

MARK
TRUELSON



*Lets ignite some
disruptive passion into
your next conference*



Mark Truelson is not your everyday speaker. He leads from the heart and brings love and emotion to the normally sterile world of disruption.

Mark is an innovator, motivator, storyteller and catalyst for change.

He is a disruption capability expert who has worked with many of this regions leading companies: CUB, BlackRock, Mondelez, Pepsi, SAB Miller, Fonterra, Cadbury, Heinz, Coles, Schweppes, Laminex, AFL, Treasury Wine Estates, Asahi, Golden Circle and Kraft. What sets him apart from an array of speakers is Mark's ability to highlight your problem, provide an inspiring solution and leave you feeling that you have been to a Bruce Springsteen concert!!

Mark believes in the incredible wealth of passion, talent and enthusiasm that already resides within the hearts of the humans whom you call employees, co-workers or peers. But perhaps your team has been feeling a bit burdened by doubt lately. You know there's major potential to be fulfilled. And yet, the creativity and imagination has not been overflowing as much as it once was. You might say your workplace culture has become sticky, slow, quiet... even complacent.



Mark has seen a growing issue in many of today's corporate workplaces. You may've seen this too. It's employee disengagement. A lot of workplaces aren't doing enough to challenge, invigorate and inspire their employees (many of whom will spend most of their working lives in corporate!).

The result?

Complacency.
Boredom.
And, worst of all, self-doubt.

To Mark, there's nothing more tragic than when a human questions his or her worth. He provides the tools to employees that can disrupt dormancy in the workplace - the very dormancy that fuels doubt, dismay, and even personal crisis.



THESE TOOLS AREN'T JUST BUSINESS-SAVVY. THEY'RE PERSONALLY TRANSFORMATIVE!

If so, it may well be time to infuse some disruption into your workplace!

Let's unlock the imagination and creativity that all innovative ability requires - and, in turn, help your employees feel really, really good about themselves, and their work.

To have Mark speak at your next conference please call 0414 359 816 or email mark@marktruelson.com

WORKSHOP TOPICS

1

The Sum of Us

Disruption is not a solo pursuit. Together is Better.

2

Loveology

Disruption occurs when we ignite the PASSION from within.

3

Fame

Marketing Growth comes from Better Marketers not Fancy Ads.

4

Superior

Bringing the Soul back into Sales. Three steps in front.

Note: All these topics can also be presented via tailored workshops.

The Sum of Us

Disruption is not a solo pursuit.
Together is Better.

FACT:

Whirlpool's innovation pipeline has improved from \$10m in 1999 to \$760m in 2005 to over \$4B current day.

If Whirlpool can do this then, so can any organization. They did this, not through launching an i-Pod, but by systematically looking at all areas of its business and encouraging innovation from 'everyone, everywhere, everyday'. It is our observation that organizations believe that innovation begins and ends with product ideas. And that culture is inspired by individuals, rather than the collective power of the people. It is why Innovation continues to confound us.

Throughout history we have put the hero on a pedestal. The rugged individual at school, the macho Marlboro Man and the pursuit of Innovation is no different. The world has made stars of individuals. We laud Zuckerberg, Musk, Bezos and Jobs for good reason. Their genius is undeniable. Yet as we are conditioned for the hero's journey we are not equipped for the reality of the long walk home. The journey where we need to collaborate. To connect. To execute. This does not take a hero. This requires the power of the people.

Whether it be organizational disruption or self disruption, it is the Sum of Us that ignites the passion towards progress. Passion can make people do stupid things yet it is the secret sauce that turns intent into accomplishment. People with passion climb over others and refuse to give up. Passion is contagious and turns one person's crusade into mass movements

"The narrative you tell together is bigger than anyone could have told on their own". Bruce Springsteen

KEY CATEGORIES:

INNOVATION

CULTURE

LEADERSHIP

TEAM



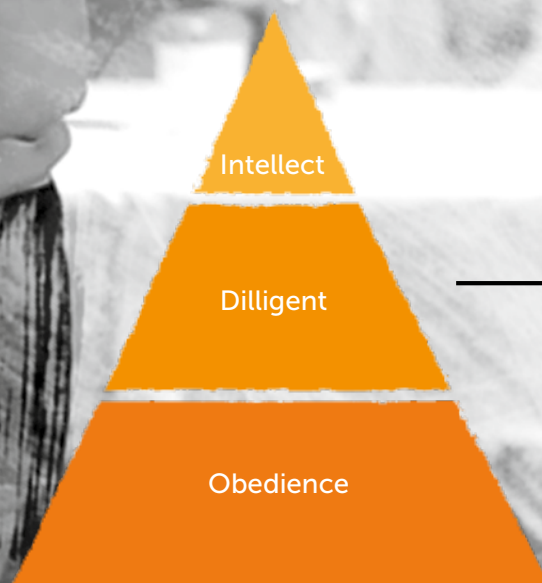
FROM MARK'S REVOLUTIONARY KEYNOTE, YOU WILL:

- Understand the imperative to adapt
- Be inspired to undertake the challenge
- Learn the power of 'we' in disruption
- Understand how to disrupt your own work & life
- Position you, your career and your business to succeed in the future.

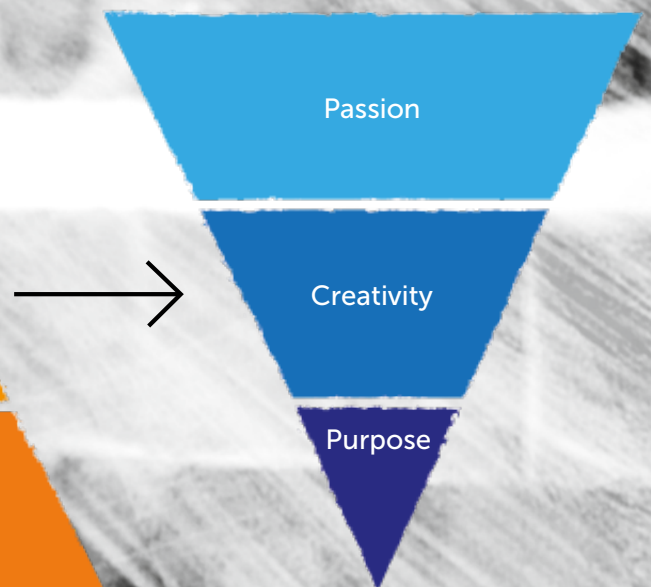
*"To go fast, go alone
To go far, go together"*

AFRICAN PROVERB

TODAY



TOMORROW



Disruption occurs when we ignite the PASSION from within.

FACT:

According to a recent survey by Towers Watson, which included 90,000 workers around the world, about 72% of Australia employees are not fully engaged in their work (globally this figure is 79%).

What law decrees that our organizations have to be bureaucratic, inertial and politicized, or that life within them has to be disempowering, dispiriting and often downright boring? No law we know of. So why not build organizations that are highly adaptable, endlessly inventive and truly inspiring? Why not indeed?

Love is a major management challenge. It is managers who empower individuals and create the space for them to excel, or not. It is managers who help to articulate a compelling purpose and story and then make it a rallying cry or not. It is managers who demonstrate praise-worthy values or not. It is managers who can build creative confidence or not. It is managers who can empower innovation from everyone or not. The future of Management needs a new ideology. All you need is love!

Innovation starts with the heart—with a passion for improving the lives of those around you. When the iPad was introduced, Jony Ive, Apple's head of design, talked about his passion for creating things that seemed "magical"—that were so far beyond what any customer might have imagined, they seemed like wizardry. You don't achieve this by paying attention to customers, by putting them first, or even delighting them. You do it by setting out to amaze them— and it all begins with an attitude.

The best innovations—both socially and economically—come from the pursuit of ideals that are noble and timeless: joy, wisdom, beauty, truth, equality, community, sustainability and love. These are the things we live for, and the innovations that really make a difference are the ones that are life-enhancing. And that's why the heart of innovation is a desire to re-enchant the world.

"If we are going to improve engagement we have have to start by admitting that if employees aren't as enthusiastic, impassioned, and excited as they could be, it's not because work sucks; it's because management blows". Gary Hamel

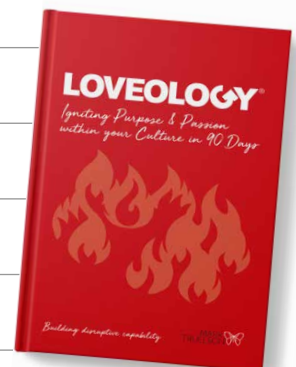
KEY CATEGORIES:

CULTURE

LEADERSHIP

INNOVATION

CHANGE

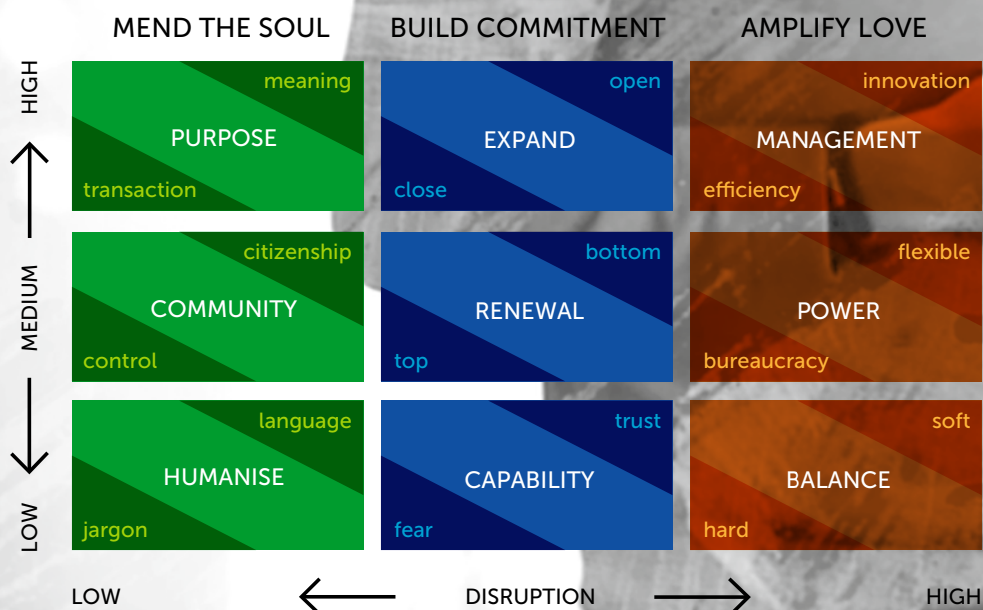


IN THIS PASSIONATE CALL TO ARMS, MARK WILL SHOW LEADERSHIP TEAMS HOW TO:

- Mend the soul of the organization to drive purpose and meaning
- Build commitment to expand and renew
- Drive capability to accelerate trust and eradicate fear
- Reallocate power from a bureaucracy to a flexible powerhouse
- Amplify love to move management from efficiency focused to innovation.

*"The single biggest problem
in the corporate world is
that LOVE has been
locked in the closet"*

John Mackey, CEO Wholefoods



Marketing Growth comes from Better Marketers not Fancy Ads.

The Marketing Industry is in itself facing enormous disruption. The market has changed, the marketing has changed yet the one thing that has stayed stagnant are the Marketers and in particular their capability.

There's a new growth imperative shaping the future of marketing and many companies face a capability gap. We focus on the 'big ad', or new media but we neglect the emotional imperative of upskilling and engaging the employee. It is where Marketers are just as important as Markets & Marketing in the Growth equation. Organic business growth is best driven by increasing customer demand. Yet many organisations and their leaders do not fully understand what Marketing is all about.

There are many challenges facing marketers: global brands, specialized roles, increasing channel complexity, high staff turnover, return on investment pressures and enormous changes in the legal, regulatory and digital & social landscape. For organisations to thrive in the era of disruption it must provide leadership that amplifies humanity to ensure we constantly innovate and engage.

The winning organisations will be those that continue to lift their marketing capabilities: equipping marketers to build insights into customers' needs, build purposeful brands and engage people across the organisation to deliver a valued customer experience.

Organisational adaptability, innovation, and employee engagement can only thrive in a high trust, low fear culture. If you want to inspire people to extraordinary

accomplishment, then Marketing Capability can no longer be relegated to the fringes of management discourse and action. The most urgent priority facing organisations striving to drive growth is to then pay as much attention to the Marketing drivers of performance as they have traditionally paid to the financial ones.

"A lot of companies have chosen to downsize and maybe that was the right thing for them, We chose a different path. Our belief was that if we kept putting great products in front of customers they would continue to open their wallets". Steve Jobs

KEY CATEGORIES:

MARKETING

TALENT

PERFORMANCE

ENGAGEMENT



MARKETER'S WHO ATTEND THIS KEYNOTE WILL BE INSPIRED TO:

- Create a growth ready organization
- Emulate 'brand heroes' who have paved the way
- Collaborate with agency partners to drive greatness
- Adopt growth ready practices from future thinking companies
- Fuel momentum driving leadership.

*"Marketers are like mushrooms
- if you keep them in the
dark, they won't grow"*

Amanda Mackenzie, Aviva CMO



Superior

Bringing the Soul back into Sales. Three steps in front.

The greatest technological opportunity that we see is the advancement of sales capability and if blue chip companies are going to seize the growth agenda, it is the capability of the front line that needs drastic enhancement.

However it is glaring, nearly embarrassing how sales capability has been put on the back burner and outsourcing has been seen as the solution. We don't think the profession of salespeople is inferior now than it was 20 years ago, but we definitely think the capability importance placed by top brass, is clearly inferior to the efforts placed by equivalents years ago.

The growing sales capability gap is all the more serious given the wide range of activities that sales professionals perform. In some cases, their remit extends from high-level strategic analysis and portfolio planning, right through to operational, in-market activation and channel management. Sales Professionals must be as comfortable working with creative ideas as with financial and commercial data, balancing art and science, intuition and rigorous analysis. They must be able to engage and collaborate with consumers, customers and colleagues in other functions, as well as with the multiple external agencies and specialist suppliers that support them. In the words of one multinational company CEO we worked with, "You have to be able to fly with the eagles and scratch with the turkeys!"

Taken together, these challenges represent a paradox for sales. In one respect, there has never been a more difficult era to be a sales professional, but neither has there been a more exciting and important one. Times of great change often bring unprecedented opportunities.

The big question is, therefore, not whether sales as a discipline is important - if businesses want to thrive and grow in the future, it has to be. The real question organizations have to address is, how can they get better at selling? Do they have the world-class capabilities needed to drive brand and business growth? And if not, how can these sales capabilities be built in practice?

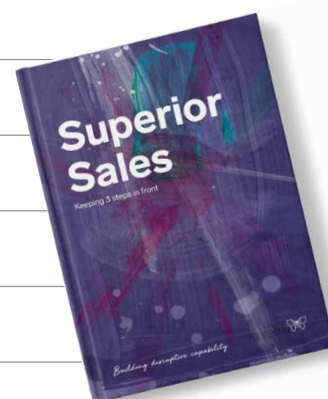
KEY CATEGORIES:

SALES

MOTIVATION

TALENT

PERFORMANCE



THE SUPERIOR SALES PRESENTATION WILL:

- Encourage you to roll up the sleeves and hit the streets
- Illustrate the importance of purpose and strategy for sales teams
- Inspire the adoption of the lost art of coaching
- Help reengage your love affair with your customers
- Engage your hearts and minds to elevate the importance of sales capability.

*"Failure we can do alone.
Success always takes help"*

Simon Sinek



Workshop Topics

Add one of these sessions to extend the impact of having Mark speaking at your conference.

Note: These presentations can also be delivered as main platform sessions where appropriate.

Marketing

1 BUILDING EMOTIONAL BRANDS

How to differentiate your brands from the mundane

A stimulating session that will help you mine for insights, develop the elements of your brand storyboard and focus on all resultant activity on the heart of your brand.

2 SELLING THE STRATEGY

Delivering Marketing Plans with Impact

A provocative guide that enables Marketers to sell their strategy and plans into the business with pride and conviction. No more cluttered slides and data dumps!! Win your slice of the corporate budget with presentations that sing with impact.

3 STORIES WITH IMPACT

Personal, Brand & Corporate

A step by step guide that helps you define the soul of your brand and the story that is authentic and resonates. Helps your brand connect with consumers, your organization engage with employees and you live up to your potential.

Creativity

4 TWELVE CREATIVE ARCHETYPES

How to build your organisations creative confidence

A highly interactive experience which raises enthusiasm and awareness around creativity and innovation. We share our learning's on creativity; creative behavior & skills and creative state. We bring to life the universal world of Archetypes to prove we can all be creative. We fire enthusiasm around the 'magic' and build a solid structure for idea generation. People leave knowing they can be creative, have better ideas and confidence around their own ability.

5 MASTER PRACTITIONER

Are you ready to change the World?

A 'mojo maker' that embeds prowess and mastery around creativity & innovation. Our focus is combining the 'doing' of creativity with the 'being'. You will leave with tools and techniques, an elevated creative state and the confidence to facilitate amazing outcomes.

Innovation

6 THE IDEA DETECTIVE

How to solve your organisation's problems like Columbo

Stuck in a rut, bored, dissatisfied, uninspired? Feel like it is Groundhog Day? Got a problem to solve you don't know how to solve?

Isn't it amazing the popularity of the detective genre? What makes these detective shows (Columbo, CSI, Criminal Minds and countless movies) so addictive is the effortless way in each episode they solve some grizzly crime in less than 60 minutes.

Following the same steps ... so can you!

7 IDEA +

Embedding Innovation throughout your whole organization

"Innovation from Anyone, Anywhere" is a powerful, jam-packed work stream that immerses Innovation Leaders in the process of innovation. From strategy to implementation, you will explore what it takes to make incremental and disruptive innovation happen via the IDEA+ framework.

Innovation (continued)

8 IGNITING POSSIBILITIES

Selling in the Innovation Story

If you are Elon Musk or Mark Zuckerberg you probably do not need to apply. For the rest of us mortals you need a way to sell in your innovation project that will win over the naysayers and cynics. Storytelling is flipped on its head and momentum and energy is amplified.

9 LEADING INNOVATION

Building Communities of Passion

Senior Executives play a crucial role in the innovation game – signaling what behaviors are valued and not, proactively seeking energy leaks, embedding the innovation agenda into their business and managing the inevitable tensions that arise between today's business and tomorrow's.

This is a primer around what Innovation Leadership looks like and what your key considerations are when you are leading for incremental versus disruptive innovation.

Leadership

10 LEADING DISRUPTION

Building your bench strength through Thought Leadership

Whilst it is seen as a glib term -: "People are our greatest assets"; it will ultimately be the greatest technological disruption over the next twenty years. Accountants will become advisors; athletes will become influencers. It will be our thoughts that will sell, not our job titles. Far from being an internal threat, Thought Leadership will position your business as a disruptor and will engage your staff to aspire for greatness.

11 STAND UP

Culture with provocative humor

Perfect for the notorious after dinner slot. Working with Barry award winning comedian Jason Marion we engage with your senior leaders and with your business to mine for cultural insights to send up the topical controversies of the time. Thick skins required!!

Storytelling

12 THE STORYTELLERS TOOLKIT

Igniting Purpose & Passion with Stories

The way we engage with our audience falls somewhere between two extreme poles: reports and stories. Supporting this is two polar opposite personnas: the investigator and the storyteller. Reports inform, while stories resonate. To engage with resonance we provide the tools and methodology to amplify your impact.

13 STORYTELLERS

Speaking & Presentation savvy with stories

Our aim is not to focus on your fears but to ignite the passion of your audience. Presentations should not be an explanation but an experience. Our aim is for you to inspire movements and for influence to be embedded through your teams. Storytelling is the secret sauce.

Personal Development

14 DISRUPT U

Turning self destruction to self disruption

The journey of self-destruction to self-disruption is the elixir that drives me to wake up every morning. The magic of 'disruption' is that we can all invent a different pathway to pursue. We use the term 'disruption' to describe the place where the things we love to do and the things we are good at come together. Not only does this leave us more fulfilled it also ensures that our communities and workplaces thrive.

15 SPRINGSTEEN & I

The 7 steps to building Brand You

Taking lessons from the great Bruce Springsteen we identify your brand storyboard, your purpose, passions and your undeniable story. You leave with a strategic plan that will unleash your true potential.

Team Development

16 STRIKEFIT

Kick start your conference with a UFC blitz

Working with world renowned MMA fighter Mark Mullan, this turbo charged session explores physical, mental & emotional considerations in building a successful culture. Starting with sparring and finishing with ground breaking 'breathing' techniques this is an unforgettable conference booster.

17 STORY BUILDER

Amplify your vision and values via story, movie or song

Sick and tired of workshops where everything is left on butcher paper and nothing is embedded and sustainable. This rich and engaging session utilizes the talents of script writers, movie producers and talented musicians to make sure your purpose, mission, and story sticks.

To have Mark speak at your next conference please call on 0414 359 816 or email mark@marktruelson.com



Who I have worked with

"Innovation and Creativity from Everywhere became the mantra at BlackRock globally and we looked at a way to bring this to life across the Asia Pacific region. We engaged Mark and he developed a series of keynotes and programs that inspired thousands of employees and provided a framework for our Senior Leaders". Global HR Director BlackRock



Schweppes

 Carlton & United
Breweries

Mondelēz
International

BLACKROCK

Asahi

 Fonterra™

Cadbury

 KRAFT

 HEINZ

coles

Laminex

 pepsi


TREASURY
WINE ESTATES

 golden
circle™

 SAB
MILLER

 AFL



Mark is an innovator,
motivator, storyteller
and catalyst for change.

Find out more

To have Mark speak at your
next conference please call
0414 359 816 or email
mark@marktruelson.com

marktruelson.com

FOLLOW ME ON



Mark Truelson