



***MEDIA KIT  
FOR  
COOKIE  
TUMINELLO***





They say that “Good things come in small packages” and Cookie Tuminello is walking, talking proof that this adage is true! As the founder and CEO of *Success Source, LLC*, she operates one of the top coaching and consulting firms in the South. A dynamo in heels, she is an accomplished author, mega-motivational speaker, and stellar leadership and team development coach. Cookie has a proven track record of empowering teams and igniting productivity since 1999. Her clients include CEOs, managers, business owners, and organizational leaders who are looking for the answer to the question, “How can I get the results I need

NOW?” Cookie provides the spark that fuels the fire to achieving greatness.

Known for her witty, wisdom-filled monthly newsletter, “*Team Up With Cookie*”, she is also a column writer for various magazines and newspapers in Louisiana, and is a frequent guest on several TV and national radio shows. Famous for her wit, charm, and southern style, Cookie delivers her straight forward, no nonsense strategies for taking the struggle out of success in a manner that is informative and entertaining every time.

In her book, *Climbing The Ladder of Success In High Heels – Without Stepping On Your Values*, Cookie shows women how to tap into their wisdom and skills, unleash their potential to get and stay at the top of their game and ahead of the competition – all without getting caught up in the game of second guessing and sabotaging themselves.

In 2008, after living a lifetime in her hometown of Baton Rouge, Louisiana, Cookie decided it was time to start a new chapter, so she moved to Lafayette, Louisiana, and has not looked back. She is the proud mother of two children, and grandmother to eight beautiful grandchildren who bring her lots of joy and teach her lessons every day.

For more information about Cookie and her programs, visit [www.CookieTuminello.com](http://www.CookieTuminello.com).



### **104 Word Count**

Cookie Tuminello is walking, talking proof that the adage “good things come in small packages” is true! As founder and CEO of *Success Source, LLC*, she operates one of the top coaching and consulting firms in the South. A dynamo in heels, she is an accomplished author, mega-motivational speaker, and stellar leadership and team development coach. Her clients include CEOs, business owners, and organizational leaders who are looking for the answer to the question, “How can I get the results I need NOW?” Cookie provides the spark that fuels the fire to achieving greatness. For more information about Cookie and her programs, visit [www.CookieTuminello.com](http://www.CookieTuminello.com).

### **69 Word Count**

Cookie Tuminello is walking, talking proof that the adage “good things come in small packages” is true! A dynamo in heels, she operates one of the top coaching and consulting firms in the South. Accomplished author, mega-motivational speaker, and stellar leadership/team development coach, she provides CEO’s, business owners, and organizational leaders with positive results and fuels the fire to their achieving greatness. For more information about Cookie, visit [www.CookieTuminello.com](http://www.CookieTuminello.com).

### **55 Word Count**

Cookie Tuminello is a dynamo in heels who operates one of the top coaching and consulting firms in the South. Accomplished author, mega-motivational speaker, and stellar leadership/team development coach, she provides CEO’s, business owners, and organizational leaders with positive results and fuels the fire to their achieving greatness. For more information about Cookie, visit [www.CookieTuminello.com](http://www.CookieTuminello.com).



## **Speaking/Workshop Topics**

### **Climbing The Ladder of Success In High Heels – Without Stepping On Your Values**

The marketplace is changing and so are the dynamics of what it means to be a woman business leader in the world today. We women no longer have to hang back and accept the status quo, give away our power, or try to fit into another's expectation of what they should do. It's time to step up, claim your place on the ladder of success, say what you mean and mean what you say, so that you are heard and taken seriously. Cookie will show you how to implement the right strategies, tools, and mindset to become more confident, profitable, and create more realistic expectations while eliminating the second-guessing and fear that can keep you stuck.

### **The New Leadership Paradigm: Catch Up or Lose Ground**

There is a major transition going on in our economy and in our businesses. Your leadership skills and how you motivate your team can make the difference between 'surviving' and 'thriving.' Building an environment of exceptional soft skills will set you apart from other businesses that refuse to embrace the new shift in the economy. Cookie will show you step by step strategies that create value-based leadership skills which are more intentional, more sustainable, and ensure you get better results in less time and without a lot of trial and error.

### **Leadership In Today's Marketplace: Rev Up Your Team To Get Results**

The marketplace is evolving and the way businesses do business is changing. Old models are no longer working. This new era of business will require leaders to have not only tech savvy skills, but cultivate exceptional people skills as well. The degree to which you and your business are successful will be your ability to adapt and implement needed changes quickly and efficiently. Those that are not willing to change and simply take a 'wait and see' approach won't survive. In



this workshop, Cookie will show you strategies that will help you create powerful, productive teams and be the leader you were born to be.

### **Taking The Struggle Out Of Success**

Building a thriving business and igniting powerful teams is a CHOICE! The struggle part is 100% optional. You can create successful businesses and powerful teams when you implement the right tools, the right tactics, and the right mindset. In this workshop Cookie will show you step by step how to become more confident, productive, and profitable, create more realistic expectations for yourself and your team, and eliminate any unnecessary second guessing and fear that can keep you stuck. And that equals SUCCESS!

### **Work/Life Balance: Contrary To Popular Belief It Is Possible.**

Employers and employees alike are struggling to find a reasonable work/life balance. Too often most of us are juggling way far many things between the demands of deadlines and increased workloads in our business world, counteracted with our desires to create a harmonious and happy home life. Sooner or later one area of our life dominates the other causing friction in our workplace and/or our home. In this workshop Cookie will show you step by step how to create more productivity, effectiveness, and better results without sabotaging yourself and your business and more time off to enjoy your success.

**NOTE: All talks can be customized to accommodate keynote and/or workshop needs.**

## Event Questionnaire

We ask that you complete this questionnaire at least 30 days prior to your event. This will greatly help Cookie in preparing for your event. Please complete all applicable information and fax it to 337-984-1566 OR email [info@cookietuminello.com](mailto:info@cookietuminello.com).

Event/Organization: \_\_\_\_\_

Date: \_\_\_\_\_

Location: \_\_\_\_\_

Cookie's Exact Times: Start: \_\_\_\_\_ End: \_\_\_\_\_

What is Cookie's role? \_\_\_\_\_  
(Opening or Closing Keynote, Luncheon Speaker)

Describe your audience: \_\_\_\_\_  
(Briefly describe industries represented, and any other audience demographics)

What are your audience' immediate needs as it relates to Cookie's speaking topic?  
\_\_\_\_\_  
(Briefly describe the top 3 most pressing challenges your audience is facing)

Number of attendees expected?  
\_\_\_\_\_

Are there any sensitive issues, or topics which should be avoided?  
\_\_\_\_\_

Event Setup: \_\_\_\_\_  
(Please describe stage setup, equipment provided by you, etc.)

Is Cookie provided with a display table or booth? If so, what size?  
\_\_\_\_\_

What are your speaker guidelines, if any, for promotions made to your group?  
\_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_



## For Interviewers

### Interview Questions

1. You talk a lot about the New Leadership Paradigm" and how it pertains to women in business. What exactly is this new shift that you talk about?
2. Why are soft skills more important than tech savvy in today's marketplace?
3. Why is it so important that leaders and their teams incorporate these new skills into their business model?
4. What do you see as the biggest challenges facing today's business women?
5. What are a few of the necessary qualities women need to develop in order to achieve the success they desire?
6. Why is it so important now for leaders to hone their leadership and communication skills?
7. You talk a lot about core values? Why are they so important?
8. You talk a lot about managing your commitments not your time. Why is that so important?
9. You've been a business owner for over 15 years, Cookie. What was the best advice you were ever given in regards to being a women in business?
10. I understand you have just published your first book, *Climbing the Ladder of Success in High Heels: Without Stepping on Your Values*. Can you share with us a taste of what the book is about?