

# Jacqueline Nagle CSP

## Expert in Strategic Influence & Communication to Drive & Navigate Change



Success is never because you are the smartest person in the room; but because you know how to position, to make that position relevant and communicate that position to drive specific results; and more, coaching stakeholders to communicate in sensitive and often hostile environments along the way. These are the skills you need now.

Because beyond strategy is communication, and the bridge between the two is positioning.

With a diverse career crossing professional services, mining services, civil construction, manufacturing, industrial relations Jacqueline has used speaking-centric strategies extensively to launch, pivot and manage both growth and crisis across all of those organisations.

For 15 years Jacqueline has successfully worked as strategist, advisor, mentor and coach to consultants, professionals, business owners, executives and the C-Suite in speaking, sales, presenting, core messaging, negotiating and positioning, and since 2018 Jacqueline has worked with 100's of entrepreneurs, executives, and founders across Australia and the USA to strengthen their ability to speak, pitch and present.

Jacqueline has worked as trusted advisor to executives in some of our largest organisations, and with the founders of dynamic rapid growth entrepreneurial pursuits to strengthen strategy, positioning and communications. Her training has been delivered to some of Australia's major corporate brands including Tattersalls (The Lott) and Anglicare, her programs have been picked up by the Australian Institute of Sport Gold Medal Alumni Program in Canberra as core curriculum, and she has recently been awarded Certified Speaking Professional\*.

Consult | Facilitate | Advise | Speak | Mentor | Train

## Working with You

### 1 As Strategist

Facilitate laser focussed strategy development across growth, crisis, and specific requirements. Facilitation of intensive strategy sessions, core messaging to streamline execution, consulting & advisory services focussed on project implementation.

### 2 As Trusted Advisor

Working confidentially with you to strategically influence outcomes through crystal clear positioning & exceptional messaging - consolidating relevance, mitigating unintentional collateral damage & accelerating acceptance and momentum.

### 3 In Driving Business Growth

Becoming crystal clear on the business you are really in, extracting & creating opportunity, increasing capacity & capability to find, pursue & secure opportunities which create forward momentum & solidify business foundations.

### 4 As A Speaker and Educator

Delivering bespoke presentations, training & development programs focussed on sales, influence, negotiation, facilitation, speaking & presentation skills in interactive formats on site, at our venue, or live virtual delivery

## Insight & Achievements

- A career history encompassing personally securing in excess of \$20,000,000 in sales & contracts through Tendering, RFQ, Competitive Bid & Laser Focused Sales Strategies, influencing \$M's more
- Executive Communications Coach to C Suite Executives including CFO of a \$400M Mining Services Company, CEO of a \$50M Plastics Manufacturer, & Managing Director of a \$42M Mining Services Contractor
- Current Appointment as Speaking/Facilitation Skills Mentor to the Gold Medal Alumni with the Australian Institute of Sport – guiding the communication skills development of Gold Medal Olympians & Gold Medal Producing Coaches, & integration as core curriculum offer for Gold Medal Alumni professional development.
- Step into General Manager's role of Family owned Recruitment Business in Central Queensland, completely reimagining & reshaping the business resulting in exponential business growth from \$4.2M to \$22.4M in 15 months.
- Be the Business Representative in all matters leading to the sale of that business to an ASX Listed Company, going on to deliver the 3 Year Net Projected Profit (& their Return on Investment) in 10 months, taking out all major quarterly awards across 29 branches in Q3 as part of the new organisation.
- Appointed as CEO to a Traffic Control Company working on all major motorway & highway infrastructure projects in South East Queensland; as a hostile installation responsible for primary contract turnaround, & elevation of communications, safety, & contract performance improvement. On a change of government and halt in major infrastructure spending, completing the risk analysis and reshaping the business to be driven with a lean team under an operational General Manager, making my role as CEO redundant in the process.
- The development, introduction, negotiation & implementation of 27 Enterprise Agreements in rapid growth mining and construction services businesses with a 100% success rate in diverse workforces, Core to this success was to manage nuanced communication across organisations, to intensively mentor & coach C-Suite, Directors, & Founding Owners to ensure communications, positioning, & negotiations remained on track & as seamless as possible in often volatile, environments.
- Building the mentoring, skills development and frameworks to consistently train inexperienced consultants to build portfolios generating 7 figure annual revenues in less than 12 months, and multiple 7 figure annual revenues within two years.

## What Others Say

### John Ward, Retail Sales Manager, The Lott

Jacqueline has delivered sales, influence and negotiating training...we are now able to quickly identify leads and close the right people. We've more than doubled the new sites of our closest peer, a record for us..and our conversion rate went from 0.8/5 to 3.1/5 leads".

### Stephen O'Dwyer, Previously CEO, Altus Traffic

"Jacqueline was CEO of a competitive business and I worked closely with her during the transition of a significant contract which can become hostile and stressful, Jacqueline's tremendous professionalism and dedication to the process, was fundamental in it being executed well for both parties. It was refreshing to work with a dedicated business leader focused on outcomes that were best for all concerned"

### Derek O'Connell, CEO, Consolidated Plastics

Jacqueline's advice is without peer, both from a perspective of 'the facts' and from a strategic viewpoint...her advice to us always represents 'best-fit solution' for our business rather than simply resolve one matter at the expense of another."

### Suzi Christensen, CEO, Anglicare CQ

"Jacqueline worked with us to design & deliver tailor made training workshops for our senior leadership team. Her knowledge of contemporary best practice underpinned the content, however it was Jacqueline's ability to make the sessions relevant to our business that our team really benefited from. Her superb style ensured the training was embedded for the long term."

### John Dickson, CFO, G&S Engineering

"Jacqueline has the rare ability to understand and interrogate within the corporate entity, enabling her to contextualise requirements and deliver relevant solutions. She is highly strategic and tactical, which enables rapid execution to deliver desired results".

### David Sinclair, Business Development Manager, Tabcorp

"Jacqueline's training & coaching has been completely invaluable and inspiring. Jacqueline has a calm powerful intensity to her style of presenting. She has given me the tools to further develop my own skills of lead generation & relationships building to the all important "close". Thank you Jacqueline for helping me be a better me".

### Deanne Barbary, Global Head of Operations at Hudson

"I have worked with Jacqueline on & off for around 15 years. She is a talented & inspirational leader who can be relied upon to deliver results. Jacqueline has deep expertise & capability in a number of areas including strategy development & execution, leadership, project management & sales."

### Dave Hensley, Operations Manager, EZI Communications

"Jacqueline was engaged to bring human resources, tendering & sales systems into alignment with the growth the business had experienced & continued to work closely with us as a result of her ability to consistently deliver to outcomes. Jacqueline is able to accurately articulate the key drivers in a complex technical business environment, she understands business & financial impacts & can 'cut to the chase' quickly, even when complex issues may obscure the outcome"