

Cherie Gaite

SPEAKER • FACILITATOR • MC

The choreographer who runs a 150-person store.



Some of your people checked out a while ago.

They're still on the payroll. They're still turning up. They just stopped trying. I've spent thirty-five years leading volunteers who could walk out at any time, and twenty running retail teams of 150 who stayed and switched off instead. The effort people don't have to give is the only kind that lasts. **This is how you get it back.**



SIGNATURE KEYNOTE • FOR MIDDLE MANAGERS

How to lead people who don't have to follow you

Get the ones who've quietly checked out showing up again

A musical stuck in rehearsals, weeks from opening, with cancelling on the table. A Macarena that won most of the room and lost the folded arms at the back. A six-month store refit, understaffed the whole way. Three stories, three moves: give them the real why, talk to the ones who've checked out, keep naming the wins.

45 TO 60 MINUTES • CONFERENCES, LEADERSHIP DAYS, IN-HOUSE SESSIONS

WHAT YOUR MANAGERS LEAVE WITH

- 01 Give them the real why.** Tell your team where things actually stand before you ask for effort, even when it's bad news.
- 02 Talk to the folded arms.** The huddle reaches the room. The person who's checked out needs their own conversation.
- 03 Keep naming the wins.** Especially when you're flat out, because that's exactly when they stop.

ABOUT CHERIE

Nobody in the theatre ever had to do a single thing I asked.

Cherie Gaite is a speaker, facilitator and MC from Tamworth, NSW. She has choreographed over 20 productions and is President and Life Member of Tamworth Musical Society. By day she leads a retail team of 150 in a store turning over a million dollars a week. Two rooms, one skill: getting people to commit when they don't have to.

35 years in dance, theatre and community arts • 20+ productions choreographed • Teams of 150 led, a million dollar week • MC, Capitol Theatre, Tamworth • President, Tamworth Musical Society • Judge, 2026 Tamworth Quality Business Awards

Check availability

cherie@cheriegaite.com
cheriegaite.com/contact-booking

Based in Tamworth, NSW
Travels anywhere for the right event