## KEYNOTE SPEAKER

Creator of Feedback Fitness
Leadership Speaker | Feedback Culture Specialist



## Meet Sue Anderson

Sue Anderson is a trusted authority on leadership development, feedback culture, and psychological safety. She is a speaker, author and coach.

For nearly two decades, Sue has helped organisations reframe feedback from fear to performance. As creator of the Feedback Fitness Framework, Sue equips leaders with a clear, step-by-step structure that makes feedback conversations safe, practical and effective. She's worked with leaders across government, education, healthcare, finance, manufacturing, mining, utilities, transport and more.

#### Her Topics include:

Empowerment • Confidence • Motivation • Communication • Leadership

#### Sue's Books:

Sue is the author of 'Feedback Fitness' and two other books in the areas of leadership, and empowerment.



### RELATABLE. ENGAGING. EXPERIENCED.



"My role is to help the delegates to think differently about feedback. I help people to step into their own power to choose how they respond to feedback, and help them see that their value and worth is not linked to what they do. When you combine belief, power and esteem, your feedback conversations are transformed."

Let's make your event one to remember!

#### Relatable:

Sue gets it—because she's been there. She knows the fear, hesitation, and pressure that often comes with feedback conversations. Her honest, human approach instantly connects with leaders and creates a safe space for growth.

### **Engaging:**

Sue's keynotes are **energetic**, **real**, and full of 'that's me!' moments. With **warmth and humour**, she keeps delegates **engaged** while delivering practical insights leaders can apply straight away.

### **Experienced:**

With over eighteen years of leadership coaching and the development of her more recent Feedback Fitness Framework, Sue brings trusted strategies that work. She's helped thousands of leaders turn feedback into a powerful tool for performance.



Sue Anderson \*

Sue's Impact

Sue's superpower is her ability to gracefully challenge the way the audience thinks about feedback.

Let's be honest, feedback can be terrifying AND transformative. And it's about time we talk about it.

It's such a juicy topic - Sue speaks about connection, trust, emotions, and empowerment.

Sue will meet your delegates where they are, then gently challenge their current thinking about feedback with thought-provoking questions that invite actionable change.

Her ability to use **highly relatable stories and humour** quickly puts everyone at ease!

A trusted pioneer in creating psychologically safe workplaces.





## COURAGE. GROWTH. CHOICE.

## Keynote: 'Feedback Fitness: The Future of Feedback is Here'

#### Themes:

Courage. Growth. Choice.

#### Audience:

Leaders (and potential leaders) ready to shift from feedback avoidance to high-impact conversations that drive performance.

#### Session Summary:

In this compelling keynote, Sue shares how a simple mindset shift changed her relationship with feedback. Using the Feedback Fitness Framework, she shares strategies for moving from discomfort to confidence in having feedback conversations that matter.

- Understand why many leaders avoid feedback conversations—and how to reduce that avoidance.
- How to use the Feedback Fitness Framework to build trust that invites a safe feedback culture within teams.
- How leaders can set up their feedback conversations so they feel more courageous and confident and know what to say, and how to say it.
- How to model feedback resilience.
- How not to take feedback personally.



## SAFETY. COMMUNICATION. LEADERSHIP.

### Keynote: 'The Art of Psychologically Safe Feedback Conversations'

#### Themes:

Psychological Safety. Communication. Leadership.

#### Audience:

Leaders in Occupational Health & Safety, Work Health & Safety, Safety & Wellbeing, People, Safety & Culture.

#### Session Summary:

Sue explores how feedback conversations are linked to Psychosocial hazards and how to reduce the risk of psychological harm.

- Identifying the psychosocial hazards that are linked directly to feedback conversations.
- How to use the Feedback Fitness Framework to establish trust and connection.
- The emotional cycle of feedback and how to manage it.
- Simple techniques for feedback conversations that connect.
- Strategies for helping leaders to build trust through vulnerability and curiosity.



### LEADERSHIP. CONNECTION. EMPOWERMENT.

## Keynote: 'Mindset Over Muscle: How Leaders Can Build Feedback Fit Teams'

#### Themes:

Leadership. Connection. Empowerment.

#### Audience:

Leaders ready to shift from feedback avoidance to high-impact conversations that drive performance.

#### **Session Summary:**

Strong leadership isn't about having all the answers—it's about staying open. In this keynote, Sue explores the inner mindset shifts that help leaders face feedback conversations with confidence, even under pressure. Learn how to lead with calm, clarity, and courage.

- A clear process leaders can use to set up, implement, and revisit feedback conversations.
- The thinking styles needed for feedback conversations.
- How to make feedback a habit, not a horror.
- Tools for turning tough conversations into trust-building moments.
- The 'Feedback Fitness Framework' for leaders.



# More than a Keynote

Add more value for your delegates by including a Concurrent Session or Workshop.

#### **Break Out Session:**

'Cultivating a Feedback Fit Culture in your Organisation'

#### Themes:

Capability. Culture. Performance.

#### Audience:

CEOs, HR, OD, & OHS leads who are ready to build an organisational culture where feedback is safe, expected, and empowering.

#### Session Summary:

In this practical, fast-paced workshop, Sue will connect culture, compliance, and capability, giving you the tools to strengthen trust, reduce risk, and accelerate improvement across your organisation.

- How to embed a culture that fuels continuous improvement.
- Fifteen ways to incorporate feedback into your existing systems.
- How organisations can quality check the effectiveness of their feedback systems.



## **Break Out Sessions**

Add more value for your delegates by including a Concurrent Session or Workshop.

### Break Out Session: 'How to Lead Feedback Rejecters'

#### Themes:

Leadership. Communication. Connection.

#### Audience:

Leaders who lead 'interesting' people (if you know you know).

#### Session Summary:

This practical session unpacks the psychology and thinking styles behind the fear response of Feedback Rejecters. Sue shares strategies for leaders to shift the conversation from power struggles to partnerships.

- Learn how to identify Feedback Rejecters.
- Understand the mindset that drives the Feedback Rejecters' fear response to feedback.
- Strategies for encouraging Feedback Rejecters to embrace, not avoid feedback conversations.



# Before Your Event

#### In preparation for your event Sue can:

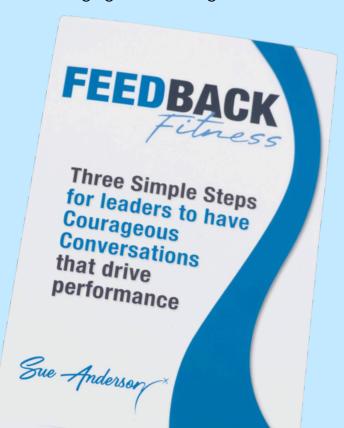
- Design a Keynote specifically for your organisation and industry.
- Assist with the development of promotional material.
- Use Sue's social media to promote your event.
- Provide books for delegates.
- Record a promotional video.
- Invite your delegates to complete the online Feedback Fitness Self-Assessment to determine their level of Feedback Fitness.



# **During Your Event**

#### During your event Sue can:

- Deliver a Keynote tailored specifically to your event theme and delegates.
- Extend the standard Keynote to a 90-minute Workshop.
- Add a Break Out session to complement the keynote.
- Provide books or other resources as prizes.
- Take questions from your delegates.
- Help your delegates fall in love with feedback.
- Get your delegates up, moving, (and even laughing about feedback) without cringey role-plays!
- Provide tools and strategies your delegates can implement immediately.
- Invite your delegates to opt in if they would like further resources.
- Stay after the Keynote to engage with delegates.



## After Your Event

#### After your event Sue can:

- Provide additional downloadable resources for your delegates.
- Conduct customised follow up webinars for your delegates.
- Invite your delegates to sign up for Sue's regular Blogs.

Record a short bonus video for delegates, 'What I didn't say on Stage', to keep



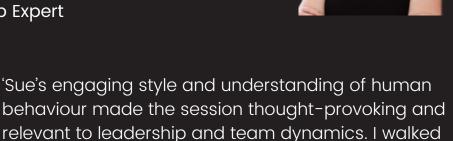
## Sue's Testimonials

'Absolutely brilliant! Sue helps reframe feedback and provides a logical and evidence-based framework. Very engaging, thoughtprovoking and informative.'

Diana Wilson, Coordinator, Frankston City Council

'Fun and engaging. Full of practical tips to improve giving and receiving quality feedback. Sue is an expert in her field! A must for all leaders.'

Alison Crabb, Retail Leadership Expert



Lisa Cranham, Manager, St John of God Geelong Hospital

'Sue provided a highly energetic and interactive workshop with Feedback Fitness. Skills are transferable to all situations - Workplaces, sport and life in general. I highly recommend Sue.'

Ros Weadman, Director, Marcomms Australia









### Keynotes:

- 'Feedback Fitness: The Future of Feedback is Here.'
- 'The Art of Psychologically Safe Feedback Conversations.'
- 'Mindset Over Muscle: How Leaders Can Build Feedback Fit Teams.'

#### **Break Out Sessions:**

- 'Cultivating a Feedback Fit Culture in your Organisation.'
- 'How to Lead Feedback Rejecters.'
- Looking to shape the keynote around your event/organisation's unique challenges or theme? Sue can tailor a session that hits the mark for your event.
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