effectively persuade and influence. The "ah ha!" moments were plentiful, and the Q&A that followed got us all to dig even deeper and gain even more insight to propel our success.

- Anna-Gris Warren, Communications Manager, Program Committee Member, Royal Bank of Canada
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Caroline Hémond, National Retail Sales Director, Abbott Laboratories

The workshop session we had with Dr. Brynn on Influence & Persuasion was one of the most dynamic, engaging and energetic workshops I have attended in my career.

Dr. Brynn is passionate about her topic – combining this with her understanding of the Fast Moving Consumer Goods industry provided a unique and value added experience for all.

My team has quickly put in practice the tactics she brought forward and I can say that in the short time since her presentation, we've already had a positive outcome facing a difficult negotiation with a key customer.

I would recommend Dr Brynn's dynamic presentation to any organization looking for that extra edge in today's highly competitive environment.

- Caroline Hémond, National Retail Sales Director, Abbott Laboratories
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Nabil Tarcha, VP Brokerage Sales, RBC Insurance

Dr. Brynn "shows up". She is very professional and dynamic. From the moment she steps on stage, she captures her audience with her energy and wit. With dual areas of expertise (business and brainscience) she works with extremely complex concepts with passion and humor, and translates them into relatable ideas. Perhaps

most importantly, she was able to apply all of this to our world, and helped us look at ourselves and our clients differently with our new-found knowledge. She definitely impressed our audience and delivered specific, actionable takeaways to improve our effectiveness. In short – “WOW

■ **Nabil Tarcha, Vice-President Brokerage Sales, RBC Insurance**

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David Harkey, Senior Manager, Sales Effectiveness, RBC Insurance

The connections to our Proactive Sales Culture (PSC) and your keynote was extremely valuable. We launched the PSC about 5 years ago and continuously frame coaching, training and messaging in line with this culture. The keynote validated/affirmed the importance of the key principles (e.g. it's not about you, it's about the client). Having the message supported with key principles and “brainfluence secrets” helps our sales people, particularly the newer ones connect the dots. Of particular importance is the why. It's difficult to motivate sales people (anyone!). I find that understanding the why drives motivation and focus. I work with sales leaders on sales coaching. It's important for those leaders not to communicate only the what and how, but also the why. Your messaging will have a positive impact on the why in this context (impact/influence).

Dr. Brynn recently delivered a keynote at our annual sales meeting. Her content focused on key principles that enable sales teams to understand the value of deepening client relationships. Attendees were provided key insights to understand the why behind human behavior; a key motivator for those looking to impact and influence decision makers. Brynn delivered the content with high energy and enthusiasm, ensuring the audience was engaged throughout the session. We look forward to the next session with Brynn!

■ **David Harkey, Sales Manager, Sales Effectiveness, RBC Insurance**

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Dave McCagherty, Vice President, RBC Insurance

Thank you so much for engaging our RBC team to be better and helping us appreciate “why” and “how” our brains operate. Your presentation was the star of the show and I truly appreciated the opportunity to meet you. I'm sure you will engage the RBC sales team again and I look forward to diving deeper on how our sales teams can better understand their clients and themselves. I believe this is the basis for success. If you are looking for an engaging presentation to help your team create the “why” and “how”, start here, Dr. Brynn was critical outside expertise that helps us realize our obstacles, get to know our customers better, and realize greater success.

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■ Vice President, Group Sales, RBC Insurance

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Scott Ife, Director, Promotion & Competitive Intelligence, Personal Insurance, Manulife

Dr. Brynn engages audiences both large and small by combining interesting brain science facts and foundations with day to day experiences to improve how we go about our work to improve our productivity.

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■ Scott, Major Insurance Company Event Organizer

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Elaine Bossi, Manager Business Programs, Manulife Securities

Dr Brynn was wonderful to work with. She took the time to understand our audience and delivered a presentation that was relevant, engaging and entertaining.

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• Elaine Bossi, Senior Event Professional

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Allison Phillips, Vice President, Strategic Business Development, Avery Products Corporation

I cannot say enough about the positive and energizing impact that Dr, Brynn Winegard had at our annual Global Marketing Meeting in Montreal this year. Her deep knowledge of brain-based science and its impact on company transformations and brand influence gave new and unique context, insights and approaches to our 120 top customer facing leaders from around the globe. Not only is she incredibly well-spoken and energetic in her delivery, but she connects with each and every audience member (regardless of native culture or language) and skillfully addresses a wide range of questions and topics. Her open Q&A was filled with non-stop questions from our attendees and the panel discussion that we did with her was a huge success which allowed us to personalize her message and insights to our company's specific situations. After our session ended and people adjourned for lunch, she remained to answer questions and provide suggestions for a large group of people who simply couldn't get enough of Dr. Brynn's insights and guidance. Her message and content are relevant to all types of organizations and audiences and her delivery is top notch!

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• Allison Phillips, Vice President, Avery Products

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Sarika Sud, HR Director, Healthy Planet

In working with Brynn Winegard to organize a training for Healthy Planet, I learned that she is a woman of many words, many talents and even more passion. Her knowledge, insight and caring personality all came together to make our training not only successful, but also enjoyable. I particularly enjoyed the team building techniques that she used in her presentation - she created a comfortable and open environment where attendees felt confident to participate, share their insights and ask our questions. I also enjoyed the methods she used to teach - instead of simply reading off a screen like other training sessions I've attended, she was enthusiastic, involved and informative. All in all, it was a pleasure to meet and work with Brynn and I'm looking forward to collaborating with her in the future!

- Sarika, HR Director, HP
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Caileigh Ward, Event Manager, TD Wealth

Thanks to Dr. Brynn again for presenting at the Council event! Following the session, I had attendees approach me and let me know how beneficial it was to have a Brain Expert validate the discussions they've had with their business partners in their business. It was very interesting to learn about the brainscience of what we do - as I think many don't realize there is science to back up and reinforce how we plan and execute our business. I specifically enjoyed when Dr. Brynn dispelled the common myths/misconceptions of the brain and that it was interactive with the audience. Overall, it was an extremely valuable session and we are so thankful that Dr. Brynn took the time to present to us!

- Caileigh Ward, Event Manager TD Wealth
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Alicia Roberts, Avery Products, Senior Product Manager

Dr Brynn was considered one of the highlights of our Global Marketing Meeting. She hit the mark as a key note speaker, presenting a session that was enriching, captivating and insightful. Thoughtfully laid out, Dr Brynn provided the groundwork for the science behind the behavioral thoughts and actions that we engage with as Marketers, Business professionals and on a personal level. The enthusiasm with which she imparted the information was infectious. Many left with a planful purpose on how to create new strategies for both business and personal activities. I had participated in a previous workshop with Dr Brynn, so was excited to work with her for my own companies, Global meeting. As part of the planning team, it was a great feeling to know that we had chosen a standout Keynote speaker, who delivered such a high caliber of relevant information.

- Alicia Roberts, Senior Product Manager, Avery Products
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Susan Blair, Vice President, Boehringer Ingelheim

Again – everyone loved you and you exceeded what we had hoped to gain. Here is a blurb below. Feel free to edit it if you wish. You were dynamite!

I contacted Dr. Brynn Winegard about the possibility of speaking to my leadership team after hearing her dynamic, impressive “business brains” presentation at a much larger scale leadership conference. From that first point of contact, Dr Brynn was articulate, engaged and really listened to what I was saying. After hearing what I was looking for she suggested a combination of a presentation for classroom learning, coupled with a Q&A, and then move into a “fireside chat”. A great idea that was very effective! With a personalized program on “leadership and influence” Dr Brynn exceeded my teams (and my) expectations. She delivered an energizing, insightful and hugely valuable session. There was so much relevant information delivered, with attentiveness to my team. The response from my team has been overwhelmingly positive, and so many expressed great appreciation for this experience. They were inspired, and had tangible learnings to make a difference in their careers and for themselves personally.

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Ann Terry, Executive Director, Special Districts Association of Colorado (SDA)

Thank you so much for joining us as the keynote speaker at our recent Annual Conference. Your informative and enlightening presentation was very well-received by all our members, and the pertinent tools and tips that you shared with our audience were timely and beneficial for all. Members are still talking about your presentation, months later! Thank you again and we wish you all the best in the year ahead!

- Ann Terry, Executive Director, SDA Colorado
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James Poer, CEO & President of Kestra Financial

Dr. Brynn simplified a very complex subject while inspiring our entrepreneurial clients to think differently and challenge themselves. She was the rare combination of entertaining and informative. Dr. Brynn was the favorite session at a meeting full of powerful content. I am glad we found her and we will want to work with her again.

- James Poer, CEO, Kestra Holdings
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Julie D’Anastasio, AVP Meetings & Events, Kestra Financial Holdings

While researching speakers for our annual CEO Forum, Brynn quickly piqued my interest. Her speaker reels were both informative and warm. I felt ease in knowing our audience would be intrigued with the information she shares and she would be unlike any other speaker we've brought to our events in the past. As soon as we spoke to Brynn on the phone I could tell my instinct was spot on. She comes prepared and is someone who wants to help understand your audience in order to tailor her presentation to your needs. Brynn helps distill down a high-level topic to easily digestible gold that can be applicable in both your personal and professional lives. Our audience loved her and she received rave reviews on our post-survey. I always appreciate when a speaker makes me look good and Brynn will do just that for you too!

- Julie D'Anastasio, AVP Meetings & Events, Kestra Holdings
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Sunil Thomas, TraceOne (Selerant), President & CMO

Dr. Brynn delivered an exceptional opening keynote at our annual conference, impressing a room full of scientists and innovators. Her deep expertise in Neuroscientific drivers behind consumer decision-making was conveyed with eloquence and engagement, holding the audience captivated. Not only is Dr. Brynn celebrated as a world-renowned expert in Neuroscience, but her remarkable communication skills also set the stage for a truly successful event.

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Hollie Farrahi, Senior Marketing Manager, TraceOne (Selerant)

We loved having Dr. Brynn kick off our user conference program! Her presentation was tailored to our audience's needs, and her delivery was energetic and captivating, as evidenced by the lively Q&A session we had after. Working with her leading up to the conference was a delight; she is very receptive to guidance around how best to appeal to our group, and it's apparent to me that she cares deeply about ensuring her message resonates with the audience to provoke curiosity and encourage learning.

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