

I've known Andy for many years and can personally endorse him as a business professional and speaker.

I've worked alongside him as a speaker as well as used him at some major customer events for Brother UK.

Prior to our own event, Andy was very meticulous in ensuring our messaging was fully understood so that his content was spot on and the audience feedback supported this.

Wherever I go, Andy is held in very high regard and I can personally endorse him as someone who is easy to do business with, professional and also great to work with.

**Phil Jones MBE,
Managing
Director,
Brother UK**



Introducing Andy Lopata

An expert on building, nurturing and leveraging professional relationships, Andy Lopata was called 'one of Europe's leading business networking strategists' by the Financial Times and 'a true master of networking' by the Independent. He is the author of four books on networking and professional relationships and has been quoted in a number of other business books.

Andy travels widely, speaks globally and has been quoted extensively in the international press. Andy is a Fellow and Director of the Fellows Community of the Professional Speaking Association (PSA), a Fellow of the Learning and Performance Institute and a Master of the Institute for Sales Management. He was awarded the PSA Award of Excellence in 2017.

Andy's clients and audiences over the years have included the BBC, Paypal, Wembley Stadium, GlaxoSmithKline, Allen & Overy, HSBC, Brother International Europe, Wella, Hong Kong Broadband Networks, Said Business School, the Prime Minister's Office in Dubai and many more.

“From the get go, Andy captured his audience with his engaging personality.

The title 'Just Ask' felt very personal but looking at my fellow attendees I could see the light bulbs come on in the room as he brought the topic to life.

Asking for help, for me, has always felt like a sign of weakness. Andy completely blew this reasoning out of the window.

I have kept his flyer in my note pad for easy reference. We undertook a practical exercise that really got us thinking about our own vulnerabilities and how we can exploit these tools in a positive manner.

A thoroughly compelling presentation that has left a memorable impression.

Maria McNamee,
Private Client Director,
Metrobank

Just Ask



Go to <https://bit.ly/2uDOdAk> to play highlights of this presentation

You can't do it all on your own.

Whatever you think about your abilities, and whatever you'd like other people to think, you will achieve so much more in your career and in your role if you're open to the support of others. Yet, unfortunately, whether because of time pressures, the need to save face or sheer lack of focus, very few of us achieve anywhere near the level of success that our network could help us reach.

This session is designed to help you change that. Over the course of this interactive session, Andy will share some powerful stories from his new book, 'Just Ask' and we will look at:

- Why we don't like to let anyone help us
- The importance of a trusted network and where to find it
- When and where to share
- The role of mentors and sponsors
- Mastermind groups
- How networks can give us key business intelligence
- Innovating and creating new ideas with the help of our network
- The support offered through online networks

Participants in this session will go away with a much clearer focus on how to harness the power of their network to find answers, to challenge them and to drive their career or business to the next level.

"I first got to know Andy as he gave an eye opening keynote during a kick off held in Barcelona.

Following this keynote, I was given an opportunity to join a training that Andy gave on building professional relationships. The training gave instant results.

At the time I was engaging a global enterprise within my region. Leveraging the techniques learned through Andy, my main contact provided an important referral on the operational side. This was a fantastic experience and a solid proof on what wisdom Andy shares.

Andy is a thought leader, speaker and fantastic trainer within the field of building professional relationships."

**Jesper Olsson,
Solutions Account
Manager, Corporate
Business,
Brother Nordics**

How NOT to Get Referrals



Go to <http://bit.ly/2iOCZOD> to play short highlights of this presentation

With growing competition, a less regulated marketplace and more demands on budgets, it's becoming harder and harder to win new business. Yet still so many law firms leave potential new revenues untapped and unexplored.

The reason is very simple. Across a range of industries, referral strategies range from tired and predictable to passive to simply non-existent. And the legal world is no different. A large number of lawyers become complacent when it comes to referrals and simply expect them to appear or rely on Partners to generate new enquiries.

As a result, potential new business simply goes elsewhere.

In this talk, Andy will share with you the key mistakes he sees practiced by so many unsuccessful firms time and time again. The mistakes that ensure that they don't get anywhere near as many referrals as they should.

Just One Reason – The Power of Professional Relationships

“Andy delivered an excellent session at a recent leadership event I attended.

If you had asked me beforehand whether I enjoy networking, my honest answer would have been no, because I probably viewed it as a time-bound, transactional thing.

Andy really changed my thinking. The key thing I took away was that networking is a long-term, organic thing.”

Robert McNair
Strategy & Change
Manager, RBS



Go to <https://youtu.be/zyeXtR-qfD8> to play highlights of this presentation

Successful organisations, projects and careers rest on strong relationships. Whether with colleagues, clients, suppliers, investors or others, if you have a network developed on deep relationships, you then have people who will refer you, advocate for you, feed you advice and insights and support you in whatever ways you need.

In this brand new talk, Andy explores the fundamentals of building, nurturing and leveraging strong professional relationships. During the session he looks at:

- Where are the gaps in your professional relationships?
- Understanding the ‘3 I Pie’ and how it helps projects thrive
- The importance of cognitive diversity
- The 7 Stages of Professional Relationships
- When to be transactional and when to be friends
- Knowing how to make it easy for your connections to support you when they are ready to

Connected Leadership

“Andy has successfully been working to support me at Molnlycke over the past few years and in a number of different ways.

His enthusiastic and interactive presentation at our National conference was very much appreciated by all and his series of workshops for my leadership team has been put to significant positive use.

Effective networking is critical to our organisation and like many others, resonates strongly within the challenges we face as an industry.”

Shona MacDonald,
Business Director
UK & Ireland,
Wound Care.
Molnlycke Health
Care



Go to <http://bit.ly/2h4mEHw> to play a short clip of this presentation

Why are professional relationships relevant to top leaders? How can you make a difference by connecting with key employees, stakeholders, influencers and others?

Andy interviewed a number of top leaders on the role their relationships have played in their success and in this presentation he shares their thoughts, combined with his experience of the power of networks.

What You Will Learn

- The role professional relationships play in successful businesses
- How to identify your brand as a leader
- Why your values need to be congruent with the values of your organisation
- How your network can communicate your brand and your values
- The importance of mentoring
- The role of strategic alliances
- How your network can keep you in tune with what is happening in your company, in your industry and beyond
- The importance of long term relationships