SPEAKER BROCHURE

Break through your *BS.* Turn EQ into *Influence*



We are living in the AI era. Machines mimic emotion. Content is constant. Everything is instant.
People are experiencing changes to every part of themselves.
And yet, the real edge in Influence has never been more human.

Disengagement, burnout, and loss of motivation are now widely experienced. Years of unresolved baggage are brought to work — leading to disempowering behaviours that quietly affect leadership, performance, and results.
These invisible barriers are what Cindy calls **BS** — her proprietary framework of three types (and not the one you're thinking of).

Cindy's keynotes and masterclasses are carefully crafted to take individuals and teams on a transformative journey to first influence themselves — ***so that they can influence others powerfully.*** With thoughtfully designed engagement techniques, your audiences are given a safe space for honest reflections and sharing, while being captivated by stories that tug at the heartstrings and induce laughter.

The time for Influential EQ is *Now.*

As a keynote speaker, Cindy brings disarming humour and a sharp edge to the room — moving your audience to:

Face the truth clearly .

Laugh at themselves openly .

Take action bravely .

SIGNATURE KEYNOTE

Break through your *BS* to *influence yourself*

01

> Many of us are capable, driven, and doing all the "right" things. And yet — something's off. We're unfulfilled or stuck performing competence on repeat while quietly wondering, is this it?

This isn't a motivation problem. It's a truth problem.

In this session, Cindy invites the audience to look uncomfortably inward and confront the invisible barriers running the show at work — the internal rules, reflexes, and stories that quietly dictate behaviour, decisions, and self-worth.

KEY TAKEAWAYS

01 Recognise the real reasons behind your unfulfilled potential

02 Identify the three-part BS cocktail shaping your behaviour

03 Build self-influence to shift your influence at work

AVAILABLE IN

30–45 MIN KEYNOTE

90 MIN MASTERCLASS

CUSTOMISATION AVAILABLE

Drawing from her book *InSide* and real workplace dynamics, Cindy introduces the three-part BS cocktail that keeps smart people shackled.

By seeing themselves clearly, the audience moves out of self-deception and builds self-influence — to choose how they lead and live.

The Leader Within. Igniting your *EQ Einstein* for Influence

02

> Most workplaces are filled with capable, well-intentioned people.
> Yet in everyday conversations and decisions, influence is anything but equal.

Some voices land. Others hesitate, self-edit, or step back. Not because they lack competence — but because ***EQ blind spots*** quietly shape who gets heard, trusted, and included.

This session cuts through to examine how EQ really drives influence, access, and impact at work, and why personal performance alone isn't enough.

KEY TAKEAWAYS

01 Uncover the EQ factor that shapes influence and access

02 Detect your missing mojo — the hidden EQ gaps working against you

03 Shift from personal performance to shared impact

AVAILABLE IN

30–45 MIN KEYNOTE

90 MIN MASTERCLASS

CUSTOMISATION AVAILABLE

Through sharp stories, real-world dynamics, and practical frameworks, participants will see how everyday behaviours shape airtime, credibility, and opportunity, and what it takes to shift from individual effort to shared impact.

The Power of *recognising YOU*

03

> In a world that rewards speed, output, and relentless ambition, burnout rarely arrives with a bang. It creeps in quietly. First as fatigue. Then cynicism. Then disengagement. Until the day — you no longer recognise yourself.

High performers are especially vulnerable. The very traits that drive success — motivation, responsibility, high standards — often become the fuel for exhaustion, emotional numbness, and quiet self-betrayal.

So what happens when you keep pushing past the warning signs? What do you lose when productivity replaces presence? And how do you recover meaning, motivation, and energy before burnout costs you your health, your relationships, your performance?

KEY TAKEAWAYS

01 Recognise the early warning signals of burnout before exhaustion, resentment, or disengagement take over

02 Expose the hidden expectations and inner pressures that quietly drive overwork, guilt, and self-neglect

03 Identify the four critical domains of life to rebuild energy, resilience, and long-term peak performance

AVAILABLE IN

30–45 MIN KEYNOTE

90 MIN MASTERCLASS

CUSTOMISATION AVAILABLE

In this powerful and immersive session, Cindy takes audiences on an unfiltered journey through the realities of burnout - what it looks like, how it hides, and why so many capable professionals don't see it coming. Drawing from her own hard-earned experience and years of working with leaders and high-performing teams, Cindy offers practical, grounded strategies to help individuals interrupt burnout cycles, reclaim clarity, and perform at their peak.

Other Topics

- Your AI has better EQ than You - Rehumanise or be Replaced
- Remove your Roadblocks and Reclaim Your Resilience
- Winning in the Midst of Life's Mess
- Cutting through your Career Chaos
- The Career Lies We Tell Ourselves - Messy Starts and Meaningful Comebacks

SPEAKING Engagements with Cindy

WARNING – Might Induce laughter, brutal self-honesty, and shifts you didn't see coming.



Our Clients

Trusted by the discerning



IN THEIR WORDS

What audiences & *clients* say.

A small sample from leaders, and audiences across the region.

Cindy's personal journey inspired the audience and left them feeling empowered. She touched hearts and minds with real-life stories, provoked us with reflective questions, and kept the audience engaged throughout. Exactly what we needed.

SHAUNA BULL
Culture Champion & Allyship Ambassador
LinkedIn

Cindy is always positive, cool, and captivating on stage. She truly engaged and inspired our audience. If you want a keynote speaker who makes a real difference, Cindy is your choice. Highly recommended.

CHRIS J. "MOHAWK" REED
CEO
Black Marketing

The session was filled with interactive activities, meaningful discussions, and reflective learnings with excellent facilitation standards. Cindy is an authentic and impactful speaker who inspires transformation.

NG SEOK YEE
Legal Entity Controller
Citibank

Cindy's session significantly enhanced our leadership profiles in Singapore and Asia Pacific. She is engaging, professional, and a delight to work with. We are lucky to have found a partner in Cindy.

JACQUELINE TAN
APAC Lead, Change & Communications
Johnson & Johnson

The challenge: train a group of nerdy engineers on emotional intelligence and relationship building. Cindy was 110% present and encouraging throughout — her enthusiasm is contagious. The program and Cindy's superb facilitation skills made a huge impact on our team of nerds.

LARA DUDLEY
Digital Matter

Cindy is an inspiring role model for many young women like me. Her positivity and energy is infectious, and I admire her ability to facilitate meaningful and reflective discussions. Above all, I was impressed with Cindy's commitment to empowering others to reach their full potential.

JESSICA LEE
Graduate Talent
OCBC Bank

WHAT SETS HER APART

Why *Cindy*.

Seven reasons why organisations, bureaus, and event organisers keep coming back.

01. **Credentialed** *authority.*

Certified Speaking Professional (CSP) — held by less than 12% of professional speakers worldwide.

02. **Proprietary** *IP.*

Author of InSide and creator of the BS Framework — giving leaders and teams an immediate language for the invisible barriers costing them their influence.

03. **Hard-won** *wisdom.*

Multiple addictions. Near-bankruptcy. Bilateral hip replacement. Emotional authority no MBA can teach.

04. **EQ with** *edge.*

Emotional intelligence fused with sales psychology and coaching mastery — delivered with disarming humour and the courage to say what others avoid.

05. **A rare** *perspective.*

An Asian female voice on EQ, self-leadership, and influence — a perspective most stages still lack.

06. **Real corporate** *credibility.*

More than twenty years of experience — ten years negotiating high-value deals in corporations, more than a decade on stage working with luxury, financial services, and global organisations.

07. **Confronting. Liberating.** *Funny.*

Audiences leave empowered to face the truth clearly, laugh at themselves openly, and take action bravely.





KNOWN TO BE

Impactful. Authentic. *Inspiring.*

Cindy Tien is an EQ Maven who empowers leaders and sales teams to strengthen connections, conquer challenges, and communicate with influence.

She holds the Certified Speaking Professional (CSP) credential — the industry's highest internationally recognised measure of professional platform competence held by fewer than 12% of speakers worldwide.

With over **two decades of real-world corporate experience** — ten years negotiating high-value deals in multinational corporations, and more than another decade coaching and training professionals across luxury brands, financial institutions, and global giants like American Express, Citibank, and S&P Global — Cindy brings rare credibility to every stage.

What makes her different? Cindy doesn't just teach emotional leadership. *She embodies it.* Having overcome near-bankruptcy, addictions, and two major hip surgeries, her personal journey is a story of radical resilience.

Her trademark blend of unfiltered honesty, dark humour, and disarming empathy helps audiences confront their blind spots, break through barriers, and transform the way they lead, sell, and live.

Whether she's working with leaders or elite sales teams in a keynote or masterclass, Cindy's mission is clear: **to break through their BS, inspire change, and turn their EQ into influence** — for improved results, relationships, and resilience.

As seen on: MONEYFM 89.3 STAY AHEAD · cna 938 · South China Morning Post · mediacorp · OYBS · SG60 Most Celebrated Speakers & Trainers

Cindy's Book — *InSide*: Break Through Your BS to Influence Yourself

What if the biggest thing standing in your way is… You?

We all have it. The BS inside us.

The frustration of nothing changing and the stories you repeat until they sound like truth. That's your BS ruling you and it's been running the show long enough.

Inside is a raw, soul-stirring journey into the crap we carry and the messy, magical process of breaking through your BS—so you can influence yourself before you ever try to influence others.

Through unfiltered stories, powerful reflections, and gut-punch moments, Cindy Tien serves truth with wit, grit, and hard-won wisdom forged through pain, addiction, loss, and redemption.

You'll go beneath the surface of yourself to finally meet the real you — the one who's stronger than your shame, louder than your fears, and wiser than your wounds.

This is the book you didn't know you needed (and probably avoided), until now. This book won't fix your life, but it'll help you to face yourself.

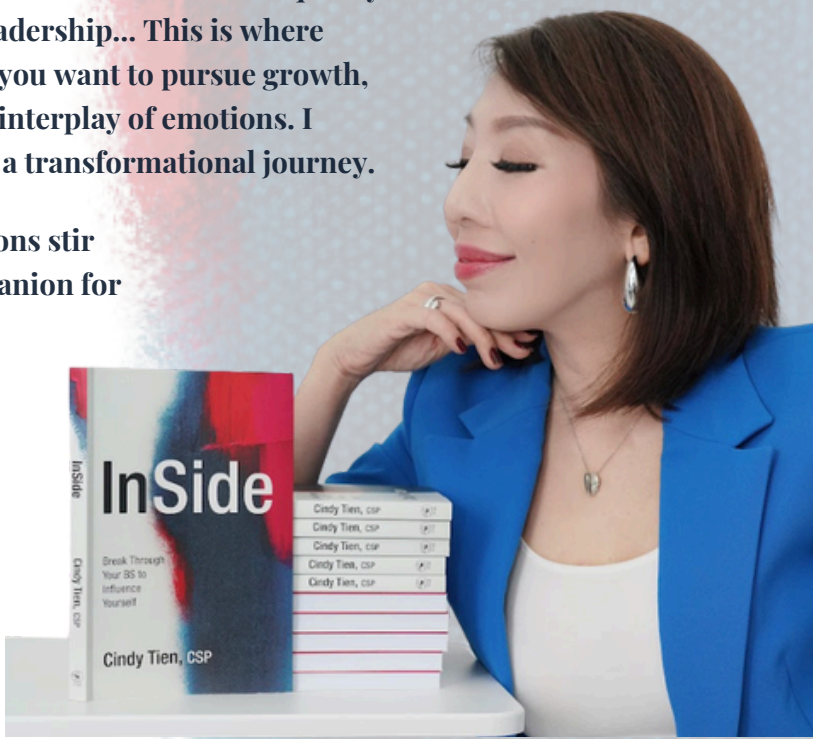
When you shift what's going on inside, everything outside changes too.

"This book might make you uncomfortable—and that's exactly the point... It holds up a mirror and pushes you to confront the internal mess that quietly sabotages your decisions, relationships, and leadership... This is where self-influence begins... InSide is a must read if you want to pursue growth, create meaningful impact, and understand the interplay of emotions. I plead to the readers to let the book take you on a transformational journey.

Let Cindy's stories speak to you. Let her questions stir something within you and let InSide be a companion for your difficult conversations with your self."

Dr Satinder Singh Rekhi

Founder, Rekhi Foundation for Happiness



Let's *break through* some *BS.*

Every engagement begins with a short discovery call— to understand the audience, the moment, and the outcome that matters.

For interviews, speaking engagements, review copies, or corporate enquiries

Email: Cindy@CindyTien.Com

Click here to watch Cindy's
Speaker Showreel

Website cindytien.com
LinkedIn /cindytien
Instagram @its_cindy_tien