

7 Reasons To Hire Selina Hoflund

She'll prove to be a high value investment with measurable ROI, not another same old, motivational speaker.

Your investment in Selina will pay off right away by making it easier for your audience to recognize why it is so hard to motivate employees and move the needle on employee engagement. Selina will show them what they need to **immediately stop doing** and delivers **proven strategies and tactics** on how to **connect, engage, and inspire** the people they lead to achieve desired results.

Selina is not just a speaker; she's **an expert who speaks**. Selina is the author of Release 2 Thrive: A Guide to Getting Unstuck & Achieving Your Desired Results. She has helped many CEOs, top Executives, and Managers through her Breakthrough Sessions and showing them how to use the Language of the Mind to achieve desired results both individually and with their teams.

Selina is a nationally recognized expert, not a theorist or an entertainer.

Selina has close to **30 years of experience** as an HR Professional working for large and small organizations in the Manufacturing, Energy, and Healthcare industries. Her passion in **the study of the relationship between human behaviors and performance** sets her apart from others in her field. Her zone of genius lies in **mentoring individuals and teams and showing them how to break behavior and thought patterns that derail them** in their pursuit of personal excellence and prevent them from effectively serving their organizations. She is knowledgeable certified Speaker, Coach, Mentor, and Trainer.

She has a BS in Management Science from Central Washington University, an Executive MBA from Hawaii Pacific University, and a PhD in Organization and Management from Capella University. She is certified by the Association for Integrative Psychology as a Master Practitioner of Neuro Linguistic Programming, Master Practitioner of Hypnotherapy, and a Master Practitioner of Mental and Emotional Release®.

Selina has substance and style and will actually engage your audience, not put them to sleep.

Selina's style is **high energy, high content, and completely action-oriented**. Selina is not your typical motivational speaker – she is someone who will show you actionable steps you can immediately take to make a positive shift in behaviors and performance. In this competitive economic environment, motivation alone doesn't cut it. Your people need hard skills and actionable strategies they can take back and use immediately. So, Selina's motto is: **No fluff. No bull. Just Action.**

Selina adds tremendous value by customizing her presentations, not delivering generic content.

1. **Selina will speak with you in-depth before any program** to research, customize and tailor your program - this could include a cross-section of your attendees, your organization's key influencers, and/or your senior leadership team or board members. Selina is also happy to record and produce audio files as a follow-up reinforcement tool for you to distribute internally after the event.
2. **Her team will design and deliver an in-depth "Needs and Interests" survey** around your desired topic so that we can focus on exactly what you and your members need to know and want to learn.

Schedule Selina To Empower Your Employees & Improve Your Work Environment
Contact 307-797-8027 or Email shoflund@release2thrive.com

3. **Her team will give you a free set of handouts that you can reproduce for your participants**—which will save you a lot of money. Many speakers charge \$15 to \$50 per person if they provide the handouts. The handouts are excellent because Selina provides a lot of hard-hitting content in each program, and the participants are thrilled to have a copy of all the things we've talked about.
4. **Selina is happy to work with you after the program.** Just give us a call if you want to “debrief.” Often, Selina hears things from the participants or she'll learn things about your organization that you should know. And she'll recommend some steps you can take to make sure the program sticks and your objectives are achieved. This may include follow-ups by email or even a free teleseminar 30, 60, or 90 days after the live event.

Selina offers PROVEN strategies and programs that work and last, not hearsay or feel-good motivation.

We want to make sure your members implement the ideas and action plans they create during our program, long after the program is over. Many speakers and consultants hop on a plane after their program, and any lasting value leaves the building with them! Selina does three things to reinforce your investment in your attendees once they're back in the real world...

1. **Selina gives every one of your people access to her Release 2 Thrive resource web page.** Selina spends time every week researching and compiling fresh new articles and case studies on topics related to human behaviors, performance excellence, and organization development.
2. **Selina gives your people 60 days of group mentoring.** After the live event, Selina will provide a link to a private Facebook Community Group where your people can post comments and questions they might have on the material she has presented. Selina responds to their questions in a prompt and thorough fashion.
3. **She makes her books, CDs/MP3s, and learning resources** available to your members. When it comes to learning, nothing is more effective than spaced repetition. When people read a few pages of a book every few days or spend a few minutes listening to a recording on a regular basis, both retention and application go up dramatically. But you can rest assured Selina will not give any kind of “sales pitch.” She'll simply make the materials available – or you can pre-purchase books or CDs/MP3s for each participant.

Selina offers ongoing support and mentorship, not a one-and-done talk that's forgotten as soon as it's over.

Selina offers on-going **mentorship** program for any of your attendees who is interested in continuing on their journey of learning, with the goal of achieving **personal mastery**. Selina's connection and partnership with other top-notch professional speakers, trainers, and experts allows her to always provide relevant learnings to those she is mentoring.

Selina will show you how to attract, engage, and win more top notch employees!

Selina loves working with CEOs, business owners, and leaders on boosting their business results through smart leadership and interrupting behavior patterns that stand in the way of achieving desired results. Hire Selina and she'll make sure your audience gets the actionable tools to **attract, engage, and win more top-notch employees** – NOW more than ever!

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