



PRISCILLA McKINNEY

AUTHOR | CEO | AUTOHARP ENTHUSIAST

Available as a keynote speaker, workshop facilitator,
guest blogger or podcast guest.

Visit priscillamckinney.com/speaker-packet



About the Book:

Without true collaboration, business professionals will not thrive and businesses will not survive. Fortunately, mastering this new way of working is a mindset shift, followed by taking initiative to act. The positive results, both personal and professional, are virtually instantaneous.

Collaboration is the New Competition shows how to take advantage of new ways to analyze complex issues, explore a spectrum of possible solutions and solve real problems. Priscilla McKinney's groundbreaking process creates more relevant work for each individual, and the subsequent wins produce significant changes for careers, companies and communities.

Collaboration is the New Competition demystifies how to choose the right people, time, and place to collaborate. Learn how to make the most of this tool that solves daily problems while also broadening your sphere of influence. Discover how collaboration propels you from a problem solver to a major influencer, thought leader and true competitor, regardless of what business you're in.

Bio:

Priscilla McKinney is a serial entrepreneur with a deep love of residual income and a penchant for jaywalking. Her expertise in strategic content marketing and social media influence for B2B professionals has taken her around the world. She created the SOAR System and gets so excited brainstorming new ways to increase revenue and collaborate that she often forgets to eat lunch. McKinney hosts the Digital Transformation Success and Ponderings from the Perch podcasts. She holds a Bachelors in Cultural Anthropology. Don't give her caffeine. She doesn't need it.

TESTIMONIAL



If you're not collaborating in sales and marketing today, your competition is already ahead of you. In this book, McKinney gets directly to the point on why collaboration has become the most important zeitgeist across leadership today. McKinney's book also will give you practical solutions that you can implement in your workplace and cascade through your teams.

Michael Brenner

Bestselling author of Mean People Suck

SPEAKER FEE

Up to 60 minutes
\$7,500 fee

Write to
info@littlebirdmarketing.com
for speaking inquiries and bulk
sales information

Bonus deliverables:

30 minute open Q&A or
small group discussion
45 minute book signing
Travel expenses billed at cost
25 minimum book purchase

INTERVIEW PRISCILLA ON YOUR PODCAST

Example Interview Questions:

- Why this book and why now?
- Why are people initially hesitant to collaborate?
- What is your framework for effective collaboration?
- Can you share examples from your experience or research that illustrates this transformative power and what you mean when you emphasize the instant positive results of true collaboration?
- How does the process of collaboration transition an individual from merely solving problems to becoming a major influencer and thought leader in their field?
- Can you give advice to budding professionals on harnessing the potential of collaboration in their early stages of career development?

Write to **info@littlebirdmarketing.com** for podcast interview inquiries.

TESTIMONIALS



“This simple mindset shift speeds up innovation, multiplies positive outcomes, and could even change our world.”

Jon Bostock
Bestselling author of
The Elephant's Dilemma



“McKinney gets directly to the point on why collaboration has become the most important zeitgeist across leadership today.”

Tim Hughes
Bestselling author of *Social Selling*,
Top 10 global influencer on Twitter and LinkedIn