

# JAN SPENCE



**Jan Spence**, CSP (Certified Speaking Professional) is an international speaker, trainer and consultant. With contagious charisma and a zest for life which make her an excellent motivator and leader, Jan uses her vast knowledge in sales, marketing, and business operations to help numerous clients including Pillsbury, Walmart, and Frito-Lay incorporate Cheer Leadership® into their culture.

**“I just heard the best speaker at an industry event ever.”**

*– Kevin Udell, Director of Sales, Jekyll Island Authority*

## **“It’s Game Time! Leadership Lessons from a Former Pro Female Football Player”**

Words have profound power – they can lift someone up or tear them down. Jan Spence shares how pursuing her life-long dream of playing professional football lead to the unexpected opportunity to affect change through encouraging words and simple actions. In a time of hateful words, her invaluable lessons teach others how Cheer Leadership® can transform any group into a cohesive unit.



## **“Dare to be Different! 3 Keys for Goal-setting Success”**

Research shows that only 4% of people meet their goals each year. In this interactive, high-energy session, Jan Spence will provide participants with a fresh, innovative perspective on how to develop a game plan and maintain momentum to achieve their goals and objectives. Based on Jan's extensive experience helping organizations, associations, and individuals explore their full potential, she will expose attendees to a different approach to goal-achieving.



## **“Creating a Sales Culture Mindset to Increase Revenue”**

Many professionals and business leaders do not see themselves in the “sales” business. In order to ensure the longevity of their organization, they must learn to differentiate themselves by actually connecting and building a relationship with prospective customers beyond traditional methods. In this highly interactive, engaging presentation, attendees will be challenged to change their mindset and embrace the outlook that everyone in the business has a sales role (but not in that “icky used car kind” of way) to ensure the success of the organization.

**“I worked with Jan for TEDxBrowardCollege. Her speech captivated as we voraciously took in every word and movement. She is the definition of inspiration.”**

*– Betty Eugen e-King  
TEDxBrowardCollege*

# HIGH ENERGY. HIGH IMPACT. REAL RESULTS.

Jan and her husband, Mitch, launched the second FiltaFry franchise in the US in 2003. As CEO, Jan built such a successful operation that they were awarded the “2005 Franchisee of the Year” by the International Franchise Association. Meeting their four-year plan, they sold the business in 2007 at 300% ROI. Since then, Jan has circled the globe as a trainer, consultant and speaker for franchisees, associations and companies helping them “Dare to be Different”!

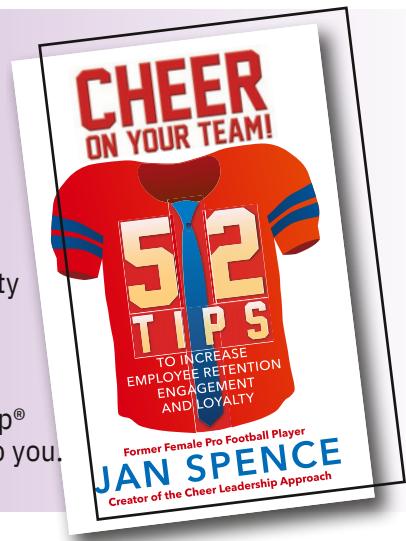
As a member of the National Speakers Association, Jan combines the lessons she learned playing football with her business expertise to inspire people to make a difference through “Cheer Leadership®.” Known for her highly interactive, entertaining and inspirational style, she recently taught in Panama, Romania, Switzerland and Uganda.

**“I can’t tell you how much I enjoyed Jan’s presentation. I was the one in the back of the room with tears rolling down my face.”**

*– Vickie Corder, Helms-Briscoe*

## Are you a business leader who struggles to engage and retain your employees?

Do you have managers who are spinning their wheels trying to motivate their staff with little budget to train them? Are your efforts to relate to a multi-generational workforce and gain loyalty leaving you frustrated? This book guides you through simple, practical ways to connect with, acknowledge and elevate your staff to increase productivity, creativity and morale. Author Jan Spence’s remarkable experience of trying out for a women’s pro full-tackle football team taught her how the power of words and encouragement can transform a group of strangers. She watched in amazement as morale and performance flourished in a matter of minutes. By implementing this easy and effective Cheer Leadership® approach, your team will excel on the field, become more engaged and increasingly loyal to you.



## CLIENTS

