



SYLVIE DI GIUSTO

International Hall of Fame keynote speaker, leading the future of events with 3D immersive
holographic experiences

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- Expert on Modern Emotional Intelligence Helping Professionals Make the Right Choices
 - Certified Speaking Professional (CSP) and multi-award winning keynote speaker with global reach (25+ countries)
 - Creator of the Power of Choice framework and modern emotional intelligence model (visual, behavioral, verbal, digital, social)
 - Pioneer in immersive & interactive presentations (3D holographic keynotes) that blend human connection + technology
 - Deep corporate experience: former head of management academy, chief of staff in Europe's largest retail/tourism group
 - Author of The Image of Leadership and Discover Your Fair Advantage, and creator of digital learning lab "How You Impress"

International keynote speaker Sylvie di Giusto, CSP, brings decades of corporate expertise to every presentation. As a management consultant for Fortune 100 companies, the former head of a management academy and innovation hub, and the Chief of Staff for the Human Resources Officer at Europe's largest retail and tourism group, Sylvie implemented online and in-person training programs, pioneered cutting-edge leadership development initiatives, and led group-wide human resources strategies. With two decades of working at the crossroads of business operations, strategy, and performance, Sylvie has a deep understanding of how to drive organizational success through leadership excellence, sales performance, and brand reputation by championing a customer-centric mindset.

Today, as the world's first 3D immersive keynote speaker and a multi-award-winning presenter, Sylvie delivers groundbreaking presentations that redefine how high-performing teams maximize their human impact in client and team interactions. Extraordinary leaders and professionals at many respected organizations, industry associations, and public sector institutions - from American Express to American Airlines, Hilton to Nespresso, Microsoft to Prudential, or the US Air Force - trust Sylvie to help them make the right decisions that grow their brands and bottom lines. She has helped some of the world's most respected organizations to excel in leadership, drive sales success, and enhance their brand's reputation. She is the author of more than a dozen books, including *The Image of Leadership* and *Discover Your Fair Advantage*, as well as the creator of the online learning lab "How You Impress."

A recognized pioneer in digital and experiential presentations, Sylvie has redefined audience engagement by blending cutting-edge technology with human connection. As one of the first to introduce immersive 3D keynotes, she continues to set the standard for innovation - earning top honors at the 15th Annual Eventex Awards, including Platinum for Best Speaker, Gold for Immersive Technologies, and the People's Choice Gold for Individual Achievement.

TEMAS

Sylvie tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Artificial Intelligence
- Mental Health / Well-Being
- Workplace Culture
- Leadership
- Innovation
- Future Trends
- Emotional Intelligence
- Motivation

PROGRAMAS

The Power of Choice

This immersive keynote harnesses your competitive advantage, catapults your sales revenue, and accelerates connections.

Ever had one of those “shoulda, woulda, coulda” moments after a crucial interaction with a team member or client, knowing you missed the chance to make a lasting impact? Sylvie delves into the profound power of intentional choices and their ability to shape outcomes in leadership and client relationships.

Intentional choices are the cornerstone of leadership excellence, guiding team interactions with clarity and purpose, or they define client-centric approaches that build trust, foster loyalty, and drive impactful results. However, too often, we operate on autopilot, unaware of the profound influence our choices have on relationships, reputations, and results. The Power of Choice challenges this status quo, revealing how intentional decisions can transform outcomes and unlock untapped potential for personal, professional, and organizational success.

During a transformative journey through the mind—from the unconscious to the conscious

—grounded in behavioral psychology and enriched by decades of corporate experience, this keynote reveals how intentional choices in visual, behavioral, communicational, digital, and social interactions shape success and unlock untapped potential.

The Power of Choice offers an important reminder: excellence isn't about doing more or changing who you are—it's about choosing better. With every interaction, even the smallest micro-choice holds the potential to create a meaningful macro-impact.

ROI & Key Outcomes:

- Intentionality: the power of intentional choices in shaping personal and organizational growth.
- Self Awareness: how your choices in the five cornerstones enhances your success.
- Emotional Intelligence: how to harness the five cornerstones of intelligence.
- Impact: how making intentional choices benefits you as a professional and contributes to organizational excellence.
- Empowerment: how to make intentional choices, overcome self-doubt, and take control of your professional journey.

Forever Human

How do we stay human in a world increasingly run by machines?

Sylvie explores this essential question, challenging leaders and professionals to embrace the human element as their most valuable resource in a technology-driven future.

As automation, artificial intelligence, mixed realities, robotics, and other cutting-edge advancements revolutionize workplaces and client interactions, human behavior itself is undergoing profound changes. How we communicate, build trust, and engage with one another is shifting rapidly. Employees and clients alike will approach their interactions differently—more informed, more selective, and more reliant, but also less patient, less accountable, and less focused to mediate their decisions. The question isn't just how to maintain human connection but how to adapt and lead in this new dynamic.

The future belongs to those who can balance technological innovation with the enduring power of human connection. Leaders and professionals who understand and anticipate these changes can create workplaces that embrace innovation while fostering meaningful relationships.

You Have 7 Seconds. Make Them Count!

How much of your success with clients depends on your product or service- the features, data, facts, and figures? And how much depends on you, the human being, interacting with that client? Probably more than you might think. Sylvie unpacks the seemingly fleeting micro-moments that can shape trust, build loyalty, and influence decisions - moments that are often overlooked but hold the power to define the outcome of every client relationship.

Clients make snap decisions. Should they hire us, trust us, buy something from us, or buy into us? It just takes a blink of an eye, and like it or not, you're going to be judged. And while we may wish to believe that their decisions are based on logic and reason, most often, they are anything but rational. Instead, they are deeply influenced by unconscious beliefs and hidden drivers that shape how they perceive and respond to us - humans.

This may seem unfair, but it's also an opportunity to take control of the narrative and showcase your best self - from the very first interaction to the lasting impression you leave behind. Recognizing and understanding these forces is the key to turning quick judgments into enduring trust, loyalty, and influence.

This keynote offers an insightful journey through the entire customer experience journey, uncovering how seemingly fleeting micro-moments - at every touchpoint - can have a profound macro impact. From first impressions that set the tone to lasting impressions that solidify relationships, Sylvie highlights how these pivotal moments define trust, strengthen connections, and drive business outcomes.

ROI & Key Outcomes:

- Insight into what your first impression communicates about your personality, values, and beliefs - how to align your personal brand with your professional goals and corporate brand.
- How first impressions can shape customers' perceptions of your organization - how to create a consistent and positive image in all customer-facing interactions.
- Identify and overcome unconscious biases in your personal and professional relationships - how to build stronger connections with customers, vendors, managers, or colleagues.
- A deep understanding of the psychology of first impressions and their impact on personal and professional relationships, including how to leverage emotional

intelligence to make positive and lasting impressions.

Discover Your Fair Advantage

What sets you apart in a world where everyone strives to stand out? How do you distinguish yourself from peers and competitors, or from the sea of sameness that dominates today's professional landscape? And what defines your unique value to those you aim to influence or inspire? Sylvie uncovers the answers to these pivotal questions that often remain unexplored by professionals who rarely take the time to identify what makes them truly one of a kind.

Identifying your unique selling points is not just a matter of professional pride; it's a strategic necessity in today's competitive landscape. Without a clear understanding of what sets you apart, you risk fading into the background—a place where visibility diminishes and opportunities slip away.

Self-sabotage often comes not from a lack of talent or skill, but from failing to communicate your value effectively to decision-makers. By recognizing and embracing your fair advantage, you not only enhance your visibility but also build the confidence and clarity needed to seize opportunities, inspire trust, and achieve meaningful career growth.

Inspired by Sylvie's book, this keynote offers a transformative and interactive experience, guiding participants through the 15 essential components that define and amplify their fair advantage. Participants will gain actionable insights into how to uncover, embrace, and strategically leverage their unique strengths to elevate their positioning, build influence, and create authentic connections in any professional setting.

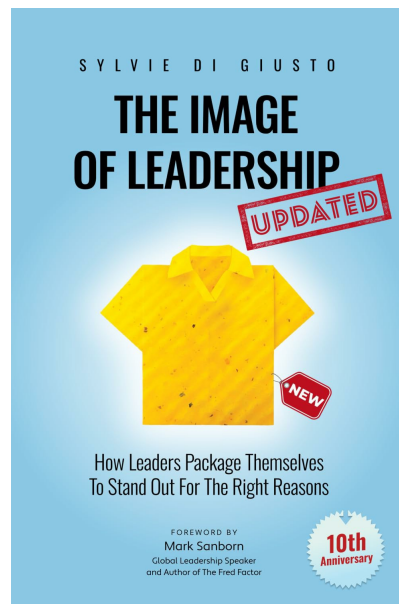
ROI & Key Outcomes:

- **Authenticity:** Develop a personal brand voice and learn how to use it within a professional environment.
- **Perspective:** Gain a greater sense of self-awareness and understanding of what makes you unique and how you can use it at work.
- **Credibility:** Discover the value you bring to the table and why people should trust, follow, or buy from you.
- **Differentiation:** Uncover your unique selling points and learn how best to communicate them in a concise and compelling manner.

- Self-belief: Learn techniques to overcome self-doubt, imposter syndrome, and other limiting beliefs that hinder professional growth.
- Accountability: Learn how to take ownership of your professional development and growth by creating a personalized brand strategy that aligns with your fair advantage.

PUBLICACIONES

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THE IMAGE OF LEADERSHIP



DISCOVER YOUR FAIR ADVANTAGE

TESTIMONIALES

“Her meticulous and flawless talk, along with her dynamic speaking-style, content, and entertaining audience participation techniques, kept our Airmen laser-focused on her delivery, message, and her teachings.”

Scott Heathman - | Vice Commander | Airforce | Fairchild Base

CONDICIONES

- **Travels from:** Florida, USA
 - **Fee Range:** Please Inquire
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