



## Alison Edgar

**One of the UK's Top 10 business advisers. Working with some of the UK's leading entrepreneurs, Alison's quirky approach to sales has led her to become a thought leader in her field**

Alison Edgar MBE also known as “The Entrepreneur’s Godmother” to a plethora of the world’s most successful entrepreneurs, brings a matchless amalgamation of outside of the box thinking, insight, and knowledge to large organisations.

## Alison's biography

### Alison Edgar’s Background

Starting her business at age 46, Alison was in the shoes of the delegates for most of her life. In a world full of conference speakers, she is a relatable figure for audiences around the globe providing them with lasting impact. She champions that no barrier should hold you back from achieving your goals, be it age, race, [gender](#), or disability.

Her teachings have pioneered culture change, enhanced performance, and transformed mindsets within her five-star global clientele such as Sky, Würth, EasyJet, and The Discovery Channel, where she has delivered her world-class ‘Intrapreneurship’ methodology to enhance the development of teams by helping employees to think like entrepreneurs. Other clients include The European Commission, The National Lottery, and SimpliSafe.

In 2020, Alison received an MBE for recognition of her long-term services to [entrepreneurship](#) and business, which continues to inspire her methodologies. She is a contributor to BBC TV and Radio and has recently become a business mentor on a new Amazon Prime UK & US TV show airing in 2022.

A dyslexic author of two international best-selling books, ‘*Secrets of Successful Sales*’ and ‘*SMASH IT! The Art of Getting What YOU Want*’, Alison has mastered the balance of how to enhance readers’ personal and professional development. Her debut book was not only a WHSmith Top Ten Business Book but named one of the top books written by a woman in 2019 by The Independent.

Based on her books and TEDx, Alison’s talks motivate the audience to stop procrastinating, take action, and ultimately ‘SMASH IT!’. Using unique and contemporary methods combined with her energetic and

witty delivery style Alison never fails to wow the audience.

## Alison's talks

- **Start-up Mindset to Create Innovative Teams**

The people who are most successful are always the ones who look at their work like it is their own business. When they wake up on a Monday morning they don't dread going to work. They don't shut down after a setback. They are always looking for new ways to work more efficiently. Alison inspires teams and provides new ways of thinking based on her years of experience working with some of the world's leading entrepreneurs.

Outcomes:

- Delegates will develop a new mindset, perfect for implementing innovative ideas
- New ways of tackling problems head-on, creating an intrapreneurial mindset
- An understanding of why it is important to set achievable goals and objectives

- **SMASH IT! The Art of Getting What YOU Want**

All successful leaders recognise that it is the people that make their team thrive. When we don't value our team members, they don't value the organisation, and in turn, you see an upturn in absence, churn rate, and demotivation.

Based on her newly released book by the same name, this talk inspires individuals to take control of their own lives which manifests itself into their work lives. This session allows the people that make your organisation a success to understand the role they play in the wider team, and the impact personal motivation has on the success of the company.

There is no better way to motivate staff than by aligning their personal and professional goals. Not only does this talk inspire the workforce, but pinpoints your organisational pain points to create a positive thriving environment to foster innovation and embrace change.

- **The Three What's Every Business Needs**

During this session, Alison draws on her years of experience working with businesses across the globe as 'The Entrepreneur's Godmother' by analysing what the top performers do on a day-to-day basis to remain in the 1%.

Alison highlights the benefits of behaving like an entrepreneur inside of an organisation by using her 'What Would I Do if it was My' methodology.

Analysing:

- What would I do if it was my first day? Looking at mindset, embracing change, and importance.
- What would I do if it was my granny? Teaching employees the DISC methodology to understand how to interact with individuals who don't behave in the same way as them.
- What would I do if it was my business? Understanding why every member of the team is important, understanding productivity and how to enhance it, ultimately knowing the

By encouraging them to be the thinking leaders, you can feel safe in the knowledge that their business is thriving and innovating in the way that it should.

- **Alison Edgar's Big Balls**

When you allocate a task to a team member, can you be safe in the knowledge that it is going to

get done? Do you find yourself checking in frequently to ensure the team member has it under control?

More often than not, this occurs within organisations, meaning that either tasks are left and deadlines are missed, or leaders are spending too much time micro-managing, resulting in poor relationships and a lack of autonomy.

What if you could solve these issues by implementing a simple prioritisation technique within your organisation? By implementing Alison Edgar's Big Balls, we can work together to help your team to understand what is important, why it is important, and ultimately help you to loosen the reins on your team and give you or your leadership more time to enhance the organisation.

- **Change is the only Constant**

Positive change is essential within organisations for growth and innovation, but often fixed mindsets within your team can mean that the changes aren't accepted and are therefore difficult to implement.

By inspiring the audience to think differently about change, Alison can help you to make the transition easier, helping your team to understand the very important role they play in the organisation as a whole.

- **I'm an Imposter!**

When starting her business at age 46, Alison encountered 'Imposter Syndrome' for the first time in her life. At a networking event, she felt as though she didn't belong. Her husband even said, 'she was playing at it'.

Alison quickly learned how to knock Imposter Syndrome to the curb, and now teaches others how to harness the power to do the same.

Imposter Syndrome can have a significant impact on mental health, and especially affects women in the workplace. In this impactful session, Alison helps teams to understand why Imposter Syndrome is an evil engine, and the steps they can take to banish it forever.

- **Entrepreneurial Mindset**

Entrepreneurs are some of the most innovative thinkers in the world, they are natural problem solvers, and always think outside of the box.

Based on Alison's years of experience working with some of the world's leading entrepreneurs, in this session, she uses the 'White Room' strategy to empower your workforce to take accountability and autonomy within their work and understand the impact they have on the wider organisation.

By encouraging your employees to think like an entrepreneur, you can ensure you are inspiring innovative thinking every day.

- **Emotional Intelligence for Effective Communication**