

why max walker...

MAX WALKER is an Australian speaking phenomenon. Over the past 5 years, clients have rated Max's performance at an average of 9.4 out of a possible 10. He brings impressive all round business and media credentials to each individual presentation.

He practiced architecture for 10 years; is a successful entrepreneur; is a hands-on director of 4 companies; has written 13 books with sales in excess of 1,000,000 copies; has hosted and anchored 3,000+ hours of 'live' television; has been the face and voice of many multi-million dollar advertising campaigns; has played Test cricket and AFL football.... and yet there is so much more. His pre-occupation with excellence is one of the defining reasons why Max continues to evolve and succeed.

max walker

.....what some organisations have said

"A dream to work with and the ultimate professional. Max's ability and willingness to go above and beyond the norm by mixing freely with guests and clients alike make his presentations something special."

Leo Burnett Advertising

"Max was very easy going and terrific to deal with. His talk was just right for the occasion."

ANZ-International Network

"Able to convey appropriate message across nationality barriers - not all our audience was Australian and therefore wasn't necessarily familiar with Max's history. A great bloke!" **Nokia Telecommunications**

"His professionalism showed through with a calm acceptance of any changes to the running sheet or non appearance of finalists. As M.C. he was able to keep the program progressing smoothly with his humorous 'add libs' and strong direction on stage."

Telstra Corporation Small Business Awards

"Did an excellent job under very trying circumstances. I would recommend Max Walker strongly for any such activities. Will strongly consider for future functions."

Master Builders Association (NSW)

“Max would come close to being the best suited mediator we have ever had for the National Insurance Brokers Association’s convention. The right combination of wit, intelligence and cooperation. Perfect!!!!”

Waldron Smith Convention Network

“Max is the perfect talent. Intelligent, organised, interested and compelling in performance. He never loses enthusiasm for the task at hand and is extremely responsive to new material, changes or advice. He actively contributes rather than taking a passive role as the talent. Max’s great experience as a presenter and commentator is invaluable and his ability to constantly assess the big picture during performance means that he is always in control of pace, content and delivery. I look forward to the next occasion when I can work with Max again.”

Photomation

“You were an absolute success. The team raved about how well you hit the mark and are all drawing many ideas from your speech. They thought we had briefed you for hours, which is a testimony to how well you did on the night considering we only talked for 10 minutes.”

Head of Sales Effectiveness Personal Banking, ANZ Bank

“Max was very well received by our audience, He spoke from the heart with passion.”

Senior Account Co-ordinator Hoo Marketing Pty Ltd

“All five hundred and fifty delegates had an excellent week and your ‘closing presentation’ of the Conference not only had them all smiling but also left them on “**A HIGH**”. Max your presentation certainly ‘hit the mark’. Your sporting stories were fascinating, however you put them in the context of the challenges our industry faces at this time. As an organizer of the Conference I appreciate your professionalism and “no fuss” attitude, many delegates commented how approachable you were on the day. You proved yourself to be a real people person.

Franchisee, McDonalds

max walkerprofile

In the space of five decades Max Walker has travelled an amazing journey from schoolboy sporting prodigy to one of the most recognisable faces and voice in Australia. Along the way he played Test Cricket for Australia in a golden era and VFL/AFL football for the Melbourne Football Club. He then continued to be center stage in the highly competitive sports media arena as host of the Nine Network's Wide World of Sports. He is an author of 13 books.

Max is also a successful entrepreneur with directorships in a number of companies. Academically, he qualified from the Royal Melbourne Institute of Technology with a Fellowship Diploma of Architecture and practiced as an architect for 10 years. Max's transition from the sporting fields to the hypnotic world of media was seamless....a natural charismatic communicator on radio and television. An extension of that natural story telling ability resulted in seven No1 best sellers in Australia, his aggregate book sales stretched beyond one million copies.

Max is also one of Australia's most sought after public speakers. He has presented in excess of three and a half thousand performances throughout Australia and around the globe. He has captivated audiences in Rio de Janeiro, New York, London, Hong Kong, Orlando, Singapore, Hawaii, Bangkok, Dubai, Vancouver, Harare and Johannesburg. Add 3,000 hours of anchoring 'live' television programs to the much travelled and well-educated life experience and it is easy to describe Max Walker as the 'complete all rounder'. The smile and enthusiasm is contagious. As a talent Max is consistently described as 'extremely user friendly'.

The Max Walker Company utilises the many multimedia, communication, marketing and creative skills all under the one umbrella.

In fact after a lifetime in the spotlight, the name Max Walker has become a brand that is synonymous with integrity, credibility, and success.

max walker

.....speaking topics

The search for excellence has no finish line

A very popular topic with companies looking to raise their corporate bar.

- A preoccupation with excellence
- Parallels to sport and possibility thinking
- Stretch the mind to new dimensions whilst understanding fear is the dark room in which negatives develop
- Developing an attitude of never ending improvement

Communication is a contact sport

If we research back to the dark ages we will find that Communication was one of the main ingredients of survival of our species. It is also true in today's business world.

Without an integrated communication strategy within your organisation; you won't last long against your competitors.

- The Communication Wheel – words, tone, body language
- Holding your client's hand
- Educating everyone
- Front of house performance
- Technology
- Print / Radio / Television
- Relationships
- Leaderships
- Teamwork $1 + 1 = 5$
- Pumped up people
- Credibility
- Honesty and truth
- Consistency

The Australian factor

Why does a country such as Australia, geographically isolated and with such a small population, excel in sport and other endeavours. Max examines the Australian characteristics and traits that separate us from the rest of the world. He investigates;

- National pride and self belief
- The accumulation of skills
- Professionalism
- Leadership
- Performing when it counts
- Acknowledging success
- Relaxing
- Replenishing the well

Building teams that can win

Behind every successful business is a team of people, skilled in the knowledge that they can play their part in building the strength of an organisation, whilst remaining confident that others around them will contribute without question. The end result is a team who will achieve together. Max looks at;

- Principles for team building
- Qualities that go into creating a winning team
- Vision....Big Picture.....Long Term
- Training (Implications to the corporate world)
- Coaching / Mentoring
- Individual differences
- Individual skills
- Personality
- Change management
- Being media savvy
- The mentor game
- Intellectual property
- Corporate fitness and sleep
- How to reinvigorate your staff

Keys for success

This is tailored to individual companies taking into account their philosophies and values. It also looks at life balance. The list can be short or predetermined number (eg 10-20).

the architecture of business.....manifesting your future

Here Max talks about taking responsibility for providing the creative energy necessary to bring about business success. You get back what you give out;

- The architecture of small business
- You and your business
- To be everything to everyone
- Be seen, get known and move ahead
- Get Work, Get Paid
- Living with business
- Your family; Your business. The juggling act.
- Business planning
- Market niche
- Competitive advantage

passionate people power

This keynote draws on the magnetism of passion in creating a culture of success. Max uses his vast life experience to explain how it can work both corporately, personally and in the combative environment of elite sport. Max's interpretation on the role of leadership, commitment, self esteem and giving unconditionally to successful outcomes leave delegates with a powerful take home message.

NB: Mind Map's of Max's presentations are available on request.

you can't live life without an eraser....perils of polishing yesterday's apple

If you are to be successful then you need to recognize that change is an integral part of every day life. Change needs to be encouraged, anticipated and budgeted for. Your colleagues need to be stimulated towards participation and rewarded for taking part. With change comes a freshness, a feeling of self worth and inevitably the success that comes from stepping outside the comfort zone.

- Jump start your creativity
- Re-invigorating – Product, Service, People, Brand
- Culture
- Sins of Conservation
- WOW Factor
- Intellectual Capital Accumulation
- Stepping outside the comfort zone
- Branding of geographical language
- Innovation

marketing to the heartland

Marketing both our business and self are of paramount importance in today's environment. Max covers both communication in business as well as the media to discover how you can become an influential marketing success. Max also looks at fundamental issues such as;

- Integrity and ethics
- You can't buy credibility but you can buy a reputation
- Fingerprinting your company
- Functional aspects of creativity
- Innovation
- Cross marketing
- Walking the talk 24 hours a day
- The message must be understood to be heard
- Effective use of Public Relations

Strategic alliances and developing networks

max walker

...curriculum vitae

date of birth: 12 September, 1948

marital status: Married : Wife Kerry

Children: Alexandra, Isabella, Tristan, Keegan, Shelden

academic Fellowship Diploma of Architecture, R.M.I.T.

qualifications:

sports career: V.F.L./A.F.L. Football

1967-72 Melbourne Football Club

Sheffield Shield Cricket

1968/77, 1979/81 Victoria (70 Games)

Test Cricket

1972-77 Australia (38 Games)

World Series Cricket

1977/79

One Day Internationals

(29 Games)

media career: Radio

ABC Cricket Commentator 1981/85

Television

HSV 7 - World of Sport 1982/85

Nine Network - News, Wide World of Sports, Cricket 1985/1999

3000+ hours of live Television

television & Aeroguard BRL Hardy Wines SPC Ardmona

marketing Just Jeans Cadburys Allam Maxi Homes

campaigns: Tooheys 2.2 American Express Int. Mazda

.05 Campaign QANTAS

Mercantile Mutual Australian Dairy Corporation

memberships: Melbourne Cricket Club Primary Club of Australia
National Golf Club The State Sports Centres Trust
Flinders Golf Club Lindsay Hassett Club
Commonwealth Golf Club Hon. Life Member Marylebone Cricket Club (UK)
Carbine Club Hon. Life Member Phantom Club of Australia
Lords Taverners

philanthropic Association for the Blind, \$7.5 million Centenary Appeal (Vice Chairman)

commitments: ROMAC, Rotary Overseas Medical Aid for Children (National Patron)
The Lighthouse Foundation (Patron)
Victorian Blind Cricketers' Association (Patron)

speaking In excess of 3500 presentations throughout most of Australia

engagements: and the world. (Including New York, Orlando, Hong Kong, Dubai, Rio de Janeiro, Bangkok, Vancouver, Cape Town, Hawaii, Johannesburg, Singapore, London etc.)

KEYNOTE SPEAKER EVENT/CONFERENCE HOSTING
MASTER OF CEREMONIES FACILITATOR
AFTER DINNER SPEAKER WORKSHOP MODULES

corporate Telstra, Mazda, American Express, Coles Myer, Santos,

videos: Clipsal, Vic Tourism, South Australian Water, Goodyear, Dorf, QANTAS etc.

cd rom: All Stitched Up

board games: Max Walkers Cricket Game
Take it To The Max

author: Tangles How To Puzzle a Python
Cricketer at The Crossroads Best of Mr Walker
Back To Bay 13 A Chip Off The Old Block
The Wit of Walker Sports Jokes
How To Hypnotise Chooks Ladies and Gentlemen
How To Tame Lions The Volunteers
How To Kiss a Crocodile Currently working on book number 14

company **The Max Walker Company**

directorships:
<http://www.maxwalker.com.au> - everything max

Three Dots
<http://www.threedots.com.au> - connecting people, technology & ideas

Digital Family Tree
<http://www.digitalfamilytree.com.au> - capture a unique life for life

Fluid Motion Clothing Company
<http://www.fluidmotion.com.au> - the most comfortable shirt in the world