

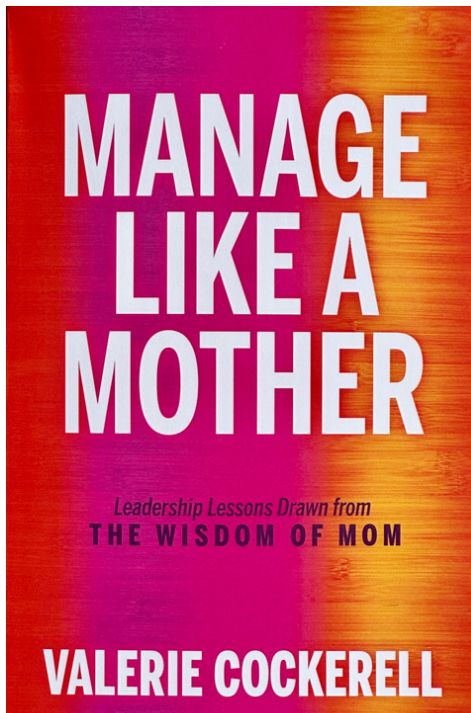
Valerie Cockerell



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Now available for pre-order
Release date 10/10/2023

Valerie was born and raised in France where she graduated from Institut Pitiot-Lyon II with a degree in Business hospitality. She participated in the World Showcase Fellowship program at Epcot in 1987/88. After working as an investment advisor for a bank, she eventually joined Disneyland Paris in 1991 as a retail manager and ran multiple merchandise locations in the Resort division. She eventually joined the Merchandise Buying Office and oversaw the assortment planning for all Resort merchandise locations at Disneyland Paris.

Upon moving to Florida in 1997, Valerie worked as the Assortment Planning Manager at Downtown Disney and Epcot Center. She eventually moved to Merchandise Brand Management for both Epcot and the Disney Cruise Line. Valerie left the company and started consulting for outside organizations in the retail world. She returned to Disney in 2013 to become a contract facilitator for Disney Institute. She facilitated professional development classes and custom programs in both French and English. She drew from her international management experience in retail and operations to teach Disney's approach to Leadership Excellence and Customer Service.

Since May 2019, Valerie is a keynote speaker and facilitates workshops with her husband Dan. She shares her expertise and methodology in leading teams and delivering outstanding customer service.

With her new book "Manage like a Mother" Valerie brings a simple to understand and easy-to-implement take on leadership inspired by a mother's playbook.

Keynote Topic

"Manage Like a Mother"

Using a mother's playbook, Valerie shares her no-nonsense approach to leadership by sharing stories and strategies that illustrate how leaders, men or women, can leverage "the wisdom of Mom" and enhance their leadership style.

The responsibilities of a leader, much like ones of a mother, require consistency, diplomacy, a fair amount of patience, a long-term commitment, the flexibility to adapt to different personalities, and last but not least, the willingness to adapt and learn "on the job".

A mother's approach to training, building a close relationship with her kids, encouraging and supporting them, providing coaching and guidance when needed and dealing with crisis situations are just some of the many similarities that exist between raising children and leading a team effectively.

Valerie's approach is easy to understand, relatable and memorable. Her audience members can discover tools and tactics that are easy to implement so they can make an impact in their organizations.

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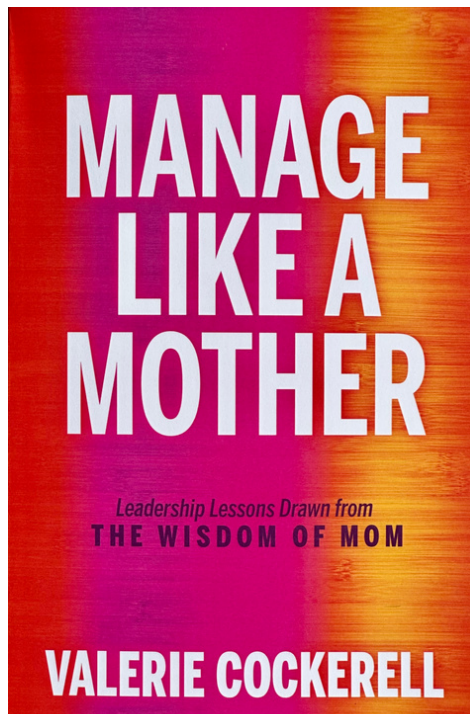


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Suggested podcast interview questions

- You left your home in France at age 16. What motivated you to do this?
- Tell us about your career working for the Disney organization.
- What motivated you to write "Manage like a Mother"?
- How do you use "Manage like a Mother" in your current position as a consultant?
- Can men manage like a mother?
- What have you learned from your own mother?
- What specific skills can be leveraged from a mother's playbook?
- Which advice can you give young women entering the workforce?
- Which advice would you give stay-at-home moms?
- Which advice would you give men in the workplace?
- Which leadership competencies are you hoping to instill in your own children?
- Why do you think this book resonates with its readers?
- Tell us about the quotes that appear in the book.
- What do you hope to accomplish with this book?



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Some companies I have worked with

