

# Speaking Packet

## Bonni Carson DiMatteo

*Bringing Your Company & its Leaders to the Next Level of Success*

[www.atlanticconsultants.com](http://www.atlanticconsultants.com)



**Bonni Carson DiMatteo**

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## **Biography**

Bonni is a speaker, trainer, coach, consultant, entrepreneur, and family business owner who has worked with family-owned businesses, entrepreneurs, Fortune 500 executives, and mid- sized businesses for over 20 years. She specializes in building leadership strength, team building, conflict resolution, succession and strategic planning, communication skills through training, consultation, and follow-up coaching.

She received her Masters in the behavioral sciences from Simmons College with an internship at Harvard, and is a Certified Management Consultant (CMC). DiMatteo is a member of a The Commonwealth Institute, Institute of Management Consultants. National Speakers Association, Society of Professional Consultants, International Coaches Federation, Organizational Development Network. She is on the board of Big Brother/Big Sister.

She has been spotlighted by the *Boston Business Journal*, *The Worcester Business Journal*, *The Wellesley Townsman*, *the Boston Globe*, and has appeared as a guest on WHDH-TV. She has authored several articles in many journals including *The Boston Business Journal*, *Indus Journal*, *The Worcester Business Journal*, *Leadership Excellence*.

### **Area of speaking Expertise:**

Leadership  
Succession Planning  
Strategic Planning  
Management  
Change

Sample Speech Summaries Follow

## Testimonials

*"Bonni, thank you! You did an amazing job presenting and creating a wonderful opportunity for our people to further develop themselves as leaders.... without you, all of this development would not be possible."*

**Kim Goodnow**, Vice President and Co Founder  
**Woodmeister Master Builders**

*"Bonni DiMatteo is the consummate professional and a pleasure to work with. Her programs were a **huge success** at our annual association conference.. Her presentations in Creating a Culture of Excellence; Creating a Customer Centric Culture; Succession Planning and Creating Your Future were **among the highest rated segments**. They were both **entertaining and thought-provoking** and added actionable information for our members to use immediately. We would recommend Bonni for any future speaking events."*

**Melinda Cordner**, V.P. of Operations  
**MA Association of Insurance Agents**

*"The A-Factor was seminar was very inspiring; you are an excellent speaker!"*

**Kristin Nakagowa**  
**Residential Design Show**

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## **Speaking Engagements**

2008

***The E FACTOR: Creating a Culture of Engagement***

Women's Leadership Conference: Bryant University

***The A FACTOR" Leadership from the Inside Out***

Residential Design Show

***The Inside Game of Leadership***

CEO Roundtables

2006-2007

***Journey of Change from the Inside Out***

Company Key Note: Woodmeister Master Builders

***Building Culture of Excellence***

Massachusetts Association of Insurance Agents

***Succession Planning; Creating Your Future;***

Massachusetts Association of Insurance Agents

***Creating a Customer Centric Culture***

Massachusetts Association of Insurance Agents

***Building a Better Bench – Developing Managers***

Northeast Gas Association

***Strategies for Growing Your Business***

Vistage

***Executive Coaching***

Human Resource Roundtable Series

***Building Leadership***

Mass Restaurant Association Trade Show

***How to Be a Successful Consultant***

Institute of Management Consultants

***Growing Your Business***

Society of Professional Consultants Biz Builder

***Street Smart Training***

Biz Builder Speaking Engagements

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2004-2005

***Attracting and Retaining Clients***

Society of Professional Consultants

***Attracting and Retaining Clients***

Mass Psychological Association Business and Psychology  
Annual Conference

***Understanding Challenges of Disorganization; Inattention and  
Classic Signs of ADD***

Bose Corporation

***How to Build Your Leadership Bench Strength***

Vistage

***How To Grow Your Consulting Businesses***

Massachusetts Psychological Association

***Best Practices in OD Work with Financial Institutions***

Organizational Learning Group

***Attracting and Retaining Valuable Customers***

NEWBO

***Creating and Managing Change***

New England Human Resource Association Conference:  
Babson College

***Igniting and Leading Change***

Mass Women in Technology (Mass WIT) Leadership  
Conference: Babson College

***What's A Nice Woman Like You Doing in a Place Like This?***

A Roundtable Discussion National Automobile Dealer's  
Association (NADA) National Meeting Las Vegas, Nevada

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2003-2004

***Lessons Learned in Family Owned Businesses***

The Commonwealth Institute, Boston, MA

***Succession Planning: Issues of Succession for Women Leaders in Family Owned Business***

Women's Automotive Association International Women-on-Track Educational Conference: New England International Auto Show

***All In The Family: Growing a Family-Run Business***

The Commonwealth Institute, Boston, MA

***Communicating Effectively for Business Results***

Law/CPA Forum Braintree, MA

***Developing New Business and Retaining Clients***

Institute of Management Consultants New England

***The Role of Coaching***

Harvard Medical School Radisson Hotel

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## **The A-Factors :** **The Inside Game of Leadership**

Mistakes are the portals of discovery. *James Joyce*

### **Speech Summary:**

Internal narratives drive our actions, attitudes, achievements. these narratives can be based on empowering or self limiting assumptions that drive our thwart us. A leader's success is driven by assumptions that impact results. We can't change our results without changing our assumptions. the problem is we aren't always aware of these narratives so that we can change them..

### **Participants Will Learn:**

- How self-management is *essential* to being a manager
- How to use the four A-Factors for successful management
  - A-Factors: Actions, Attitudes, Assumptions and Accountability
- How to implement a simple plan for successful self-management
- Examples of great and poor self-management

### **Length of Speech: 1 – 3 hrs**

### **AV needs:**

- Projector
- Screen
- Portable Mouse
- Microphone

## **The E-Factor: How Enthusiasm Creates Measurable Results**

We are what we do repeatedly; excellence is not an act; it is a habit” Aristotle

### **Summary of Speech:**

Enthusiastic & engaged workers are the life-blood of any company’s success. How do you create the E-Factor, enthusiasm in your company or department? The necessary element that drives the company towards success is when the E-Factor is in motion and the excitement is contagious. Suddenly your job becomes your mission, teams collaborate, ideas are born and the company thrives. Enthusiastic workers are dedicated to the success of the company. This workshop will teach managers and leaders how to ignite excitement within their workers. Leaders will learn how to create enthusiastic work environments that ensure successful results for their team or department. Participants will learn how the E-Factor can take their company to the next level of performance.

### **Participants Will Learn:**

- The E-Factor – Enthusiasm driven by Excellence, Emotion, Enable
- What their role is in creating enthusiasm
- How to create enthusiasm
- Why enthusiastic staff are the key to your success
- Simple methods and actions that can set the e-factor in motion.

### **Length of Speech: 1hr – 3 hrs**

### **AV needs:**

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## **Leadership Role and Legacy**

“What you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others”  
- Pericles

### **Summary:**

In this highly interactive presentation, leaders identify the legacy they want to leave, create a plan to achieve that legacy and form a strategy to overcome the road blocks along the way.

### **Key Issues:**

- Creating a vision
- Creating a plan – daily, weekly, monthly and yearly goals
- Identify barriers and strategies to overcome them
- Accountability plan

### **Participants Will Learn:**

Creating a legacy helps us achieve authority, leadership, and to identify specific actions, attitudes, and assumption that can enable our success. Everyone will leave with their own original plan.

### **AV needs:**

- Projector
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# **Creating Your Future – Personal Strategic Planning**

*Vision without action is a daydream. Action without vision is a nightmare. --*  
Japanese Proverb

## **Summary:**

In this highly interactive presentation, Bonni facilitates the creativity of each member's vision, mission, values, SWOT, and target long- and short-term objectives and a roadmap to achieve them. Prioritizing both personal and professional goals and committing to a plan to implement will have a great impact on the leader, both personally and professionally.

## **Key Concepts:**

- Creating your vision, mission, values
- Identifying SWOT
- Identify key areas personally and professionally where there is opportunity to grow
- Developing proactive habits to support plan
- Developing an accountability plan
- Wheel of life; wheel of work

## **Participants Will Learn:**

Creating a commitment and a plan to seize both business and personal opportunities helps create life balance as well as business strength. Time is finite. Each plan will create the necessary practice habits and time to achieve the goals.

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# **Putting Success in Succession Planning**

There are risks and costs to action. But they are far less than the long range risks of comfortable inaction. [John F. Kennedy](#)

## **Summary:**

More than 65% of family businesses do not have a succession plan. Transferring power and responsibility and setting up the successor for such success is one of leadership's greatest challenges and legacies. This is particularly true in family business.

This highly interactive and reflective workshop looks at succession through the lens of strategic planning for the company and founder, leadership assessment, and development.

## **Key Concepts:**

- Envisioning the future company
- Envision your future purpose and role
- Identifying the key characteristics, skills, and traits necessary to lead the future company
- Identifying the key potential leaders and developing a plan to achieve success
- Enrolling others in their success
- Creating a choreography for the plan including coaching, mentoring, training milestone
- Creating a choreography for your new role including coaching, test drives, purpose
- Identifying steps and timelines for succession

## **Participants Will Learn:**

How to straddle Succession's two greatest hurdles: the founders' ability to create a purpose beyond business and the executive teams' ability to align strategic planning with successor assessment.

This workshop helps members address challenging questions of what, how, who, and when for themselves and their business.

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## **Becoming a Client Centric Culture**

Companies don't guarantee jobs. Only satisfied customers create jobs.

— Jack Welsh

### **Summary:**

When 68% of customers go somewhere else without saying goodbye or telling why they left businesses can be hurt. The biggest drivers are your people. This seminar will teach attendees three ways to create and sustain a customer centric culture in their firm.

### **Learning Objectives:**

- Identify key behaviors and attitudes needed to keep clients
- Define your role in creating the customer centric culture
- Define their role in creating a customer centric firm
- Identify 3 ways to create a customer centric focus

**Time:** 1-2 hours (Flexible)

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## **Founder Syndrome**

### ***Are You Too Busy Doing to Lead Your Company to Success?***

The significant problems we face cannot be solved at the same level of thinking we were at when we created them. — Albert Einstein

#### **Description:**

Do you find yourself putting out fires and rescuing too much of the time? Maybe you are suffering from “Founder Syndrome” – the pattern of working in the business instead of on the business. Would you like to get your business to the next level?

Would you like a simple method and plan to shift that pattern? Learn the A-Factor method and you will start to work *on* the business and not *in* the business.

#### **Learning Objectives:**

- Learn the symptoms of founders syndrome
- Use the “A-Factor” to shift your patterns of behavior
  - Actions, Attitudes, Assumptions, Accountability
- Learn 3 ways to change the pattern of behavior
- Create a plan to focus on the business
- Create a plan that maximizes your strengths
- Learn the three most important meetings you should have
- Build in time for coaching and mentoring
- Redefine Roles & Responsibilities

**Length of Speech:** (Flexible) 1 – 2 hours

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# **Creating Change from the Inside Out**

“You must be the change you wish to see in the world.”- Gandhi

## **Summary of Speech:**

Change is essential to grow and survive. The first step in change is challenging our internal narratives before we can create our outside plan. This speech will give participants effective tools to achieve positive results as their company successfully manages change.

## **Participants Will Learn:**

- How change impacts leaders and workers
- Ways to deal with resistance
- Ways to mitigate impact on change
- The 10 steps in managing change
- How to create a plan to effectively manage change
- Understand the impact of change on the system and interventions that help

## **Length of Speech: 1 – 3 hrs**

## **AV needs:**

- Projector
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