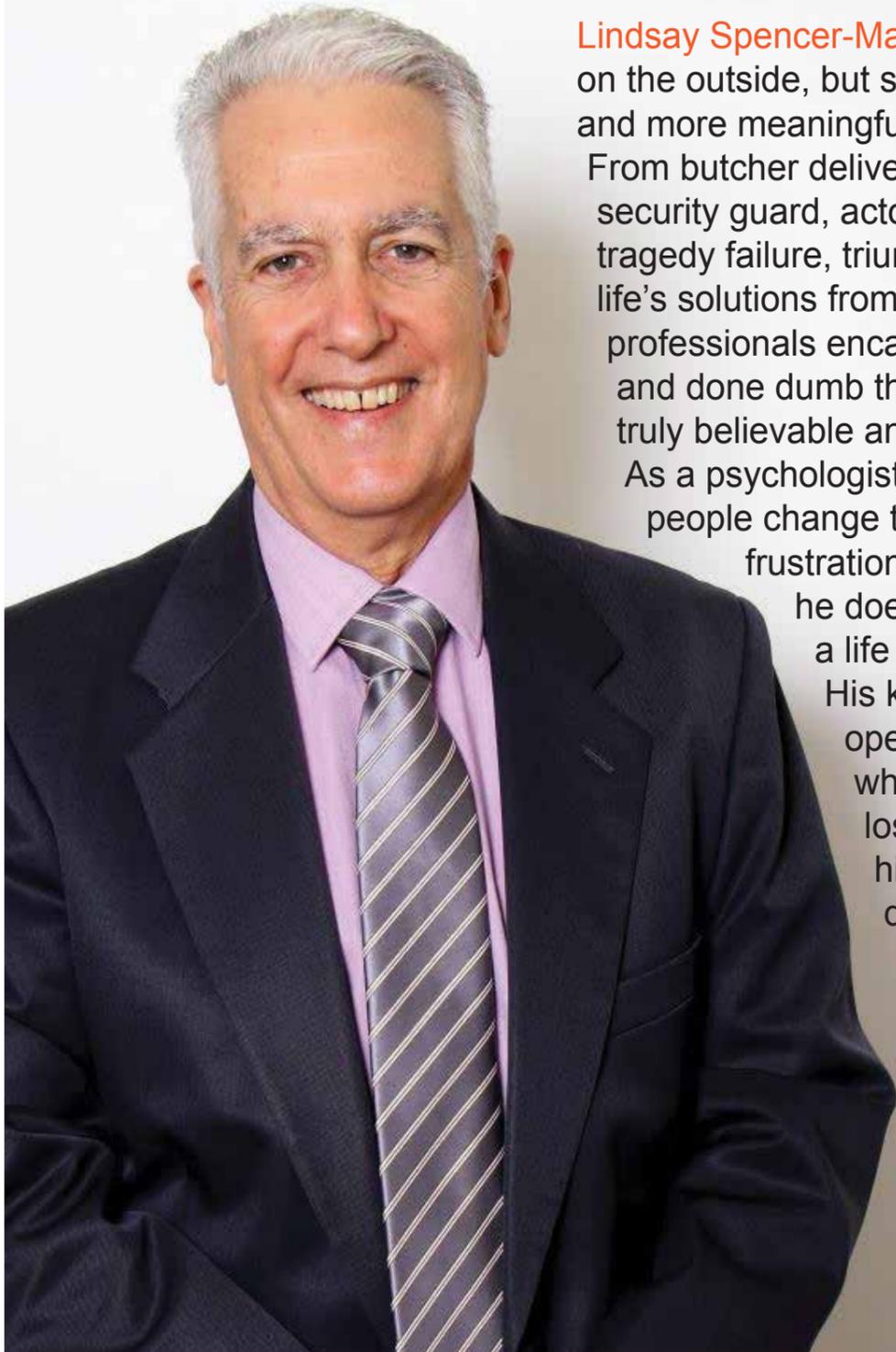


# GREAT (((CHANGE))) MAKER

MEDIA KIT

## WHO IS THE GREAT CHANGE MAKER?



**Lindsay Spencer-Matthews** is the guy who helps those smiling on the outside, but struggling on the inside, achieve a richer, fuller and more meaningful life.

From butcher delivery boy to corporate spy, multi-level marketer to security guard, actor to author, Lindsay's life has included heartache, tragedy failure, triumphs and extraordinary success. He does not deliver life's solutions from an ivory tower enveloped in that superior air some professionals encase themselves in; he's scraped his knees (more than once) and done dumb things. It is these foibles and experiences that makes him truly believable and engaging.

As a psychologist with over **20 years experience**, he has helped thousands of people change the way they think about the way they think. His greatest frustration is that his busy private practice limits his influence. While he does touch 300 lives a year, he wants to help more people live a life of significance and peace – inside and out.

His keynotes and seminars are **delivered with humour** and openness because Lindsay reckons he is the poster boy for why clever people do dumb things. He has made millions and lost millions. Had disastrous personal relationships. Collected his fair share of speeding tickets...and worked in jobs he despised. That's why he wrote his book **Why Clever People Do Dumb Things**. He recognises there are some really basic thinking mistakes ordinary people make and he is making it his life's work to help others identify those thinking errors and empower people to **"think differently about the way they think"**. With a number of academic achievements under his belt, awards for public speaking and amazing outcomes achieved through his private practice for his clients, Lindsay leaves people **informed, motivated and equipped** to make changes in their life.

## INTERVIEW TOPICS

- Why human beings do not get on
- How to be productive - in life and work
- Surviving corporate life
- Managing conflict
- Why clever people do dumb things
- Cope with life's frustrations
- Have career satisfaction
- Sales and marketing
- Understanding human behaviour
- Communication
- Personal development
- How the brain works
- Boosting performance

## ABOUT THE BOOK

Why Clever People Do Dumb Things gets you to rethink your basic understanding of human behaviour; positively influence your own unworkable behaviours; and relish and exploit the things that fill your life with joy.

Discover some very normal but fundamentally flawed thought processes that often trap us in a cycle of repeated behaviour that just doesn't work. It sets out a process for engaging in change very deliberately. It begins with a really basic challenge to the reader questioning the idea of 'self-control' and leads through to ways to reduce the number of 'Oh No!' moments in life whilst increasing the number of 'Oh Wow!' moments.

