

# Lorraine Bossé-Smith

## KNOW YOUR WHY

For such a small word, “why” has a big punch. It can be the difference between huge success and utter failure. Without understanding our motivation, we easily get sidetracked, frustrated, discouraged, and ultimately move further away from our goal. Our why propels us toward success. What’s *your* why?

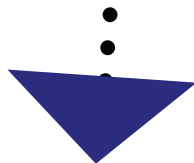
Lorraine shares insights on the power of the why and how to uncover your own, personal and professional why.

*“Our why must be in front of us at all times.”*

Lorraine Bossé-Smith

---

## THREE TAKE AWAY BENEFITS



Participants will:

- Understand the powerful impact of knowing your why.
- Learn how to define a your why for either personal or professional success.
- Discover how to use their why to their advantage and how to keep it on the forefront.



3120 West Carefree Highway  
Suite #1-617  
Phoenix, AZ 85086

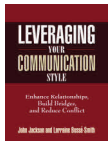
(623) 582-1578  
[www.lorrainebosse-smith.com](http://www.lorrainebosse-smith.com)



## AUTHOR OF

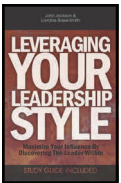
### *Leveraging Your Communication Style*

Open the doorway to better communication with this informative book on the different communication styles. Learn how to avoid conflict, build stronger relationships and create better teams.



### *Leveraging Your Leadership Style*

Discover your unique leadership style and how to motivate and inspire others based upon their unique leadership style. Includes a study guide!

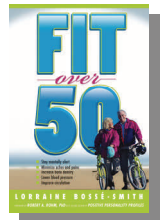


*Check out more of Lorraine's books and fitness DVD's at:*

[www.lorrainebosse-smith.com](http://www.lorrainebosse-smith.com)

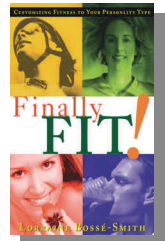
### *Fit Over 50*

Make your next chapter of life your BEST by understanding the aging process and how you can maximize control over 70%! In order to have a healthy tomorrow, start by getting fit today with this encouraging and helpful book.



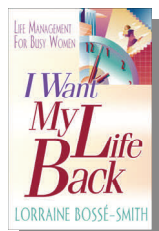
### *Finally FIT!*

This is not a one-size fits all approach to fitness. Readers will discover their unique FIT (fitness individuality trait) and develop a customized program specifically for them. Set up for success, for the first time, readers will become Finally FIT!



### *I Want My Life Back!*

Achieve balance in a fast-paced world; Reduce your overall stress levels; Put enjoyment back in your life and enjoy greater physical, mental, spiritual well-being.





Follow Lorraine:

[www.linkedin.com/pub/  
lorraine-bosse-smith/](http://www.linkedin.com/pub/lorraine-bosse-smith/)

[http://www.youtube.com/  
user/TheTotalYou1](http://www.youtube.com/user/TheTotalYou1)

[https://  
www.facebook.com/pages/  
Lorraine-Bossé-Smith](https://www.facebook.com/pages/Lorraine-Bossé-Smith)

@Lorrainebosse  
#FITLeader

Lorraine has spoken to small and large groups alike. Some of her satisfied clients include:

- Camp Pendleton Marine Base—CA
- McCrometer, Inc.—CA
- Alliance Med—AZ
- Telgian Corp—AZ
- OK Music Teacher's Assoc. Conference
- Discover Financial Services—AZ
- Hach Company—CO
- ATD CA & CO
- Women in Financial Services Conference—IL
- Meeting Professionals International—NC
- SHRM AZ, CA, CO, TX

To join this list, please call Lorraine today! Ask how you can obtain a discount on her speaking fees.

Books available at bulk discount for resale.

## ADDITIONAL INFO

- Author of Eight Published Books
- Certified Professional Behavioral Analyst
- Certified Professional Motivators Analyst
- Professional Member of the National Speaker's Association
- AFAA Certified Fitness Professional
- Certified Advanced Personal Trainer
- Graduate of Coaching Inc.
- AS Degree & BS Degree

### A few of Lorraine's references:

- Dr. John Jackson—  
President of William Jessup University:  
jjackson@jessup.edu or  
(916) 577-2200
- Mr. Dan Kuntz—Clear  
Channel Communications:  
DanKuntz@clearchannel.com or (970) 461-2609
- Ms. Cassie Papandrea—  
Women in Financial &  
Insurance Services  
(WIFS):  
office@wifsnational.org or  
1-866-264-9437

# Lorraine Bossé-Smith