



Dr. Karen Keller, a clinical psychologist and Master Certified Coach specializing in human behavior, has spent her entire career studying, researching, and developing the Art of Influence. She is CEO and Founder of Karen Keller International, Inc. focusing

on influence training; corporate, executive and small business coaching; and inspiring and informative keynote addresses.

Based in Michigan, Dr. Keller has traveled around the United States speaking and facilitating workshops on Influence Mastery for companies of all sizes from startups to Fortune 100 and Fortune 500 corporations. Her long list of clients includes **PepsiCo, American Express, Pizza Hut, Paragon Medical, Purdue University, and the Michigan Section of the Professional Golfers Association (PGA)**. Dr. Keller has worked in the legal, medical, pharmaceutical, manufacturing, banking, sales, retail, and the food & beverage industries.

Dr. Keller, creator of **The Keller Influence Indicator™ (KII™)** which is the only scientifically validated measurement of a person's potential to be influential, is well-respected as an expert in Influence Mastery, inspired by the work of Tony Robbins, Zig Ziglar (*"Better Than Good"*), and Dale Carnegie (*"How to Win Friends and Influence People"*). She continues to coach clients through the intricacies of **building a strong "influence presence"** to become successful in business, and happier in life.

What Influencers Are Saying

"Karen is an enthusiastic, insightful speaker who delivers thought-provoking and relevant material that is certain to successfully influence both your personal and professional relationships." - **Charles J. Vandenberg - PGA Master Professional, Two-time National PGA Teacher of the Year Finalist**

"Your PepsiCo keynote provided more than just encouragement. It presented the tools and the know how behind influence and being influential." - **Lauren Friedrich -Territory Sales Manager, PepsiCo**

"Using Karen's strategies and materials helped my transition to a new company as a department manager then securing a VP position in an international company with annual sales of 1.3 billion." - **Steve Miller – Global VP Supply Chain Management, Wabash National Inc.**

"Karen is simply someone who understands people and business. She is someone I consider the very best in her field of expertise. She anticipates the objective and listens well....truly wants to bring significant value to the game." - **Tobias W. Buck – Founder, Chairman, President, CEO, Paragon Medical Inc.**

Sample Topics

- Mastering the **Influence Conversation™**
- What is the Art of Influence?
- The Seven **Traits of Influence™** – Are You Using Them?
- Developing Your Influence to Help Close the Sale
- **Getting to Yes** (Before You Even Hear No...)
- What Influential People Have In Common... With You
- How to **implement what you've learned into your own everyday life** instead of restructuring your life around it (Hint: successful people do this...)
- Climbing the **Hierarchy of Influence™**
- **AND topics tailored to your 'Influence' needs and audience!**

Sample Interview Questions

1. Tell us about your journey to becoming such a strong leader in the world of influence.
2. What is your definition of influence?
3. Is influence about 'soft skills'? And what impact does it have in a person's ability to succeed?
4. How does Influence differ from Being Influential? Is it important for people to know the difference?
5. What impact on businesses do you think being influential has on their success?
6. What is the role of influence when it comes to manipulation, intimidation or negotiation?
7. With all the competing demands for consumers' attention, how can a business use their collective influence, of their employees, to ensure their marketplace competitive advantage?
8. How can you measure influence? Once you have, what can you do to improve it?
9. How did you arrive at the 7 Traits of Influence?
10. What does Being Influential mean to the Coaching industry?
11. What makes influence a necessary tool for leaders to successfully lead?
12. How can businesses integrate or incorporate influence within their companies?
13. You've created something called the Influence Conversation™. How does it work? How can people use it?
14. You've talked about internal and external influence. What's the difference?
15. How can we tell if we are being influenced? What are some ways to respond to being influenced?
16. Who influenced or is still influencing you?
17. How can people find out more about your materials and the Influence Process?

