



**CAROL
COOKE** AM

HARNESS YOUR **F**ORCE

CHANGE, CHALLENGE AND MINDSET
KEYNOTE SPEAKER

2022 SPEAKER KIT



WHO IS SHE?

A sports fanatic, workaholic, former undercover police officer and Multiple Sclerosis/Disability advocate, Carol Cooke AM PLY is one of the most inspirational figures in Australian sport.

Carol worked as a police officer in Toronto for 14 years including 4 years undercover in the drug and prostitution areas, following in her grandfather and parents' footsteps. After moving to Australia and in the process of building a new life she was devastated when diagnosed with Multiple Sclerosis in 1998. By 2001, her introduction to disability had begun.

In 2005 -identified at a Paralympic Talent Search Day at the age of 44. Represented Australia in the World Championships in 2009 in rowing – 2011 switched to cycling

- 2001 founder - 24 Hour Mega Swim - has now raised over \$11 million
- 2012 London Paralympics gold medal -Time Trial
- 2014 - Member of the Order of Australia (AM)
- 2015 her first book was published Cycle of Life
- 2016 Rio Paralympics -2 gold medals -Road Race /Time Trial
- 2017 renamed her book and republished as Finding Your Inner Gold
- 2021 Tokyo Paralympics – 1 silver medal – Time Trial
- 9 x World Champion
- Her 2nd book The Force Within was published in August 2021

KEYNOTE

Author Carol Cooke AM PLY is an inspirational sporting figure in Australia and an expert in overcoming adversity and change.

A 3-time Gold Medal Paralympian and 9-time World Champion in Para-Cycling, she will have your audience members embracing adversity and change using her 5-steps to **Harness their own Force**



THE FORCE METHODOLOGY

- F** - Be **FEARLESS** and believe in yourself.
- O** - Be **ORIGINAL**, your uniqueness can create magic.
- R** - **REFRAME** your thoughts to build **RESILIENCE**.
- C** - Have the **COURAGE** to take a **CHANCE** on **CHANGE**.
- E** - **EMBRACE** the positive in life.

CLIENTS



WHAT CAROL OFFERS

Her Story - Carol thought her destiny was decided when she followed in the footsteps of her family and joined the Metropolitan Toronto Police Force. Life has a funny way of switching direction and sent her on another path into a world she could never have foreseen. Love, illness and a Paralympic triumph followed.

Motivational - Combining insights from policing, sport and living with a chronic illness Carol has a deep understanding of life which enables her to provide amazing insight to groups

Inspirational - Audience members will be inspired to embrace change and adversity

Reputation - Carol is personable, conscientious and very easy to work with. She will be at your event well in time and is happy to stay afterwards to answer any questions or socialise with your audience.

Promotion - Carol is happy to promote your conference with video, blog and social media leading up to your event.

Extras - Carol has books that would be more assistance in helping bring home her lessons and messages. She is also happy to share and pass around her gold and silver medals for people to have a look at.



TESTIMONIALS

“ I had the pleasure of touring with Carol for 2 weeks. Travelling together with Carol I was able to see in person how she resonates with our clients (audience). Carol is a great motivational speaker who knows the importance of being prepared. Working with Carol was a great pleasure for both, my company and our clients. ”

Dr. Goran Lazic, Head of Medical Support Services at AMP

“ Carol is an inspirational speaker and is seen as a great leader using stories from her various roles in life to show why people should try, even if they don't feel they will be able to achieve. ”

Deidre McEwen, Senior Commercial Manager PLUS ES

“ Carol is an exceptional presenter who engages the audience with touching stories about her life's journey which make you laugh and cry. ”

Bill Younger, Foundation Director, St. Vincent's Hospital Foundation

“ We had the absolute pleasure of Carol's company when she joined us as a guest speaker at our company's International Women's Day event in 2021. To say Carol commanded the room was an understatement. She had everyone gripped, listening to her incredible story of ambition, resilience and unending determination to achieve ALL the goals she set for herself despite the challenges. Our hope was to inspire our team to keep striving for their goals, both personal and professional, regardless of the challenges that may present themselves along the way. Carol's stories of her own journey really epitomised that theme and really resonated with our staff. One of the best events we've ever had. ”

Mark Johnson, CEO, Shine Solutions Group

“Carol was fantastic and so inspiring at the Vicsport Connect and Support Network session. Carol is a natural storyteller, and her stories brought me to tears while at the same time motivated me to reflect on my decisions and begin the journey to reframe the way I think.”

Development Officer at Lacrosse Victoria

VIDEOS



[Click here to watch video](#)

HARNESS YOUR FORCE

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