



Making business relationships matter

Watch the Showreel



Vicky O'Farrell is a distinguished business speaker with over 25 years of experience in the corporate world, progressing from Sales to Board-level Director. In 2013, she founded Queen of Behaviours after a pivotal career moment that highlighted the importance of understanding human behaviour.

Vicky has delivered impactful presentations to thousands, including at the National Sales Conference. Her expertise in behavioural analysis helps leaders, HR professionals and C-suite executives understand and leverage the ripple effect of their behaviours to drive organisational success. Vicky's engaging and insightful sessions make her a sought-after speaker for events focused on leadership, human resources and business transformation.



"It was great for me to get a better understanding of my team and review ways to present and communicate more effectively with my peers. It allowed us to learn about each other's styles, whilst having some fun in the process"

Ross Abbate, CEO
Macro



"I found Vicky's talk very engaging, I was riveted from the moment she started speaking and I think the world needs more Queen of Behaviours like Vicky, it was fantastic listening to her"

Sterling Libs - Director,
Great British Accountants



"Fantastic, great storytelling, creates characters that are really memorable and get the story across and of course, so funny"

Beth Sherman - 7x Emmy-winning
TV comedy writer



Queen of Behaviour's Keynotes

What's it Like to Be on the Receiving End of You?

How You Land Is How You Lead

Our actions, our words, the tonality of our voice, the body language we display, all have an impact on those around us. Building stronger teams, starts with hard truths and those hard truths start with you. Look in the mirror and understand your behaviours, what do they say about you ?

Your leadership style shapes the culture you both live and work in. This keynote challenges attendees to see themselves from the outside in. Backed by emotional intelligence and human behavioural insights, I help people transform blind spots into strengths. I use real stories, told with humour to land actionable change. Prioritise your people to power your performance.

Key Takeaways

1. How your behavioural style lands with others (and why it matters)
2. The silent impact of tone, body language and assumptions
3. Shifting from defensive to inclusive leadership

Beyond the Pitch

Sales is Personal, Make it Work for Your Business

We've all seen it and we all know it, people buy people. Sales isn't just about the pitch. It isn't just about the people in the pitch, delivering the pitch and receiving the pitch. It's about the relationship before, during and after. Understanding people is the competitive edge most sales teams overlook. Trust me, I wish I had known all of this when I started in sales. I was good, but I could have been great with this added layer of knowledge.

Sales leaders struggle to motivate diverse personalities and build trust between different behavioural styles. Shift from judgment ("they're difficult") to curiosity ("what drives them?").

Key Takeaways

1. Know your prospects / client's style and speak their language
2. People problems are performance problems, solve the human dynamics, and the sales will follow.
3. Recognise when to support the sales person before you lose the client.

Turn Behavioural Conflicts into Cultural Strength

Conflict is not the Problem, Avoiding it is!

We've all been in a organisation that says "People are our greatest asset." But when the organisation's people don't get on - that asset becomes a liability. How do we recognise when this happens and then WHAT can we do about it, because doing nothing is NOT an option.

Misunderstandings can turn into blame and leaders can waste time playing referee instead of driving results.

Here's the truth: Behavioral conflict isn't bad, unmanaged behavioural conflict is. You can't build a strong culture on perks, i.e., pizza and foosball games. You build it on understanding, respect and behavioural awareness.

Key Takeaways

1. Recognise that it's unmanaged behavioural conflict which is the enemy.
2. Have clarity to turn team tension into teamwork, fast.
3. Creating a culture where people feel seen, heard and understood

