



## HI! I WANT TO BE YOUR SPEAKER



It's great to meet you! My name is Mike and I'm a marketing agency owner, on-air brand correspondent for Global Radio and even a musical theatre writer! I proudly bring all of these experiences into the keynotes I deliver. I'd be delighted to build out a customized presentation for you, but here's some of my favourite topics to speak about.

...

### **WORKSHOP TITLE:**

Own your brand, win the day

*For your Clients, your organization, and your brand*

**WORKSHOP DURATION:** 60 minutes + 30 for drop-in Q&A for anyone who wants.

**WORKSHOP DESCRIPTION:** Brands are built on the stories we create, participate in and tell. These stories can have a proven impact on building your book of business, retaining clients, inspiring referrals and creating meaning for your organization and your own brand within it. This interactive session will explore the latest tips and trends in brand building and storytelling including:



- What is your brand as a seller and how do you truly own what makes you unique?
- The connection between storytelling, your brand and your organization
- Identifying and capitalizing on every opportunity to tell your story and build engagement amongst your most important audiences.
- How to operationalize your brand and make sure everyone's walking the talk

...

**KEYNOTE TITLE:**

Unlocking your leadership brand

*And how it could become your most powerful sales tool*

**KEYNOTE DURATION:** 45 minutes + 15 for drop-in Q&A for anyone who wants.

**KEYNOTE DESCRIPTION:** If we've learned anything from the past year it's that people do not buy products or services. They buy belief. So how do you sell it and what does that even look like? Welcome to your leadership brand. Now more than ever, customers want to buy from leaders, which presents a huge opportunity to create true meaning with the people who matter most. In this interactive session we'll explore

- What is a leadership brand
- How to build your own
- How to bring your leadership brand to life through storytelling
- How to use your story to create meaning with your Customers

...



**KEYNOTE TITLE:** *A tale of two brands: how to navigate the tricky balance between your own brand and your organization.*

**KEYNOTE DURATION:** 45 minutes + 15 for drop-in Q&A for anyone who wants.

**KEYNOTE DESCRIPTION:** It's a familiar question in sales circles: what are you buying: the product or the person selling it? Today, this question holds true in all corners of the organization. Personal branding matters, but maintaining the balance between the brand of the employee and that of their employer can be a tricky one, often fraught with some big implications for career growth and job success. In this interactive seminar, you'll learn strategies you can put to use right away including

- What are the key differences between a personal and corporate brand? How do the two interact?
- What are the inherent risks and rewards that come with mixing the two?
- What are some best practices to operationalize your personal and corporate brands. (This will be looked at both from a marketing and talent acquisition context).

**SOME OF THE ORGANIZATIONS I'VE HAD THE PLEASURE OF SPEAKING FOR:**

- YBC - Young Brokers Conference
- Canadian Broker Network - Winter Workshop
- CAA Insurance Broker Marketing Camp
- Online Learning Summit
- City of Toronto Enterprise Toronto Speaker Series
- Wilfrid Laurier University Student Success Conference
- Strategic Recruitment Management Conference



## WHAT PEOPLE ARE SAYING:

Brett Boadway | Chief Operating Officer at Insurance Brokers Association of Ontario

Mike is an excellent presenter. Easy to listen to, calm, so warm, you feel supported even though the presentation is virtual. I absolutely loved Mike's presentation. I know it will inspire the audience, no matter what level they are on. For the young brokers who are already leaders, it will be the bump they need to inspire strategic change and people management. For those just getting started, he provided content that they can latch onto to position themselves as a leader for their clients and in the office. Mike totally nailed it! THANK YOU SO MUCH!

...

Lorie J. Phair | President at Canadian Broker Network

We were so delighted with the virtual workshop Mike delivered to 40 Canadian Insurance brokers on the power of brand building and storytelling. Mike is a gifted speaker that even in a virtual environment knows how to pull people into the conversation in a way that's extremely engaging. Fun, lively and incredibly knowledgeable, Mike is a fantastic speaker and one I'd recommend again in a heartbeat.