Sample Speaker Business Income Model

My speaking business focuses on leadership development, communication effectiveness, and high-performance team culture. I work with organisations undergoing transformation, growth, or restructuring, helping their leaders strengthen clarity, collaboration, and confidence. My work is designed to equip teams with practical frameworks they can apply immediately in their roles, ensuring measurable improvements in behaviour and performance.

My income is generated primarily through paid keynote presentations, corporate training programmes, and virtual speaking engagements. I also earn Speaking-Related Income through the sale of workbooks and leadership toolkits offered at the events where I speak. Emcee assignments form a smaller portion of my annual revenue. All income reported in my CSP application is tied directly to specific speaking engagements or product sales made at those events.

I serve clients across industries such as finance, technology and education. My audiences typically include senior leaders and cross-functional teams seeking to enhance communication, strengthen culture, and navigate organisational change. I deliver both in-person and virtual sessions, with audience sizes ranging from small leadership groups to large conference plenaries.

My professional positioning highlights my ability to blend communication expertise with strategic insight, enabling organisations to build more cohesive and high-performing teams.