



Dr Alison Edgar MBE

Testimonials

Pharma:

Merck: *'Alison was amazing! The feedback was really great and everyone really enjoyed her high energy talk. Totally professional and on message! Thanks a million!'*

Ipsen: *'Alisons talk was AMAZING and really resonated with everyone as well as giving them all plenty of food for thought and things to consider in their leadership 'journeys'! I've had so much positive feedback already - about the session as a whole but also about Alison, her story, her style and her delivery as well as the content.'*

I think people really appreciate having tangible take-aways that they can put into practice, so thank you Alison for giving us that.'

MSD: *'Alison absolutely nailed the brief; her energy was truly infectious, and she thoroughly engaged the audience both in the room and those online. Her story really resonated with the audience, and she was skilfully able to compose and present a narrative on personal goal setting and celebrating achievements with a growth mindset.'*

The whole process from the initial inquiry to set-up and delivery was smooth and much appreciated by our team at MSD, including your prompt action in providing us with the slides. The rehearsal session was really useful, and we were left with the confidence and assurance that Alison would be able to deliver the brief.'

Following the rehearsal, we were pleased that Alison incorporated our feedback and tweaked her presentation to shift the focus from business goals with more of an emphasis on personal goals. We wanted to end the year on a high and Alison certainly helped us to achieve that.'

Insurance:

MetLife: *'Alison is knowledgeable, practical and very entrepreneurial, so when we had an event where MetLife needed a speaker I didn't think twice to recommend her as I knew she would be able to deliver the best virtual, yet interactive session for our 500 women salesforce. Overall Alison is a pleasure to interact, work and learn from and I look forward to working with her again soon'*

Ebury: *'Alison and her team were terrific! They took the time to ensure they fully understood our needs and what we wanted to achieve from our event! Alison is hands-on and passionate about what she does and was a wonderful speaker! Thank you so much!'*

NHS:

Hertfordshire Community NHS Trust: *'Alison was a keynote speaker at our All-staff event day. Alison captivated the team with her energy and compelling message. The whole presentation was motivational and meaningful to everyone in the room. Alison and Jaz were open and helped to deliver a presentation tailored to our staff. We look forward to working with you again in the future.'*

NHS Solent Trust: *'We invited Alison to speak at an awards event for NHS staff. She was professional, well organised and reliable. Her presentation was engaging, entertaining and moving! She inspired us all and helped us to think constructively about how we can achieve our ambitions. Would definitely recommend Alison for future events!'*

NHS England: *'From start to finish, working with Alison was an absolutely pleasure and joy. It can often sound like a cliché, but she is truly inspirational. This very clearly came across in the session that she provided to members of the team on her bestselling book, SMASH IT! What was great was that Alison worked with me to ensure that the session took account of the context within which we were working at the time, with the aim of supporting staff through difficult times and periods of change. The feedback from those who attended was more than positive and it was quite clear Alison had had an impact on all of us, in different ways.'*

Retail:

Specsavers: *'Alison was an incredible speaker to work with who really engaged and energised the room. I would highly recommend her for any event.'*

Currys: *'Alison was amazing from start to finish. During meetings prior to the event Alison took time to understand our objectives and worked with us to ensure the content hit the mark on the day. During the event Alison's energy and passion was there for all to see. The content really resonated with the team and they were able to connect it to real life work and home situations. Alison has some great stories and her engaging and funny delivery style made the team feel right at home. I would highly recommend Alison if you are looking to inspire and motivate your team in the future.'*

WHSmith: *'Alison was so engaging and inspirational in her approach on stage, immediately capturing the attention of her audience. I know that our managers went away with lots of things to think about and a few new tools that they can use as a leader within our business. I was so impressed by the care and attention Alison puts into her session prior to the event with several working group conversations to ensure the content was tailored to our conference key messages and overall theme, this really made a difference linking in with our day. We would be thrilled to work with Alison again and have no doubt in recommending her to anyone looking for a wonderful speaker & host!'*

Finance:

Andy, Finance Company: *'The key message from Alison's session in September was: be brave, approve more deals and convert more deals and that we didn't really need to see a huge increase in proposal numbers, just do better with the ones we get.'*

In simple terms we received roughly the same amount of opportunities in H2 as H1 but converted £54m more into paid deals and Alison's session played a huge part in this impressive increase.'

St James's Place: *'Alison was a keynote speaker at our Women in Business event. Wow. Amazing. So much energy and so many powerful messages delivered on the day. What really stood out is how relatable Alison is. I 100% recommend.'*

St James's Place: *'Inspirational / Relevant / Practical/Fun/Authentic'- these are all words that I have had fed back to me from the recent Women in Business event that was hosted at SJP by Alison. I would not hesitate to recommend Alison for anyone looking to host Alison as a Keynote Speaker. Thank you very much Alison, the ladies (and of course me) thought you were amazing.'*

Luxury:

Louis Vuitton Moet Hennessy: *'Alison talks about her Big Balls and boy does she have them! We hired Alison for our Keynote slot at our event and would absolutely recommend her.'*

She delivered her presentation with personalised touches and a kick-ass attitude that not only got the attendees in our room buzzing but also inspired the digital attendees.

Communication with Alison and her team before the event was quick and efficient and it was a pleasure to work with Alison and her team.

Thank you Alison & co!'

Shiseido: *'Alison and her team were great to work with! Adaptable and open to making the session as relevant to our business and teams as possible. Full of energy on stage, a true pro! Really hope to work with her again in the future!'*

Real Estate:

CBRE: *'Alison was everything we could have possibly wanted as our motivational speaker for our annual event. She took the time to understand the language, the agenda and the content of the day and adapted this accordingly. She was professional, relaxed funny and engaging! A huge THANK YOU.'*

Barratt Homes: *'From initial contact Alison was quick to respond to our needs and went to some length before our event to ensure she tailored her delivery to align to our themes and messaging for the day. That Alison managed to achieve audience participation after lunch on a Friday is testament to her delivery and the relevance of her material.'*

Education:

Cheshire College: *'Alison was incredible to work with, from the moment she called we instantly clicked. Alison took time to understand our requirements, what we wanted and explained clearly what she could provide. Alison was the utmost professional, easy to work with, flexible and passionate about what she does. We would recommend Alison and hope to work with her again in the future. Thank you Alison.'*

Bournemouth Uni: *'Alison came to speak at our Bournemouth University Staff Service Excellence Conference in April - this conference is one of the highlights of our year and attracts a full house. Alison was one of our keynote speakers and was absolutely wonderful. Alison spent time getting to know me and our requirements and spent the full day with us - which we always appreciate.'*

Her talk was entertaining, and informative and is already having a lasting impact on the staff who attended. I have no hesitation in recommending Alison, she will delight your attendees and is very easy to work with.'

Southampton Uni: *'Alison was an excellent speaker for an event targeted at University of Southampton academics. Alison was engaging, genuine and captured the audience immediately. She created an interactive and engaging space where attendees could re-frame their mindset. Overall, Alison and the team were a pleasure to work with from start to finish. Providing a collaborative approach to organising a great event!'*

Newham Learning Network: *'It was great to work with Alison. The pre-event communication and organisation was excellent. During this Alison ensured that she understood the audience she was working with and agreed the content in advance. She fulfilled the brief very well, and adapted well to a minor change to the schedule caused by technical issues earlier in the day with no fuss whatsoever. As the keynote speaker at the end of the day, the brief included re-energising and motivating participants as a call to action, which worked very well and drew on her understanding of the group (a group of school leaders) gathered from the pre-session communication and during the day itself. I would have no hesitation in recommending Alison as a motivational speaker.'*

Automotive:

Porsche: *'Alison was extremely professional, friendly and engaging- I would highly recommend.'*

Renault: *'What a seamless and lovely experience it was to work with Alison for our graduation event. Having been let down by an internal supplier with less than 3 weeks until the event date, thinking it would probably be too late, Alison absolutely saved the day. The response was really quick and we set up a meeting to discuss our requirements within a couple of days and Alison was extremely flexible in meeting our needs.'*

On the day Alison was a fantastic ball of positive energy infecting everyone she came into contact with. She was able to put together an excellent presentation within a very short window, even making last minute adjustments at a moments notice, and the audience lapped it up! If you're looking for a fun engaging positive speaker, Alison is definitely your go to.

Thank you Alison!

Manufacturing:

Griffith Foods: *'The session was positively impactful and had the exact desired intent, we are so grateful.'*

Ferrari Packaging: *'What can i say, apart from what a woman & THANK YOU! Every single staff member couldn't praise/compliment you more on the 90 mins of pure passionate motivational pitch. Alison, a local lass from Clydebank jumped at the opportunity to work with Ferrari Packaging Ltd and deliver her success stories over the years. Being from Glasgow herself, it made it that little bit more special motivating our Scottish family run business.'*

From our first call she was so upbeat and positive, right through to her delivered speech which was impeccable. We had a few zoom calls just to make sure the content was exactly what we wanted her to pitch. Having done this for over 10 years around the globe, Alison added her own personal touch and advice on what content she felt we would benefit from. We had 24 staff members attend, without any doubt, our staff walked away with her techniques and practical skills to which the team can implement straight away.

On behalf of everyone from Ferrari Packaging Ltd, we can't thank you and your team enough. Hopefully, our paths cross again in the near future.'

Sustainability/Environment:

MultiConsult Group: *'Alison delivered a highly impactful sales session tailored specifically to our team in the renewable sector. Her dedication to customising the content ensured a session that resonated deeply with us, enhancing our understanding and approach to sales.'*

United Farmers: *'Alison took the time well ahead of the meeting to understand our needs, challenges and goals.'*

She adapted her audience address to totally feel like she had been part of our business for some time. It was part of our annual conference and our delegates were still talking about elements of her presentation at 2am the following morning in the bar! Thank you Alison.'

Comms & IT

Daisy Communications: *'From first engaging with Alison there was an absolute synergy and engagement with her having an instant understanding of the aims and objectives for my event. Alison went out of her way pre-event to ensure that she was totally on point with her content in the context of the day.'*

Her delivery was great, really in line with our overall theme, engaging, funny and informative and really resonated with our audience.

My tip to anybody looking to engage Alison is to allocate the slot and then add extra time to it as she has so much content that is real and easy to relate to that it would be a shame not to experience it all.'



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