

SPEAKER & WORKSHOP KIT

Danielle Dobson

The Better Response™

Responding better in the moments that matter.

Stronger connections. Better decisions. Better business outcomes.

WATCH DANIELLE SPEAK



It begins with a better response.

I believe every person has brilliance within them. My job is to help them, and the people around them, see it, own it and build it. I think of myself as a gold miner: asking thoughtful questions, listening closely and helping people find the gold they sometimes overlook in themselves and each other.

When people recognise what they bring and understand each other better, they contribute more confidently, work through differences and make better decisions. That matters for the people involved and for the performance of the business. In a session, that means your audience leaves with shared language and one better response to try.

Responding well starts with understanding well. That's what I help people build, one moment at a time.

> *"Small better responses, repeated, build patterns. Those patterns shape what becomes normal, and what becomes normal shapes how we work and live."*
>
> *Danielle Dobson*

WHY DANIELLE

Commercial depth. Human understanding.

Danielle Dobson is an award-winning speaker, leadership strategist, author of Breaking the Gender Code and creator of The Better Response™.

The Better Response™ is a practical approach to moving from automatic reaction to considered choice: notice what is happening, understand what is shaping it, and choose a response that serves the people and the work.

With more than 25 years across accounting and finance, research, coaching and facilitation, and experience living and working in five countries, Danielle understands the commercial pressures and human dynamics shaping workplaces.

Her research into the hidden expectations influencing behaviour, combined with applied work with executives, emerging leaders and teams, forms the foundation of The Better Response™.

Danielle brings warmth, care and humour alongside clear thinking and constructive challenge. Practical tools help people carry the work into their next conversation or decision.

TRUSTED BY

Microsoft · Sydney Water · BAE Systems
Workwear Group · Seiko · Russell Investments

FEATURED IN

Australian Financial Review · Forbes Australia
The CEO Magazine · Sydney Morning Herald · ABC Radio

> *"Your passion, knowledge and delivery were exceptional. It's always fabulous to listen to a meaningful keynote, but truly memorable to witness the audience relate and engage."*
>
> **Sarah Lisle**, Manager – Research Entities, University of Wollongong



SIGNATURE KEYNOTE

Volcano Moments: Is There a Better Response?

Responding better in the moments that matter.

Some Volcano Moments erupt in a difficult exchange. Others show up as quiet withdrawal, avoidance or overthinking. How we respond shapes what happens next.

Grounded in The Better Response™, this practical keynote helps audiences recognise familiar responses, question assumptions and understand more of a situation before choosing what to do. Danielle combines relatable storytelling, research and workplace examples with brief guided reflection. Participation suits the audience. No one is asked to share sensitive experiences publicly.

AUDIENCE TAKEAWAYS:

- Recognise default responses and how others may experience them.
- Ask better questions, consider different perspectives and clarify expectations.
- Understand how responses create conditions for others, and when a wider team or leadership response is needed.
- Use CAAPA™, Danielle's practical tool for responding better every day, and identify one better response to test.

WHY IT MATTERS

Addressing issues earlier and clarifying expectations reduces avoidable misunderstanding and supports performance, productivity and profitability.

IDEAL FOR

- Industry and leadership conferences
- Leadership offsites
- Emerging-leader programs
- Team gatherings and sales or customer-facing events.

Also tailored for women-in-leadership and International Women's Day audiences

DELIVERY

- 45–60 minutes
- Conference slots 20–30 minutes
- In person or online.

Examples and participation shaped around your audience and event.

A PRACTICAL TOOL. ONE REAL SITUATION. A BETTER RESPONSE TO TEST.



RELEVANT TO YOUR AUDIENCE. FOCUSED ON WHAT MATTERS.

Leadership · Difficult conversations · Team communication · Accountability · Leading through change

Danielle shapes Volcano Moments around the situations your people face and the responses that could make a difference.

TEAMS

Communication, collaboration and working across silos

A handover misses key information. Assumptions replace a conversation. Explore how better questions and clearer expectations help people work together.

SALES AND CUSTOMER-FACING TEAMS

Customer understanding and stronger conversations

A customer raises a concern and the team moves straight to a solution. Explore how closer listening and better questions reveal what matters to the customer.

EMERGING LEADERS

Confidence, delegation and accountability

A capable expert steps into leadership and keeps solving everything themselves. Explore how to create clarity, delegate and give feedback while building confidence in their own way of leading.

SENIOR LEADERS

Judgement under pressure and leading through change

Competing priorities, urgent decisions and unclear expectations shape how leaders respond and how others experience them. Explore how to respond more deliberately and improve the conditions for their teams.

WOMEN IN LEADERSHIP AND INTERNATIONAL WOMEN'S DAY

Voice, influence and gendered expectations

Unwritten expectations shape who speaks, whose contribution is recognised and who carries more. Drawing on Breaking the Gender Code and Danielle's original research, explore responses that strengthen voice, visibility, influence and congruency.

SHAPED AROUND YOUR EVENT

The keynote's core stays consistent. Danielle shapes the examples, questions and participation around your audience, event theme and desired outcomes.



THE RIGHT FORMAT FOR YOUR PEOPLE AND PURPOSE

Danielle delivers The Better Response™ as a keynote, an interactive online session or a panel contribution, shaped around your audience, purpose and desired outcomes.

KEYNOTE · IN PERSON OR ONLINE

45–60 minutes, with shorter conference slots of 20–30 minutes available

Volcano Moments combines storytelling, research and workplace examples with moments of reflection and participation. Online, the same session is designed for virtual interaction, with guided reflection, chat and practical exercises. People leave with shared language, CAAPA™ and one better response to test.

PANEL HOST AND PANEL GUEST

Conferences · Industry events · Leadership forums

As host, Danielle brings thoughtful preparation, warmth and purposeful questions, drawing out different perspectives and keeping the discussion relevant to the audience. As guest, she contributes insights from her research, commercial experience and work with leaders and teams, making complex human dynamics relatable and practical.

BASED IN SYDNEY

Travels throughout Australia and internationally.

SHAPED AROUND YOUR EVENT

Preparation begins with who will be there, why they are coming together and what would make the experience useful. Where appropriate, Danielle speaks confidentially with three to five audience members beforehand, so the session reflects their real context. Each engagement can stand alone. Workshops and continuing work are on the next page.



BUILD ON THE INSIGHT. PUT BETTER RESPONSES TO WORK.

Workshops give people focused time to practise together. An Application Sprint supports them as they test better responses in everyday work.

WORKSHOPS & FACILITATION

90 minutes · Half-day · Full-day

Work with a live issue: an avoided conversation, unclear expectations, recurring team friction or a change people are finding difficult. Participants understand what is shaping the situation, consider different perspectives and practise more useful responses. They leave with clearer expectations, a conversation they are ready to approach differently, or an agreed team practice to test.

APPLICATION SPRINT

Three sessions · Workplace application between sessions

Choose a situation that matters. Try a different response at work. Return with what happened. Across three sessions, Danielle helps participants examine their experience and refine their next response. A sprint can follow a keynote or workshop, support an existing leadership program, or help an intact team with a shared challenge. Length, spacing and format are agreed around the participants and the work.

WIDER SUPPORT

Leadership development and advisory, individual coaching, and team and leadership-team development.

START WITH WHAT YOU NEED

You may have a clear brief or simply know something needs attention. Danielle recommends the approach that fits the situation and the outcome required. Each engagement can stand alone or connect with other work over time.



Trusted. Transformational. Talked About.

Danielle's sessions resonate across industries, delivering clarity, strengthening alignment, and driving performance that lasts. Here's what leaders and event organisers are saying:

Speaking Events

Practical and Powerful

...an interesting and thought-provoking talk. We've come away armed with knowledge and strategies, not only as a team but as individuals.

Claire Donnellan, Manager – APAC Regional Administrative Services, Russell Investments

High engagement and incredibly positive feedback.

Danielle's expertise, knowledge and evidence-based insights were instrumental in helping us create some of the most successful events that we've had at Workwear Group. Danielle supported everything from planning to hosting. Educational, enjoyable and packed with practical skills. Her warm and friendly style made a real impact.

Vanessa Marven, Group GM, Workwear Group

Still being talked about in the office.

Great, thought-provoking session. So relatable. Plenty of little rocks to continue shifting the equality needle. Still very much a topic of conversation around the office.

Leah Hermassoo, Group Marketing Manager, Harris HMC

Danielle's insights shaped the entire event.

The insights from her research and her counsel have been invaluable in helping us define our approach. Always with outcomes and impact at the forefront.

Carly Little, GM, People, Safety & Sustainability, Workwear Group



Workshops

A trusted guide for the conversations that matter.
Danielle's engaging, ego-free style created space for deep, powerful conversations. Several members said it was one of the best sessions they've ever experienced.

Greg Stevenson, Chair, Vistage Australia

Transformational impact
...my personal insight...last week's workshop has completely elevated our understanding of each other and how we work collaboratively. It has been transformational.

Linda Goldspink-Lord, CEO, Poseidon

She facilitated deep insights, holding the space for genuine contribution and connection.

Joanna Stuart, Founder & Director, Brew Accounting

Danielle combines professional experience with deep personal insight to challenge and inspire.

Tony Holmwood, Principal Consultant, Atturra

Thank you for bringing your energy, warmth, colour and expertise to our virtual summit and professional community. Beautifully presented and expertly executed.

Dr. Sharyn Grant, Founder – Supply Chain Solutions

Danielle's session combined clarity, warmth and personal storytelling to drive connection and insight. Her approach is inclusive, uplifting and transformative.

Natalie Yan-Chatonsky, Founder & CEO, Full Time Lives

NEXT LEVEL SPEAKER OF THE YEAR AWARD 2024

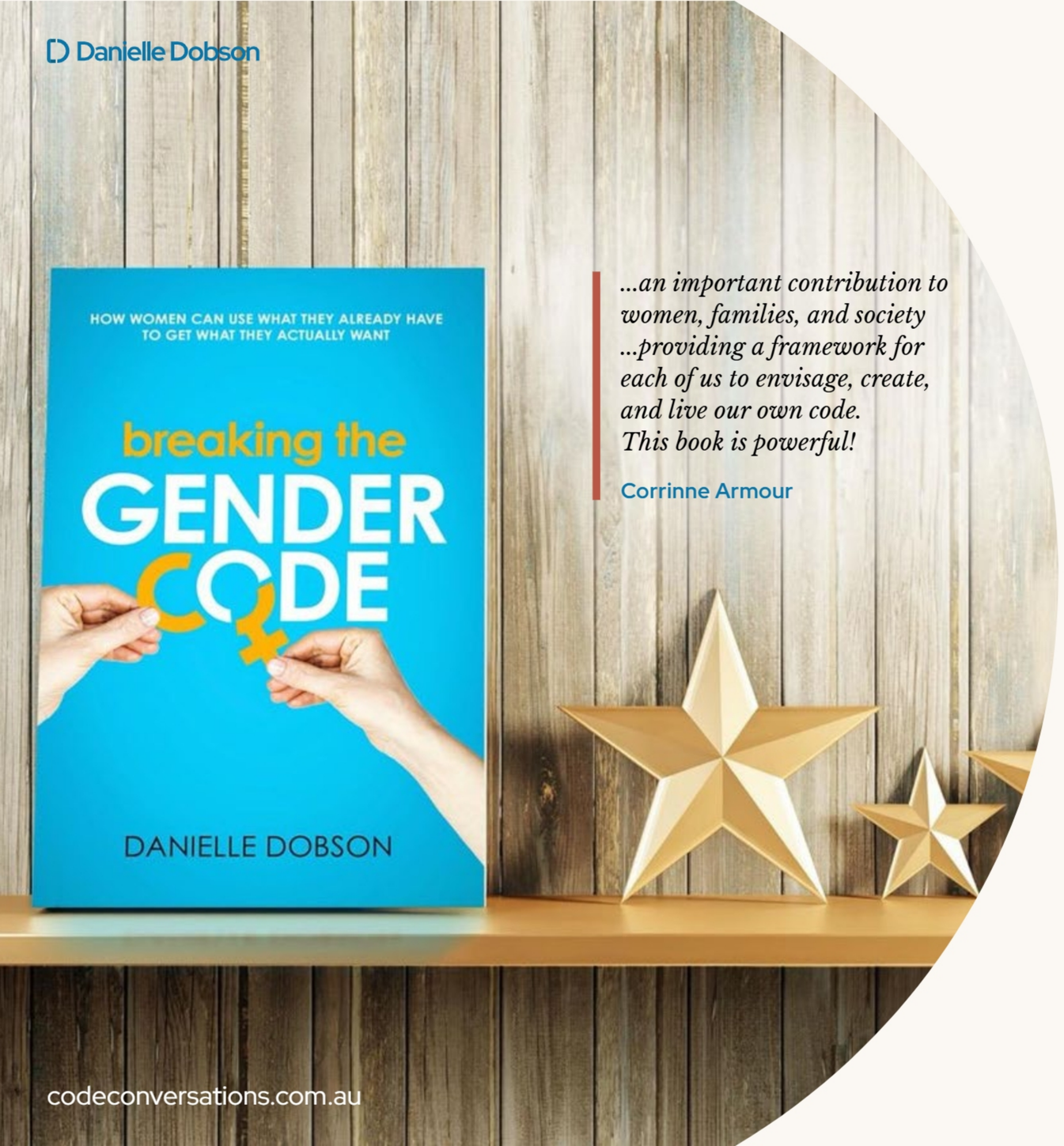
AUTHOR BREAKING THE GENDER CODE

LIVED AND WORKED IN 5 COUNTRIES



Trusted by Leaders





> *...an important contribution to women, families, and society ...providing a framework for each of us to envisage, create, and live our own code. This book is powerful!*
>
> Corrinne Armour

THE RESEARCH BEHIND THE BETTER RESPONSE™

Danielle's research for Breaking the Gender Code explored the hidden expectations shaping how people work, lead and live. That research, combined with her commercial experience and applied work with leaders and teams, forms the foundation of The Better Response™.



Interview with the author

CEO Magazine · Financial Review · smh.com.au The Sydney Morning Herald · Forbes Australia · Women's Agenda · ABC Radio Australia

HR Leader · WIN News · honey · SmartCompany · startup daily. · iWire

Enquiry Process

1. CHECK AVAILABILITY

Contact Danielle with your event date, audience, purpose and location or online format. You don't need a finished brief. Danielle will help you identify what would make the session useful.

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2. REQUEST A PROPOSAL

Following your conversation, Danielle provides a tailored proposal outlining the format, scope, fees, travel expenses where applicable, and agreed inclusions.

3. APPROVAL AND PAPERWORK

The date is secured, a contract issued and a deposit paid to lock in your date.

4. PRE-EVENT PROCESS

We hold a detailed briefing and, where appropriate, Danielle speaks confidentially with three to five audience members to understand their context and challenges. We agree the final format and practical arrangements and can help promote your event.

5. POST-EVENT FOLLOW UP

A debrief and any agreed audience resources help you reflect on the session and support practical application. Where useful, Danielle can discuss options for continuing the work.

START THE CONVERSATION codeconversations.com.au





START THE CONVERSATION

Help your people respond better in the moments that matter.

Planning a conference, leadership event or team session? Let's talk about your audience, what matters to them and what you want the experience to achieve.

Danielle Dobson

Award-winning speaker · Leadership strategist · Author

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