Ready to inspire your audience to make their lives more organized, balanced and happy?

Ready to motivate your workforce to become more productive and efficient?

Ready to save time, money, frustration and more?

Then Deborah Cabral is the spark you need!

SPEAKER. MOTIVATOR. EXPERT ORGANIZER.  
PRODUCTIVITY & EFFICIENCY COACH.  

Deborah J. Cabral, CPO®

CABRAL ENTERPRISES, LLC  
Deborah J. Cabral, CPO® President  
46 Genesee Street, New Hartford, NY 13413 • (315) 794-9495 • deb@decluttercoachdeb.com • dcabral@dceffconsult.com
Meet Deb

Certified Professional Organizer & Productivity & Efficiency Coach Deborah J. Cabral, CPO® is President and Owner of Cabral Enterprises, LLC – a New York State (WBE), Nationally (WBENC) and Federally (WOSB) Certified Woman-Owned Business Enterprise, established in 2010.

Cabral Enterprises, LLC is comprised of four divisions:

- **The DeClutter Coach** – the Residential Organizing division
- **DC Efficiency Consulting** – the Corporate Consulting and Training division
- **Organization Motivation!** – a national weekly television show hosted by Deb
- **Organized in 60 Seconds** – syndicated news segments where Deb provides viewers with quick tips to organize their home, work and life.

Deb's more than 20 years of corporate training and efficiency experience, combined with her natural fervor for organization and time management, equip her with a keen sense for helping people change their lives for the better! She works with individuals, families and companies to enable them to get motivated, break the cycle of disorganization, change bad habits, and regain control for increased productivity and decreased stress.

She holds a Bachelors Degree from CW Post, Long Island University, and has taken numerous courses relating to the organizing, productivity and time management field. Additionally, Deb holds the CPO® Certified Professional Organizer Certification, the Certificate of Study in Chronic Disorganization and is a Certified Photo Organizer. Furthermore, she was granted a US Trademark for The DeClutter Coach logo.

Deb is a regular guest on regional and national radio and television shows, as well as a columnist for the Utica Observer Dispatch and author of DeClutter Your Life NOW! This informative book offers its' readers her organization, time management, efficiency and productivity expertise. Deb Cabral speaks regularly at corporate events, special interest groups and association meetings; as well as conducts workshops and training classes both publicly and for companies large and small. She is as diverse as her four business divisions: Professional Organizer, Author, Efficiency Consultant, TV Show Host, Speaker, News Segment Host and much more…

**Awards:**
- SBA Excellence in Small Business Award, 2012
- Mohawk Valley Business Women's Network Endowment Fund Award, 2012
- Key4Women Achieve Award presented by Key Bank at the WISE (Women Igniting the Spirit of Entrepreneurship) Conference, 2013
- 2016 NYS Women Inc Entrepreneur of the Year
- 2016 YWCA Salute to Outstanding Women Business & Industry Award
- 2016 SBA Small Business Person of the Year Finalist

**Member of:**
- National Association of Professional Organizers (NAPO)
- Institute for Challenging Disorganization (ICD)
- Association of Personal Photo Organizers (APPO)
- Greater Utica Chamber of Commerce
- Center State CEO
- Herkimer County Chamber of Commerce
- New Hartford Chamber of Commerce
- Mohawk Valley Society for Human Resource Management (MVSHRM)
- Mohawk Valley Business Women's Network
- NYS Women Inc- Mohawk Valley Chapter
- Women Ties
- CNY Holistic Wellness Alliance
- Rotary Club of Utica
- COMPASS of Central New York

Deb is a wife, mother of three and active community member volunteering for several organizations in central NY including the YWCA of the Mohawk Valley, The Women's Employment and Resource Center (WERC), and is a American Heart Association, Go Red for Women- Circle of Red Member.
**Where Did the Time Go? Simple, but Effective Skills to Manage Your Time.**

Too much to do and not enough time to do it? Are you always busy, but not as productive as you'd like? Deb provides insight and practical advice to motivate you to change old behaviors and create new effective habits for managing your time and tasks better!

**Learning Objectives**
- Understand how you are currently spending your time
- Become able to leverage your time to produce the most effective results
- Create the ability to manage your interruptions
- Learn how to focus your attention on forward moving or revenue generating tasks
- See the impact effective time management skills can have on productivity

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**Top 10 Ways to Immediately Increase Productivity**

Are you leaving work most days feeling frustrated? Being highly productive is not a luxury, but a necessity in the current economy. Deb's experience as a Productivity & Efficiency Coach and experience as a Motivator will have you ready to jump into action. Her energy and enthusiasm for making people more productive and less stress is contagious.

**Learning Objectives**
- Learn to Create and Maintain an Organized Work Space
- Understand How to Manage Email Effectively
- Curb Your Addiction to Your Cell Phone
- Organize Your Work Day to Increase Productivity
- Easy Tips to Increase Productivity

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**Do More in Less Time! The Keys to Working Efficiency**

We all have the same amount of hours in a day, yet why do some people get significantly more done than others? The key is planning and focus! Deb’s the Queen of Efficiency and will spread her wealth of knowledge to motivate you to re-invent the way you work!

**Learning Objectives**
- How to Write an Effective To Do List
- Effectively Plan Your Workday
- Working Proactively, Rather than Reactively
- Stay on Track and Maintaining Efficiency
- Digging Out From and Managing Information Overload

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**To-Do List**

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Cluttered Office, Cluttered Mind. Get Control of Both!

Declutter and de-stress your inner and outer world for increased productivity. Deb will provide the simple steps you need to take back control.

Learning Objectives
- Understand the types of clutter and how they are currently affecting you
- How to banish the clutter, get organized & move forward in a positive manner
- Steps to Take to Begin Managing Stress
- 3 Keys to Stress Management through Organization

Work-Life Balance- Not Just a Buzz Word, but a Way of Life!

Creating a balanced life is not an easy task! It takes planning and a lot of trial and error. Deb's experience as a Professional Organizer, Entrepreneur, Wife and Mom of three provides her with a wealth of information to help you get the life you want!

Learning Objectives
- Setting Realistic Expectations
- Planning is Key to Success
- Creating Organization & Routines for a Happy Home Life
- Establishing Routines at Work
- Top 10 Tips to Help Create Work Life Balance

Stand Out from the Crowd! Thinking Outside the Box to Marketing & Grow Your Business

It doesn't take long after starting a business that you realize you need to think outside the box when it comes to marketing the company, finding new clients and increasing revenue figures. Deb will share how adding divisions to your company, securing corporate sponsors, and finding exceptional marketing partners can help grow your existing business faster than you imagined. Thinking outside the box is essential in taking your business to the next level. This presentation will motivate you to do just that!

Learning Objectives
- Growing Your Business by Creating a Team
- Adding Additional Revenue Streams to Your Business
- Clever and Effective Marketing Strategies
- Top 10 Ways to Have Success in Business
The Wall Street Journal reported that most employees waste one hour per day due to inefficient time management skills and/or a disorganized workspace. Depending on the size of your organization, the number of unproductive work hours can be staggering!

Our lively workshops captivate participants while motivating them to change old unproductive habits and create new routines to realize an immediate boost in productivity. Our one-on-one coaching sessions allow employees individual needs to be addressed in a confidential manner. The more your employees understand the basis for change and the process for making change stick, the more likely you are to see long-term productivity improvements.

Efficiency & Productivity Improvement Training

Training can be set up as Lunch and/or Breakfast and Learn Programs or as Full or Half Day Workshops.

Don’t see a topic you are looking for? We can create a customized training plan to meet your needs!
Additional Efficiency & Productivity Improvement Services

One-on-One Coaching
A great way to work with employees that need additional support. Coaching can be one hour with one employee, 1/2 hour with 2 employees or 15 minutes with 4 employees. It can be conducted at the employees work-space or privately in an office or conference room.

Workplace Evaluation - Efficiency and Workflow Analysis
We thoroughly review your operational efficiencies and recommend how you can best streamline workplace operations. Then, we look at workflow and evaluate your current workspace organization. Following a comprehensive review, our team will begin to implement a plan to improve efficiency and morale, increase productivity and create a more professional work environment.

DeClutter Day
We spend an extended time with you and your staff, starting with a motivating presentation to teach participants easy ways to reach organizational goals. Then, we dive-in with participants in their own workspaces or departments to start the decluttering. Leading the group with hands-on instruction, this fun and efficient approach to helping people make changes in the workplace yields meaningful learning and long-lasting benefits.

Company Procedures and Policies
Looking for a trainer to present YOUR company procedures and polices to your staff? You’ve come to the right place! We’ll utilize your material and deliver exceptional training to secure employee buy-in.

Contact us for individual pricing or add these services on to your training package.
Partial List of Clients

AmeriCu
Association of Personal Photo Organizers
Bank of NY Mellon
Barnes-Hiscock Mansion
Beacon Federal Credit Union
Becton Dickinson
Biz Events & The Business Journal
News Network
Boilermaker Road Race
Chobani
Compson & Pimpinella Law Firm
Center State CEO
City of Utica
Confidata
Crouse Hospital and Crouse Spirit of Women Program
Demody Burke & Brown
Empire Recycling
Excellus BlueCross BlueShield
Financial Management Association
First Source Federal Credit Union
Forever
Foster Martin
Gilroy, Kernan & Gilroy Insurance
Greater Utica Chamber of Commerce
Griffiss Institute
Hamilton College
Herkimer College
The Home Show at Turning Stone
JAY-K Lumber
Kirkland Library
Leatherstocking Abstract Company
Liberty Tax Service
Liverpool Library
M Griffith Investment Services
Make a Wish Central New York
Medical Societies, Central NY
Academy of Medicine
Mohawk Ltd.
Mohawk Valley Community College
Mohawk Valley Society for Human Resource Management
National Association of Professional Organizers (NAPO), Philadelphia Chapter, PA
National Association of Professional Organizers (NAPO), Washington, DC Metro Chapter
NYS Department of Transportation
New York Power Authority
NY Sash
The New Hartford Town Crier
New York State Fair
New York State United Teachers (NYSUT)
Observer Dispatch
Oneida County Bar Association
Oneida County Women's Bar Association
Paine Library
Pioneer Companies
Power Performers
Preswick Glen
Rome Art & Community Center
Schuyler Commons
Sisters of St. Francis
Staffworks, Inc.
Syracuse Orthopedic Specialists
Terracai/ CXtech
The Neighborhood Center
The Women's Fund of Oneida and Herkimer Counties
The YWCA of the Mohawk Valley
Turning Stone Casino
State University of New York
United Way of the Valley & Greater Utica
Utica College
Utica Police Department
View
Ward Law Firm
Women's Business Center
Women's Employment and Resource Center
Women TIES

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“Deb Cabral is a dynamic speaker who engages the audience immediately. Her energy and enthusiasm is infectious as you get on-board to hear all the worthwhile and thoughtful information she has to share. Our MARCPO attendees gave her high marks!”

Janice Rasmussen
Chairperson, MARCPO Speaker Committee

“Deb’s workshop on Stress Management was well received by the company. She easily related and connected to the staff. Everyone left the session feeling excited to try new tips and ideas!”

Katie Reilly
Director of Marketing, NY Sash & CNY Open House

“Thanks so much for speaking at our NAPO Greater Philadelphia Chapter Meeting. You have such a great spirit. You were absolutely fabulous! Your Energy & Expertise was Exhilarating (the Triple E’s). I love the way you think outside the box “Adding Revenue Streams” to our businesses was a great topic. I walked away feeling so excited about implementing some new ideas to my business. The feedback from the chapter members was phenomenal. “She’s an enthusiastic motivational speaker”. I definitely would recommend you speaking at the NAPO Conference and other NAPO Chapter meetings. Thanks Deb. “

Carla Shipman
Director of Development, NAPO Greater Philadelphia Chapter

“Deb Cabral recently spoke at our monthly meeting for The Mohawk Valley Financial Women. Her presentation was dynamic and informative. She provided us with tips on how to be more efficient and to increase productivity, which are essential in any business. Deb has the knowledge and talent to help your organization increase it’s bottom line with her effective analysis and training methods. I would highly recommend Deb to any organization. “

Dr Patricia Laino
The Business Training Institute Inc. and
The Women’s Business Center of New York State

“We were pleased to have Deborah Cabral address a group of 60 credit union leaders recently. She gave an outstanding presentation on ways that we can enrich our personal and professional lives simply by becoming more organized and eliminating clutter. The topic was of so much interest we had the greatest turnout at the event in years and I received significant, very positive feedback from the group.”

Mike Parsons
President/CEO First Source FCU

“I wanted to tell you how much I enjoyed your presentation at the Women Ties event last week in Rochester. Your excitement, energy and drive sent me out the door with a lot of motivation for my business! “

Nancy Wolver
Agent, New York Life Insurance Company, Fairport, NY

“Deb did a presentation about Stress Management at our credit union. She spoke with such exuberance and conviction that our employees took her advice to heart and acted on it to make positive changes in their lives. Thank you, Deb, for taking the concepts and making them actionable!”

Lorraine McCormick
Vice President of Human Resources, AmeriCu

“Deb recently taught a workshop for us on obtaining NYS and Federal WBE-Women Business Enterprise Certification. Her presentation was awesome and all of the evaluations came back with an excellent rating. She made the very extensive process of certification much more manageable for attendees. They left the workshop understanding how to start the process and the best steps to take to be successful. We look forward to Deb presenting future workshops for us!”

Donna Rebisz
Project Director, Women’s Business Center of NY State

“The Managing Time & Priorities Workshop was life changing for me! This is the first workshop that actually showed me how to physically set up systems, manage e-mail, piles of papers, phone calls, people interruptions and deadlines. I am able to handle more work as a result and feel a huge burden has been lifted. My co-workers call my office “The Zen”. Any employer interested in efficiency and getting more from their employees should host this workshop. Thanks Deb.”

Janet Wren
Facility Human Resources Manager, New York Power Authority
Pre-Program Questionnaire

To help put together the most productive, inspiring training session catered just for your company’s needs, please take a few moments to fill out the following and submit to dcabral@dceffconsult.com or mail to: DC Efficiency Consulting, 46 Genesee Street, New Hartford, NY 13413

Name ______________________________________________________________________________________

Company ___________________________________________________________________________________

Phone ___________________________ Email ____________________________

Size of group that will be attending presentation ____________

What is the biggest complaint among your employees about the organization/workflow of the office?
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________

What is the best thing that helps your office run smoothly?
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________

What are your top three goals for your team to accomplish after Deb Cabral’s presentation?
1) _________________________________________________________________________________________
2) _________________________________________________________________________________________
3) _________________________________________________________________________________________

Are you interested in a “DeClutter Day”?  □ yes  □ no