ISAAC LOMMAN

KEYNOTE SPEAKER ON THE PSYCHOLOGY OF ACTION

YOUR TEAM SAID YES. SO WHY IS NOTHING CHANGING?

Agreement isn't action. Isaac shows leaders how people really decide, then makes the next action automatic, live, in the room.

+42%
Aureus Financial's best-ever month as Head of Sales, from $830K to $1.18M

60,000+
tickets sold at Adelaide Fringe, a Top 10 highest-selling show every year 2016–2022

EVERY WEEK
putting what he teaches to work, live, in high-ticket sales conversations

FLAGSHIP KEYNOTE · 60 MINUTES

THE UNSPOKEN YES

Most change doesn't fail because people disagree. It fails because they agree, and then nothing happens. Isaac shows your leaders why stated buy-in doesn't predict behaviour, and how decisions are really made: emotionally first, logically second. Through live demonstrations your audience feels this happen in their own minds, then leaves with a simple way to turn the next yes into a first action.

01 **Agreement isn't commitment.** Stop counting nods. Ask for, and measure, the first action.

02 **Every decision is made twice.** Lead with what the change means to each person, then the plan.

03 **People act on the smallest clear next step.** Replace "get on board" with one defined first move.

Ideal for leadership offsites, development days and association CPD events, ahead of a restructure, new system, new strategy or culture shift.

EVERY ATTENDEE LEAVES WITH THE MONDAY KIT

One-page tools for each takeaway and a 5-day follow-through course, so the change keeps happening after the talk. Organisers receive a post-event report on how the tools were used.

What is agreement without action costing you? Ask for the Agreement Gap calculator.

ONE FIELD. EVERY LEVEL OF YOUR ORGANISATION.

LEADERS	**The Unspoken Yes** Turn buy-in for change into first actions
SALES TEAMS	**Selling Subconsciously** Full-day workshop: turn "sounds great" into a decision
EVERY INDIVIDUAL	**Hypnotic Habits** Make good habits automatic, without relying on willpower

CHOOSE THE DEPTH OF CHANGE

Keynote
60 minutes, tailored to your theme and your change

Keynote + 30-day activation
Manager toolkit and follow-up, measured on one metric

Keynote + workshop
Plus a full-day Selling Subconsciously workshop

> "The lift in his team's performance was not luck. It was the result of a clear process, consistent accountability, and a leader who did the work himself before he ever asked it of anyone else."
>
> JACKSON MILLAN, CEO, AUREUS FINANCIAL GROUP

Isaac Lomman is a keynote speaker on the psychology of action: how people actually decide, and how to make the right action automatic. As Head of Sales at Aureus Financial Group, he led a seven-person team to the company's best-ever month, from $830K to $1.18M, and every week he puts his methods to work in live high-ticket sales conversations. On stage, he has sold more than 60,000 tickets at Adelaide Fringe, with a Top 10 highest-selling show every year from 2016 to 2022.

ORGANISATIONS ISAAC HAS WORKED WITH

Toyota · Mitsubishi Motors · AMP · Knight Frank · Harcourts · Pitcher Partners · Elders · MFAA · Civil Contractors Federation · Entrepreneurs' Organization · Sky City · La Trobe University · The University of Adelaide · Mazda

AS SEEN ON

sunrise · Studio 10 · 7NEWS · 9NEWS · Triple M · MIX 102.3 · The Advertiser · news.com.au

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