

## LIZ BLAKE BIO

Liz is a specialist in empowering people with over 25 years' proven entrepreneurial experience across diverse ages and cultures, new markets and unlikely economic climates. She balanced building a multi-million dollar international sales organization with raising four children and partnering a chronically ill spouse. Liz is a builder, explorer and communicator by nature, who champions the value of each individual and their unique gifts to change their world with passion, relentless purpose and audacity.



Liz brings vast experience, thought leadership and practical tools to:

- Unlocking potential and unleashing peak performance, faster
- Discovering and becoming your ultimate
- Living with ease and personal liberation

Exceptional track record in developing:

1. Dynamic business growth
2. Courageous, passionate leaders
3. Self-sustaining, high performing teams
4. Awesome service that wins clients
5. Great communication in the tough stuff
6. Culture of initiative and focus
7. Persuasive presenters with authenticity

### Qualified to Coach and Mentor

For over 20 years Liz has successfully built her own businesses from scratch. She has developed and led large, Award-winning, self-sustaining teams that are 100% commission based. This included training, coaching and mentoring dozens of sales leaders, teams and many hundreds of salespeople from diverse cultures and no previous experience; boutique I.T. recruitment, and leadership coaching. As the mother of four children (and now several grandchildren), reinventing herself out of personal crisis and leading music groups – Liz knows what it is to balance achievement with family priorities.

*“The quality of your questions determines the quality of your life.”*

### Roots in isolated Papua New Guinea

Liz's drive to make a difference began in her childhood in the remote highlands and islands of Papua New Guinea, where her parents pioneered a non-profit Air Service to isolated indigenous people for 20 years. Liz left parents and bush home at age 11 for high school in Australia where she excelled while making sense of a new culture. Liz married her first love

at 18 and had four children by age 26. She poured her energies those early years into family and was constantly studying and questioning belief systems and what makes people 'tick'.

### **Humble Beginnings in Business**

What then Liz began as supplementary income with her youngest age two, she built into a multi-million dollar, international sales organization, in association with a visionary Australian Direct Sales company. In just 5 years Liz built a \$3.5 million sales organization throughout Australia, New Zealand and Ireland from her country town of 7,000. She ran this business 'empire' from a spare room at home.

### **Multi-Million Dollar international Sales Organization from a country town**

Over 5 years Liz developed a deep and wide network of up to 28 managers and 170 salespeople in all-new territories, training and mentoring them to produce outstanding results for 16 years. Liz's performance surpassed all city based competitors, and in only 8 years she became the only-ever country-based leader to achieve the company's pinnacle promotion of *Senior Executive Director*, with almost double the required monthly sales.

Liz pushed through her long-strategized Promotion while dealing with her husband's life-changing motorbike accident and Post Traumatic Stress Disorder, their eldest child moving to University in the city, and everyday parenting responsibilities – plus leading a musician band, church leadership and community projects.

### **Success Through Helping Others Succeed**

Success in Direct Selling / Network Marketing is only achieved through helping others succeed, which means building motivated, effective sales teams. Direct Selling is acknowledged as the *ultimate training ground for leadership and sales*– and "like leading a bunch of volunteers". Liz discovered she was very good at building self-sustaining, high performing teams. She led from the front and pursued excellence in developing others.

Liz became well known for her leadership and sales, communication and sales integrity. Her foundation for coaching and mentoring today is bedded in 16 years of consistent Award-winning team and personal performance.

### **Major Awards – Personal & Team Performance:**

- *7 National Gold Records – one never broken*
- *Several times Winner International Annual 'Lotus Awards'*
- *Several times Runner-Up International Annual 'Lotus Awards'*
- *5 Luxury / Prestige cars by achievement (Mercedes Benz K200)*
- *20 International Annual Conventions by qualifying, including spouse*
- *Winner of National 'Pursuit of Excellence' Award – 2 years running*
- *Leadership development tour of United Kingdom-Ireland on behalf of Executive, in a major international initiative*
- *2 Abundance Awards for contribution to others' businesses*
- *Hundreds of State and Regional Awards over 16 years*

Liz has hand-picked and recruited, trained and mentored scores of leaders and many hundreds of sales consultants. She has facilitated hundreds of marketing and educational events. Liz's presentation style is animated, interactive and highly engaging; her track record is effective in calls-to-action. As Liz's children grew they participated in the business' administration, customer relationships and full Events production, which contributed richly to their own personal development.

### **Personal Crisis and re-Invention**

As a result of personal crisis, in 2006 Liz moved to Melbourne to start a new life. She integrated herself into corporate community through 3.5 years' boutique IT Recruitment where she established a standard of ethics and excellence in a greedy pre-GFC recruitment market with 100% lasting placements. An accomplished networker, Liz began working with corporate Executives, Management and Professionals. Senior people recognized her thought leadership and invited her as a founding member into the CEO Institute 'forefront' syndicate.

### **Revitalized and Transformed**

In mid-2009 Liz founded *Lateral Insights*, where she helps small to medium businesses unlock potential and become their ultimate through people. A Melbourne business leader said she is *"particularly good at uncovering compelling value in people, determining exceptional fit for individuals within teams, and identifying blockages between managers and teams"*.

Liz knows the value of providing advice as an outsider, and ultimately delivers success in an organization and transformation in individuals. She leads in personal transformation with value choices, revitalized spiritual life and a major physical transformation using yoga and mindfulness.

### ***The Best is Yet to Come...***

Transformation enables new beginnings, new opportunity, wisdom and options. Liz believes this implicitly and she chooses to work with amazing unique human beings in stepping up to fulfil their purpose through business and professional endeavour.



### ***(and personally...)***

Out of hours, you will find Liz finding new vitality in yoga, gym or advocating natural health; she will be writing or reading, cooking aromatic food, bike riding, brewing her wok-roasted coffee, playing piano or drumming her djembe, talking or tasting good food or wine, having 'D&M's with a friend. Next on the list is a bigger motorbike, paragliding, skydiving and jetskiing again... and peaceful sleep.

### **References and Recommendations**

Available on request ; <http://www.linkedin.com/in/lizblake> ; [www.lateralinsights.com.au](http://www.lateralinsights.com.au)