

MOTIVATING WOMAN TOUR

MOTIVATION FOR WOMEN

A talk on inspiration by Louise Burfitt-Dons



Why Self Help Mantras Don't Work for Women and What Does.

Do instant success schemes work for women? Over the past forty years the hugely profitable motivational and self-help industry has pedalled promises of rapid success using mind techniques. Many of them have focused on creative visualization exercises, more often than not using the valiant cry 'If you don't want it enough you won't achieve it!'

Several of these programs are now being questioned, and some new research has found that, far from being helpful, what they promise can be counterproductive. The reasons they fail to perform include:

They are unrealistic. Imagining perfect outcomes and dreaming of material acquisitions is a form of escapism. Self help cheerleaders encourage them. Therefore users

spend all their time imagining how wonderful life will be instead of concentrating on the realities in the way of reaching the objectives.

The control factor: Women list relationships, lifestyles and personal attractiveness as their principle wants (much of which is beyond their control and therefore can even be 'chased away') using some motivational techniques.

Women are multi-focussed: They look for satisfaction across several fields rather than just one. The need to balance success in all areas of their lives at the same time is the universal female challenge which is not addressed by motivational mantras.

So what does work?

In her completely unique presentation Louise Burfitt-Dons puts forward the theory that women don't actually crave instant success but rather a long term evolving happiness based on combining achievement with community bonding – two goals which are essentially incompatible in the warrior-culture of the modern world. In her one hour talk she suggests practical tips for developing the intuitive tools for female success, and an awareness of our motivation to life truly successful and meaningful lives.

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The glamorous lure of modern society-what does it mean?

Some of the topics covered:

How maintaining a healthy work-life balance is one of the biggest challenges women face; Why intuition is your most valuable tool and how to develop it; How women are the more ambitious sex and how to harness that drive; The emotional vampire of consumerism and how to deal with it; How a little negativity is good for you; how to be lucky *straight away*; The importance of reinvention; improving self confidence in women; the law of attraction and how it really works – glamour, gratitude and generosity; how to develop your own unique brand as a long term goal. The real messages from TV – the likeability factor and how to achieve it.

'Women are multi-focused. This is an asset but only if you know how to use it. I can show you how.'

Louise Burfitt-Dons

Motivation for Women can be customized to suit any group or audience: Business, university, sports teams, social groups. To learn more please call 0845 203 2560.

Call 01530 263221 for booking enquiries

Louise Burfitt-Dons is a writer, humanitarian campaigner and motivational speaker. She is the founder of Act Against Bullying and Campaigning Director of the Global Warming Alliance. She set up the Global Warming Hotspot channel on You Tube and spearheads the Hot Women Campaign.



'Thank you so much for speaking to us today at our Forum at the House of Commons' The Lady Hodgson, Chairman Conservative Women's Organisation

'An excellent speaker', Michael Goodridge, Chairman Victim Support

'Louise is a dynamic speaker, she speaks from the heart.' Maggie Eyre, Coach to ex NZ PM Helen Clark

'Louise Burfitt-Dons is one of the most inspirational female speakers today. She is an easily identifiable motivator. Drawing on her life experiences as a mother and wife, as well as her expertise as a charity campaigner, writer and anti-bullying expert, she is a down-to-earth speaker who all age groups can relate to.' Creating Excellence Speaking Bureau