

“A keynote address that highlights the Forum theme of ‘Investing in People’ and gives audiences practical tools to apply straight away”

The Leadership Speaking School created a bespoke opening keynote address for HR Norway, the leading professional association and network organization for human resources in Norway. The talk gave more than 300 leaders and HR professionals practical tools and industry insights about communicating with their constituents, helping drive real change on the frontline.

OVERVIEW

HR Norway was looking for a dynamic keynote from an international thought-leader which would bring them together for their annual flagship event: “*Something to energize the start of the Forum and to get people excited about being there*”. In addition to the keynote, organizers asked for a 75-minute workshop to be delivered after the talk to a smaller cohort of participants.

OBJECTIVES

To create and deliver an interactive, dynamic and completely unique keynote speech and follow-up workshop which:

1. Energizes, inspires and motivates audiences “*to feel something, learn something and to do something”*
2. Engages listeners and makes them feel a part of something bigger
3. Launches the annual Forum “*with a bang!*”

SOLUTION

With these three objectives in mind, a 40-minute bespoke keynote called “Rewiring the Room: Reclaiming Authentic Connectivity in the Digital Age” was developed, along with a 75-minute interactive workshop.

RESULTS

The audience responded with full-faced smiles, lots of head-nodding, active participation, leaning forward in their chairs and stimulating conversations afterwards and the organizers at HR Norway were happy, with one saying:

Dr. Laura Penn brought a rare combination of energy, insight and practical relevance to our HR Forum in Oslo. Her keynote truly engaged the audience, and the follow-up workshop gave participants the opportunity to turn those insights into practice and develop concrete skills. The feedback was very positive, with participants highlighting both how much they learned and the value of going deeper through the workshop. We would be delighted to work with Dr.Penn again!

- Espen Langslet, HR Norge

Some of the audience's comments included:

"Wow! This changes everything"

"I can't wait to try out some of these ideas"

"You inspired me so much, I'm ready to make a change"

"Dr. Laura Penn, you walk your own talk!"

"I never knew that leadership communication was such a rich and comprehensive body of practice. I will bring what a learned with me into my role as CHRO and use it to enrich our leadership development program further"