



***MEDIA KIT
FOR
COOKIE
TUMINELLO***



Cookie Tuminello is the founder and CEO of *Success Source, LLC*. She is an accomplished author, mega-motivational speaker, and stellar leadership and team development coach. Cookie has a proven track record of empowering teams and igniting productivity since 1999. Her clients include CEOs, executives, managers, and organizational leaders who are looking for the answer to the question “How do I inspire my employees to be more productive, independent and ultimately create a healthier bottom line?” Cookie provides a unique powerful perspective on building solid business practices that create long-term measurable results and keep your people a step ahead of the competition.

Known for her witty, wisdom-filled weekly newsletter, “*Building Blocks for Success Tip of the Week*”, she is also a column writer for various magazines and newspapers in Louisiana, and is a frequent guest on several TV and national radio shows. Famous for her wit, charm, and southern style, Cookie delivers her straight

forward, no nonsense strategies for taking the struggle out of success in a manner that is informative and entertaining every time.

In her book, *Climbing The Ladder of Success Without Stepping On Your Values*, Cookie shows women how to tap into their wisdom and skills, unleash their potential to get and stay at the top of their game and ahead of the competition – all without getting caught up in the game of second guessing and self-sabotage.

In 2008, after living a lifetime in her hometown of Baton Rouge, Louisiana, Cookie decided it was time to start a new chapter, so she moved to Lafayette, Louisiana, and has not looked back. She is the proud mother of two children, and grandmother to six beautiful grandchildren who bring her lots of joy and teach her lessons every day.

For more information about Cookie and her programs, visit www.CookieTuminello.com

(1849 characters)



101 Word Count

As founder and CEO of the top coaching and consulting firm Success Source, Cookie seasons her powerful leadership and team development programs with a unique and entertaining style that combines humor and humanity. She is an accomplished author, mega-motivational speaker, and stellar leadership and team development coach. Her clients include CEOs, managers, business owners and organizational leaders who want to get results now. Built on solid business practices, Cookie offers leadership and personnel training that help you and your team cut to the chase, stop wasting time, and tackle issues head-on – ultimately creating a healthier bottom line. Get powerful results at www.CookieTuminello.com.

69 Word Count

Founder and CEO of the top coaching and consulting firm Success Source, Cookie provides powerful leadership and team development programs with a dash of humor and humanity. An accomplished author and stellar leadership/team development coach, she offers powerful training sessions that help you and your team cut to the chase, stop wasting time, and tackle issues head-on – ultimately creating a healthier bottom line. Get powerful results at www.CookieTuminello.com.

44 Word Count

Cookie Tuminello, accomplished author and stellar leadership/team development coach, provides training sessions that empowers you and your team to cut to the chase, stop wasting time, and tackle issues head-on – ultimately creating a healthier bottom line. Get powerful results at www.CookieTuminello.com.



Speaking/Workshop Topics

NOTE: All talks can be customized to accommodate keynote and/or workshop needs.

The New Leadership Paradigm: Catch Up or Lose Ground

There is a major transition going on in our economy and in our businesses. Your leadership skills and how you motivate your team can make the difference between 'surviving' and 'thriving.' Building an environment of exceptional soft skills will set you apart from other businesses that refuse to embrace the new shift in the economy. Cookie will show you step-by-step strategies that create value-based leadership skills, which are more intentional, more sustainable, and ensure you get better results in less time and without a lot of trial and error.

Leadership in Today's Marketplace: Rev Up Your Team to Get Results

The marketplace is evolving and the way businesses do business is changing. Old models are no longer working. This new era of business will require leaders to have not only tech savvy skills, but cultivate exceptional people skills as well. The degree to which you and your business are successful will be your ability to adapt and implement needed changes quickly and efficiently. Those that are not willing to change and simply take a 'wait and see' approach won't survive. In this workshop, Cookie will show you strategies that will help you create powerful, productive teams and be the leader you were born to be.

Taking the Struggle Out of Success

Building a thriving business and igniting powerful teams is a CHOICE: The struggle part is 100% optional. You can create successful businesses and powerful teams when you implement the right tools, the right tactics, and the right mindset. In this workshop Cookie will show you step by step how to become more confident, productive, and profitable, create more realistic expectations for yourself and your team, and eliminate any unnecessary second-guessing and fear that can keep you stuck. And that equals SUCCESS!



Powerful Conversations That Get Results: Everything You Need To Know About Creating Powerful, Productive, Successful Teams

Building successful teams takes more than money and mortar – it takes people skills, clear directions and clarity from the top down. You can't create productive cohesive teams without clear, concise communication. You can't establish a work environment that fosters integrity, accountability, responsibility, and commitment without good communication skills. In short, almost every facet of a well-organized entity revolves around mastering the art of creating exceptional soft skills. The good news is that with the right tools and strategies you can become the High Performance Leader and Powerful Communicator you were meant to be.

Work/Life Balance: Contrary to Popular Belief, It IS Possible

Employers and employees alike are struggling to find a reasonable work/life balance. Too often most of us are juggling far too many things in our lives. Between the demands of deadlines and increased workloads in our business world, counteracted with our desires to create a harmonious and happy home life, something has to give. Sooner or later one area of our life dominates the other causing friction in our workplace and/or our home. In this workshop, Cookie will show you step by step how to create more productivity, effectiveness, and get better results without sabotaging yourself and your business with more time off to enjoy your success.

Climbing the Ladder of Success... Without Stepping On Your Values

The marketplace is changing and so are the dynamics of what it means to be a business leader in the world today. Don't hang back, don't accept the status quo, don't give away your power, and don't try to fit into another's expectation of what you should do.

It's time to step up, claim your place on the ladder of success, say what you mean and mean what you say, so that you are heard and taken seriously.

Cookie will show you how to implement the right strategies, tools, and mindset to become more confident, profitable, and create more realistic expectations while eliminating the second-guessing and fear that can keep you stuck.



What My Clients Are Saying

"I really enjoyed absorbing all this new information and I can't wait to use it." – K. May

"Great content. Very informative, helpful, inspiring, and motivational." – S. Naquin

"This was one of the most informative presentations I have ever attended. Thank you." – A. Lewis

"Loved it. An eye opening and inspirational presentation." – R. Trahan

"Very clear, direct and understandable on what is needed to improve my leadership skills." – S. McCain

"Very inspiring, clear direction on how to empower my team to get results." – R. Harson

"Very well spoken and able to get your points across. Thank you." – J. Leboeuf

"Cookie is very engaging, confident, and motivational. Enjoyed hearing what she had to say." – R. Bayham

"Excellent motivation to make changes today that make a difference." – L. Storer

"Informative, enlightening, empowering presentation about the challenges women face in the workplace on a daily basis." – M. Terito

"Cookie was interesting and dynamic." – B. Hodges

"Cookie's information was practical and presented humorously." – K. Young



Event Questionnaire

We ask that you complete this questionnaire at least 30 days prior to your event. This will greatly help Cookie in preparing for your event. Please complete all applicable information and fax it to 337-269-5957 OR email it to Cookie@CookieTuminello.com.

Event/Organization: _____ Date: _____

Location: _____

Start Time: _____ End Time: _____

What is Cookie's role? _____
(Opening or Closing Keynote, Luncheon Speaker)

Describe your audience: _____
(Briefly describe industries represented, and any other audience demographics)

What are your audience's immediate needs as it relates to Cookie's speaking topic?

(Briefly describe the top 3 most pressing challenges your audience is facing)

Number of attendees expected? _____

Are there any sensitive issues, or topics which should be avoided?

Event Setup: _____
(Please describe stage setup, equipment provided by you, etc.)

Is Cookie provided with a display table or booth? If so, what size?

What are your speaker guidelines, if any, for promotions made to your group?

Contact Person: _____ Email: _____ Phone: _____



For Interviewers

Interview Questions – Leadership/Team Development

1. You talk a lot about the “New Leadership Paradigm” and how it pertains to being successful in business. What exactly is this new shift that you talk about?
2. Why are soft skills more important than being tech savvy in today’s marketplace?
3. Why is it so important that leaders and their teams incorporate these new skills into their business model?
4. What do you see as the biggest challenges facing today’s entrepreneurs and business people?
5. What are a few of the necessary qualities employees need to possess in order to be effective team leaders?
6. Why is it so important now for all leaders to hone their leadership and communication skills?
7. What, in your opinion, are the key ingredients to developing a successful work/life balance?
8. You talk a lot about managing your commitments, not your time. Why is that so important?



For Interviewers

Interview Questions – Climbing The Ladder of Success Book

1. Cookie, we know you're a business coach and have been doing this work for many years. What was the motivation behind writing Climbing the Ladder of Success?
2. What would you say is unique about your book?
3. You talk about setting boundaries in your book, Cookie. Why is that so important in today's society?
4. Can you explain a bit about what core values are and how they affect our day to day life, both in the office and out?
5. I never looked at values in quite that way. Can you give us a couple of examples of what you believe are necessary core values to cultivate in our own lives to ensure success?
6. Most people have difficulty in saying no and sticking to their guns. Could you perhaps share a couple of pointers on how to avoid being coerced into saying yes when we really mean no?
7. I've heard it said time and time again, "My boss just doesn't seem to listen to me when I speak with him!" Cookie, is there a way to get a request across without seeming like a nag?
8. The previous question is a perfect lead-in for my next one which is how to ask your boss for a raise. How can a person do this without sounding like they're complaining?
9. In your book you state that we should start every day with an intention statement. Do you think people really have time in today's workplace to do this and is it really important?
10. In closing, what would be the one piece of advice you'd like to pass on to our listeners to help them climb the ladder of success with less stress?