

From: **Gillian Hunt, Liverpool Daily Post & Echo**

Review of **Crowne Plaza Event 1<sup>st</sup> October 2003**

## The power of speech keynote for Merseyside Business Milestones

Keynote speakers such as Neil Armstrong, Alastair Cambell and Rory Bremner were used to draw in a very high profile business audience to a conference organised by NWDA at Tatton Park this month. The University of Liverpool employed a similar strategy by inviting Lord David Owen and Professor Sir Liam Donaldson Chief Medical Officer for the Department of health to speak at the opening of the launch of the new Management School.

A keynote speaker gives the audience the benefit of entertainment as well as education and can make conferences, seminars and milestone events a big success .

Molly Harvey is a motivational speaker who can help people do what most of us imagine is a gift bestowed only to the Richard Bransons, Tony Blairs and Paul McCartneys of this world. She can help people to visualise.

Molly can help Merseyside Chief Executives, Company directors, operatives and members of a family visualise concepts and goals. Aims such as regeneration in Merseyside to achievement of 200% increase in turnover for a business to the realisation of a child's dream for a new bedroom.

The speech Molly gave at the Crowne Plaza this month was both inspiring and heart rending in that she conjured up a powerful mixture of emotions which can be harnessed to achieve business or personal aims.

So powerful was the speech which Molly gave that I'm sure many of the people in the audience will have practiced the technique she calls 'story boarding' to visualise their goals and aims.

Examples of visualisation are all around us:

An urban city with a great heritage and industrious past brought from a state of decline to City of Cool and European Capital of Culture 2003

A derelict piece of land transformed into a wonderful garden festival in 1981.

A round the world yacht race starting in Liverpool 2002 when previously it had only ever started from the South of England.

A Russian entrepreneur who wanted to develop an English Football Club 2003

A famous Beatle and other interested parties who wanted to develop a performing arts institute of the highest standard in Liverpool

The list goes on – but none of these things would have been achieved without visualisation or as Molly has so aptly called it ‘storyboarding’

Another interesting life tip, which Molly gave out at her ‘driving business with passion’ seminar, was ‘Create a list of things not to do’. In today’s world one of the scarcest commodities is time and Molly described how she’s trained busy executives to change their habits and concentrate on tasks, which will ultimately have a productive outcome to them. This helps them to concentrate on the bigger picture and become less absorbed in habitual tasks, which are not always necessary.

Secret Squirrel was the sponsor of ‘Driving your business with passion’ which took place at The Crowne Plaza Hotel Liverpool. It was attended by 150 business guests and, judging by the buzz and conversation at the beginning of the evening, there must have been a lot of business connections, introductions and alliances made during the half hour of wine, canapés and networking arranged to start the evening. A three-piece band called ‘Citizen Band’ helped make that transformation from a busy working day to an evening event.

Guests were then invited to sit at round tables and listen to the keynote speakers presented in a professional manner with sound and visual effects.

The seminar included a talk from international business psychologist and coach Shay McConnon who captured the audience with his business and motivational principles communicated in the form of an entertaining talk using ‘magic’ to demonstrate that we need to understand what is underneath a persons covering layer i.e. needs, motivation, likes and dislikes. Until we understand this we cannot successfully become a business partner, leader or even supplier to that person or organisation.

Over the last 10 years Molly has built up MHA a successful Merseyside based training company which has made great improvements to companies performance by motivating individuals within the company, reducing staff turnover and increasing efficiency. The MHA client list includes Barclaycard, Evans Medical, Littlewoods, Cereal Partners and 3M Minnesota.

After enjoying huge success speaking at conferences and business events in Canada and America Molly has been much in demand as a motivational speaker. With the vibrant business development currently taking place in Merseyside Molly will certainly be in demand to liven up the AGM’s, half yearly reviews and conferences being planned in the North West.

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