

# Courage Concepts™

✿ JUDITH L. PEARSON ✿



Judy's books reflect her passion for ordinary people who exhibit extraordinary courage.



“...energetic, well spoken, appropriately paced with just the right amount of humor thrown in. ...the session was one of the hits of our meeting.”

**Align Technology**  
Santa Clara, CA

“Judy reinforced our vision of inspiring and fostering personal and professional development.”

**The Boeing Company**  
Mesa, AZ

Life takes courage – but what *is* courage and how can we learn to use it to our greatest advantage?

Author, speaker and courage coach, Judy presents keynotes and workshops focusing on the **power of courage**.

*In looking for a speaker, you are probably asking yourself a few questions:*

## What's the theme of Judy's presentations?

Courage. Specifically, women's courage and courage in the workplace. Judy's presentations show her audiences how to:

- Recognize their courage and define their destiny.
- Believe in their courage and create resiliency in life changes.
- Maintain their courage and build lasting and effective life skills.

## How will Judy relate to our organization? She will:

- Study the history, culture and language of your organization before arriving.
- Learn about the timely issues within your organization.
- Arrive early and stay late whenever possible.
- Be as comfortable with a group of thousands as she is one on one.

## What are the benefits of Judy's presentations?

Judy's motivating topics are designed to increase productivity and profitability. By better understanding the history and nature of courage, audiences will:

- Receive solid tools to use when facing the Big Three in career development:  
1: Fear of failure 2: Fear of change 3: Fear of the unknown
- Save their company's time and money using Judy's techniques.
- Receive a new, usable view of gender differences that will enhance workplace communications.
- Leave with a better understanding of themselves and how to relate to others, creating a better work culture.

## Why are Judy's *Courage Concepts* so outstanding? They are the result of:

- Years of intensive study of courage.
- Interviews with dozens of outstanding researchers, psychologists and courage experts.
- A unique concentration on the qualities of women's courage and courage in the workplace.

Judy has been described as  
“intelligent, interesting, imaginative and inspiring!”  
She's “dynamic, entertaining, insightful, and perceptive.”

Judy motivates and educates, making her a first-class “**moti-cator.**” And she does it all with energy, enthusiasm and her special flair.

*These presentations can be tailored to fit any time frame or format, keynote, luncheon or workshop. Crayons are provided, mandatory for coloring the audience's lives with courage!*

## 1 A Different Kind of Courage: Past, Present and Your Future

Looking to jump start your career? Want to have the life you always dreamed of? Maybe your challenge is just getting out of bed every morning. Regardless of what blocks your path, you need courage to handle it. This presentation will teach you that and so much more!

Women have a different kind of courage, and Judy will teach you how to tap into yours. Using the incredible stories of five ordinary, unknown women from the past and present, Judy will show you how each has exemplified extraordinary courage to achieve their goals. She'll relate these types of courage to your personal and professional lives. And giving you a Courage Roadmap, accompanied by lively, thought-provoking exercises, she'll set you on the road to achieving your goals!

**Learning Objectives** – *After attending this presentation, the audience will be able to:*

1. Define courage.
2. Compare the courage of the people described with their own experiences and describe how the two relate.
3. Identify existing situations within their professional lives that require the use of courage to resolve.

**Learning Outcomes** – *The audience will be able to:*

1. List five types of courage and the key that unlocks each of them.
2. List at least six personal characteristics that would be useful in a situation requiring courage
3. List the six steps on the Courage Road Map that will help them maintain their own courage in the future.

## 2 The Witches Within: Overcoming the Magic Spells That Keep You From Success

Sleeping Beauty had Maleficent; the Little Mermaid had Ursula; Snow White had a wicked queen. Just like these fairy tale beauties, we have powerful demons to overcome, too: fear of failure, fear of change and fear of the unknown. And like the make-believe witches, ours can be defeated with the right amount of courage (no magic potion necessary!).

Judy will tackle each of these fears, demystifying their power over our personal and professional lives, showing how each fear can actually give you strength. You'll create a personal inventory of characteristics and skills that will embolden your inner courage. And you'll leave with a toolbox filled with easy-to-remember courage tools and exercises to have at the ready the next time an inner witch keeps you from getting what you really want out of life!

**Learning Objectives** – *After attending this presentation, the audience will be able to:*

1. Define courage and fear.
2. Identify situations in their professional lives (past and present) where one or more of the Big Three prevented them from moving forward.
3. Match their personal situations with the relevant tool that will break down that fear.

**Learning Outcomes** – *The audience will be able to:*

1. List the three main elements of each of the Big Three.
2. List at least six personal characteristics that would be useful in confronting a Big Three situation.
3. List the six toolbox tools that will allow them to confront the Big Three in future situations.



## Courage Is Contagious!

Let Judy show you how seasoning your organization with courage will change the flavor of your *entire* organization!

For more information or to watch a video of Judy in action, please visit:

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

To check a date or request rates or references, please contact us:

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