



MICHEL POULAERT

HIS TOPICS AND A SHORT BIO

OPTIMISM, AUDACITY, CULTURE OF FAILURE, SALES, PUBLIC SPEAKING

HIS PROGRAM 2024



Michel Poulaert, CSP, has been a professional speaker since 2006 and a CSP® certified speaker in the United States since 2020.

With over 1,000 public appearances to his credit, he is one of those speakers who make a lasting impression.

He has given 2 TEDx talks and is the author of the book "Pour Réussir, Osez Échouer" (Vuibert).

His favorite subjects are the culture of failure, optimism and sales.

For over 35 years, and long before his professional life, Michel has always spoken with disconcerting ease and power. As a child, already at elementary school, he revealed his ability to speak with conviction and enthusiasm. It's clear: he gets others on board! At the same time, he took part in theater and grew up in American culture, with a passion for those great "American-style" orators.

With around a hundred conferences a year, he is one of the most sought-after speakers in France. In 2020, he obtained the prestigious American "CSP" certification, awarded to the world's best speakers. Like the Oscars or Cesars of the cinema, it's accomplishment that benefits your event: you're dealing with a stage pro who has mastered the codes!

Optimism is at the heart of all his talks.

He believes that being an entrepreneur, executive, manager, team leader and even salesman is first and foremost a state of mind.

When he was a salaried sales executive, he was part of the investment team as if it were his own business. company. He was an "intrapreneur", as we say today, today.

For almost 20 years, when he was in charge of sales and development for the French market for a Dutch company, he was, for several years, the best sales executive in the group.

the group's top sales executive for several years. A hands-on man, his customers were always at the center of his interests.

When prospecting, he tried out different approaches, focusing

on the customer first and foremost. In his view, the more pleasantly you surprise a customer, the stronger the bond will be.

For him, if you treat your customer as if he were a friend, you'll feel less need to sell, since it's the customer himself who will come to buy!

Michel is a creative man on the move. He's always experimenting. When that doesn't work, he transforms, adapts, innovates or... postpone, because ideas don't always come along at the right time.

If something was impossible, it was for him!

His creative spirit and eye for beautiful images are reflected in the videos he posts on his Youtube channel. His followers love his achievements and inspirational messages recorded record video all over the world. He's always on the lookout for the original, the unexpected, the unprecedented, to make his mark.

On Facebook (150K), LinkedIn (16K), Instagram (6K), Youtube (11K) and TikTok (39K), he has been publishing inspirational content daily since 2008. His blog has inspired over 2 million visitors.

He takes the best of it and over the years has become an inspirational influencer.

For him, the Internet is a wonderful opportunity to experiment and connect with his community through their questions, thoughts and exchanges.

His boldness and optimism in action have also seen him star in two feature films and appear on numerous TV shows.

He is the founder of several events in France as "La Journée de l'Audace", "La Semaine du Rebond", and Producer of "Show Inspire Expire".

He founded too a professional speakers school.

All my keynotes available in english





THE INCREDIBLE POWER OF OPTIMISM

THE BEST-SELLER!

If there's one certainty in the face of so much uncertainty, it's that everything is constantly changing. Then, when change or failure seem to paralyze action, what resources are left to us to move forward, transform failures into discoveries and create new opportunities?

A conference that empowers and inspires the desire to take the plunge, to have confidence, to dare and to bet on oneself, others and the future.

What is optimism, and how can we avoid confusing it with its caricature?

Is optimism innate or acquired?

How can we change the way we look at problems almost instantly?

What do various scientific sources tell us about brain mechanisms and our perceptions?

How can we modify and enhance the quality of our mental representations to help us achieve our goals?

6 pragmatic keys to developing and maintaining optimism to put into practice immediately!

THE BENEFITS OF THIS KEYNOTE

Realize that we are all actors in our own success and masters of our own decisions, even in the face of difficulties.

Acquire pragmatic, easy-to-implement tools to change your mindset.

Makes you want to try, to dare, to renew yourself, to bounce back, to put things into perspective, to manage with more positivity, to approach your customers with more influence, to create more commitment.

Participants leave with an incredible catch!

"He's hilarious on stage!"

Le Monde

"Employees leave gripped and stimulated. Touching and inspiring lectures."

Forbes

"Attending a Michel Poulaert keynote is an experience. Chances are you'll end up on your feet, applauding wildly!"

Challenges

"Michel Poulaert is one of the best speakers in the world."

Le Journal de Saône et Loire

HIGH IMPACT CONFERENCES

Thanks to his energetic optimism, he transmits without counting the cost and provokes a general, unifying burst of enthusiasm. He brings a group spirit to your event, fostering commitment, motivation and cohesion. He brings a neutral, fresh and relevant perspective.

His enthusiasm is contagious and benefits all levels of your organization, including your executives, managers, sales force and teams.

His 20 years of international sales and management experience make him an expert at conveying the most difficult information. He knows what you're going through!





MAKE SALES FUNNIER!

A KEYNOTE BY A SUCCESSFUL SALESMAN FOR SUCCESSFUL SALESMEN!

SEINE MARITIME

ENERGIZE YOUR SALES FORCE!

20 YEARS OF FIELD EXPERIENCE IN ONE SHOW!

MAKE SALES FUNNIER! (OR HOW TO SELL WITHOUT HAVING TO SELL)

Is sales innate?

What has changed in our sales profession?

How can we harness new resources to provide our customers with memorable new experiences?

Nobody likes to be sold something, but everybody likes to buy. How can we build customer loyalty?

Why will they talk about you?

6 tips to turn sales into a win/win game, to capture your customers' attention and make them your most loyal spokespeople!

To sell better... Stop selling! What if it was all common sense?

THE BENEFITS OF THIS KEYNOTE

This keynote gives you a new perspective on sales, especially with the challenges, changes and uncertainties that sometimes frighten some salespeople.

Sales is also a state of mind and a deep desire to serve.

Makes you want to approach customers with greater depth, and arouses the desire to get involved.

Appeals to the common sense of every human need to buy.

Sales forces and managers love it!



WHAT IS CSP® FOR?

Why put your trust in a CSP® (Certified Speaking Professional) certified speaker?

It's the only and highest international international distinction/certification awarded by the National Speakers Association in the United States.

The selection committee studies the application for one year. The candidate's professional skills are scrutinized according to criteria criteria.

A satisfaction survey of 30 customers must score above 7/10, failing which the candidate is eliminated.

Only 17% of the National Speakers Association's 4,000 international speakers have been awarded this "Oscar", and only 4 of them in France.

This certification guarantees that you will choose a professional speaker whose stage experience, eloquence, expertise, ethics, relevance and impact have been proven and qualified.



Why do we have a complex relationship with failure?

What are the etymologies of the words "fail" and "échouer", and how can we change the way we look at them?

If the fear of failure is cultural, what room for manoeuvre do we have?

6 tips to reconcile with failure and turn it into an opportunity.

Serendipity, when chance suggests other exploitable avenues.

What inspiring stories reconcile us with our own failures?

And if failure was simply giving up or do not try anything?

THE BENEFITS OF THIS KEYNOTE

Change the way we view failure and reconcile ourselves with the way we see it.

Acquire pragmatic, easy-to-implement tools to change the way you view failure.

Makes you want to see failure as proof of courage, audacity and an essential step on the road to success.

Find the opportunity in every failure.





UNLEASH YOUR PUBLIC SPEAKING SKILLS!

THE SECRETS OF GREAT AND INFLUENTIAL SPEAKERS

35 YEARS OF PUBLIC SPEAKING IN 1 HOUR!

The ideal conference for all employees who find it difficult to sell, speak, pitch or address a group without going through individual training! It frees up speech and de-dramatizes the subject with effectively.

Are Great Speakers born with this talent?

Demystifying a number of legends, preconceived ideas and misinformation about public speaking.

Are we really more afraid of public speaking than of dying?

How to structure a powerful pitch that makes you want to know more.

How to manage stage fright and turn it into a powerful ally.

What are the specifics of charisma?

THE BENEFITS OF THIS KEYNOTE

Debunks preconceived ideas about public speaking.

Speaking with conviction and boosting your power of influence is accessible to the widest possible audience.

Provides an insightful, pragmatic, practical and scientific look at public speaking.

Fear is common among many employees, and this conference is an excellent introduction to best practices, without having to take individual public speaking courses.

This conference has been designed for all employees, managers and sales people who have difficulty speaking in public, in a group or with customers.

It is highly de-dramatizing and reassuring.

Michel demonstrates with formidable effectiveness that anyone can speak, and even with impact!

While many believe that great orators are born great orators, Michel will prove, with the help of the most recent discoveries, that we are no more afraid of public speaking than we are of dying, and that knowing how to speak is a skill that can be learned.

It's all a question of perception, education and the way we look at ourselves and others.



THE KEYNOTE
THAT DEBUNKS
WITH A SENSE OF HUMOR!