



Kara Lambert

Empowering Business through Psychology

BUSINESS CONSULTANT – BUSINESS COACHING



online, offline, & financially.

An engaging speaker, Kara's in depth understanding of psychology is married with her practical experience in Management & Business. Kara's interest began in the workforce & is reinforced by industry research in psychology.

KARA'S ABILITY TO FOCUS ON SOCIAL MEDIA

Kara takes a strategic approach to client-centred social media, and the customer journey. She has an acute understanding of why client avatars don't work. Kara's knowledge of the psychology in business is readily applied across communication platforms for all stakeholders (staff, customers, suppliers).

SOCIAL MEDIA EXPERTS



APPEARANCES INCLUDE

- Big Digital
- Aspiring Business Women UK
- Learn Magazine
- Home Pro Success
- Influence with Content
- All-in-one Social Media

CONTACT KARA

kara@karalambert.com
0413227596
www.karalambert.com
@karalambertcom Social Media

EDUCATIONAL SPEAKER – PSYCHOLOGY IN BUSINESS

KARA'S MOST REQUESTED TOPICS

THE PSYCHOLOGY OF FACEBOOK

How Social Media Impacts our Brains

Understand the pure psychology sitting within Facebook, how it impacts on our brain's neurochemistry. Kara explains:

- How your client's brain is working while they're using social media.
- The psychology behind engaging social media.
- How businesses can use this to their advantage online.

THE MOTIVATORS OF BUSINESS SUCCESS

How our motivators drive action or inaction

Understand the five key motivators of human behaviour in play in business.

- What motivates your clients to take action.
- What motivates your staff to do more.
- What motivates your business.
- How these are connected and what happens when they are out of balance.

PSYCHOLOGY OF FACEBOOK ADS

How psychology impacts your ad success

Understand the psychology your ads need to elicit and leverage to drive your audience to interact and act upon your ads.

- The psychology behind images
- The psychology behind ad copy
- The psychology behind ad targeting
- The psychology of the ad destination.

WHAT PEOPLE SAY

"So many lightbulb moments! Understanding the 'why' is so important and Kara helped me to do that. The psychology behind everything is so important and this is something I will continue to learn about." – Cassandra Stoodley, Bernie Lewis Home Loans

"She is teaching us how to grow as business owners and to be comfortable in our capabilities as we stretch ourselves and our mindsets. Kara is one of the most valuable assets in our business." – TSC Electrical