



LOUISE FITZGERALD-BAKER

SPEAKER | AUTHOR | ENTREPRENEUR

Working in market research and change management for 15 years and the property sector for over 16 years, Louise has a diverse range of private sector experience. But after a life altering event, she realised her version of success had become skewed and in seeking to correct it, embarked on a study that changed her life and that of countless others.

Louise is the Founder of the Well-th Matrix™ a Web App that creates a shared language around success and stress so you can pre-empt it rather than be a casualty of it. She is a globally respected speaker on entrepreneurship, financial resilience and wealth and wellbeing.

The author of the bestselling book, The Pink Hard Hat, Louise uses the construction metaphor to coach and teach women about financial insulation. Her book was launched by NAB in 2018 and profiled by Sunrise on the 7 Network, and is about building a life of security, resilience and purpose.

Louise's passions include raising ducks, running with her dog Harley and drinking wine with good friends. She lives with her husband and daughters in a home she designed on acreage near Brisbane.

Previously featured in or spoken for:



Liberty
International
Underwriters.



WOMEN IN DESIGN
AND CONSTRUCTION



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TOPICS

TOPIC 1 - THE WELL-TH MATRIX™ - HOW TO WIN WITHOUT LOSING YOURSELF

Anxiety is on the increase. This is having an impact on workplaces with untreated mental health conditions costing Australian businesses more than \$12.8 billion per year.

In this powerful interactive session, Louise shares her experience of lopsided success, which led her to develop the Well-th Matrix,™ to help you and your team create sustainable balance. With results displayed in real time, Louise provides leadership insights into how you and your team can move towards greater fulfilment at and through work.

In this session you will learn:

- the most common leadership mistake in times of stress and how to recognise and avoid it;
- your personal roadmap to reduce overwhelm and create clarity and breakthrough; and
- the key to achieving sustainable productivity.

TOPIC 2 - THE PINK HARD HAT: HOW TO BUILD A BEAUTIFUL LEGACY

Have you ever wondered how to get started or back up again?

As a qualified social researcher and property developer who has spent years on building sites, Louise uses the Pink Hard Hat as a metaphor for female financial resilience. Using humour and storytelling, she takes you through the 3 key areas she focussed on to change her financial destiny and build a strong legacy for those she loves. This simple framework is a template for success that anyone can adopt and apply immediately.

In this session you will learn:

- The one decision that will change your financial destiny;
- How to stay true to yourself and not lose yourself in your relationships; and
- A daily practice to up-level your life.

TOPIC 3 - LEADING CHANGE WITH COURAGE AND CONVICTION

In times of uncertainty, it can be difficult to lead yourself, let alone confidently lead a team. Drawing on research and personal testimony, Louise shares an unforgettable story that teaches 3 key principles to guide you and your team through change.

In this session you will learn:

- the 3 most important lessons to remember when life deals you a blow you weren't expecting;
- the gift of disruption; and
- how your questions, rather than answers, will provide the most inspired direction in times of change.

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“Inspiring and thought provoking. Louise effortlessly engaged and elevated everyone in the room.”

*Rachel O'Brien,
Co Founder, Sistahoodco.*

“Louise is an empowering go-getter and a no-nonsense public speaker. I am in awe at her knowledge, skills and attitudes in bringing out the best in others.”

*Lt Col (Ret) Gary Stone,
President Veterans Care
Association*

“Louise was warm, friendly and engaged the audience – where they left believing that they too, could indeed build a better financially secure life with grit and a sparkle of pink.”

*Luesa van Luyn President
Zonta Brisbane Breakfast Club*

“Louise inspired participants with her stirring nature, engaging stories, enthusiasm and thoughtful perspective on financial self-care. We received great feedback and look forward to having her present with us again.”

*Amy-Kate Isaacs
The Mindful Collective*

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