

MAX



PAC

Max

- speaker / storyteller
- writer / author
- creativity cartographer
- media

Best Advice



“Max, imagine you are speaking to an audience of blind people ... if you can satisfy their needs in word pictures – you will be well on the way to success as a communicator”

Alan McGilvray, ABC Radio Commentator Extraordinaire

The concept of word pictures and painted words is central to telling stories which impact through pictures both mental and verbal. You stimulate thoughts, creativity and innovation – imagination and association.

I call it cartography of the mind. It is here in the theatre of the mind we make our emotional connections.

Messages that stick ... a major part of the client brief. Add graphic notes and mind maps and the Max Walker experience is complete. An authentic, un-ordinary value add – a take home reinforcement of messages.

A handwritten signature in black ink that reads "Max" followed by a long, sweeping horizontal flourish that ends in a small dot.

A large, stylized handwritten signature in white ink that reads "Max" followed by a long, sweeping horizontal flourish that ends in a small dot. The signature is set against a dark background with some faint white lines.



Max

Invitation

With each year comes more experience, more wisdom. It enables us to change the shape, look and feel of what we do ... this is growth, business, personal, spiritual and educational.

Our attitude to embracing change is significant in continued success.

I've been fortunate to have been able to morph my life in many directions – sport, architecture, speaking, writing, media and public relations.

Today my speaking and writing is expanded by the authentic journey I have travelled.

I do not want to dwell on the past successes – that was yesterday. It was wonderful being an architect, Test cricketer, AFL footballer, best selling author and driver of many million dollars of marketing campaigns. What matters is today and tomorrow. I am passionate about raising the personal and corporate bar, stretching capability, simplifying and clarifying communication.

My architectural career and love of art/photography is merging into my writing and speaking. Mind maps and graphic notes are tools I use to solve problems and transfer skills. It is evident in everything I do. A fingerprint.

To be invited to speak to small and large groups of people across Australia and globally is an enormous privilege; an opportunity to make a difference, to change our thinking about how we tackle our careers and lives.

Successful businesses and people in the 21st century will be those people with fresh ideas ... who re-imagine possibilities and take time out from the corporate treadmill to contemplate.

My vision is to work with others to open the doors and windows in their minds – as a speaker, writer and mentor. Dare to be un-ordinary – don't be dull, boring, beige and forgettable. Be memorable, marketable and become remarkable.

This is the space I play in today – love to have you join in. Let's start with a blank sheet of paper and a handful of coloured felt pens.

Max

Corporate notes



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Corporate notes

- **Architect.** A qualified professional who ran his own practice partnership until the velocity of media work became all encompassing. He remains a Registered Architect with the R.A.I.A.
- **Trust Member.** (7 years) A direct appointment by the Premier of Victoria, to the Melbourne Sports and Aquatic Centre Trust. The Trust's role was expanded upon to take on the responsibility of more government projects and renamed The State Sport Centres Trust. In 2004 Max was recognised with a Life Membership.
- **Marketer.** Fronted in excess of 50 million dollars of television, radio and print advertising campaigns. Skilled at creating a product familiarisation for major corporations who have selected him to be the face and voice of their business. Required to be across the mechanics of each business and have a solid understanding of their competitors. Able to speak the language – CEO, management, factory floor and importantly, company's clients.
- **Director.** A hands on Director and major Shareholder in a number of companies that cover a diverse range of interests.
- **Communicator.** There are very few people in Australia who can equal the Max Walker multi-media and live presentation experience. Print. Radio. TV. Cyberspace.
- **Author.** As a writer Max has sold in excess of 1 million copies (14 titles). In itself, this is a substantial small business, expanding every year. Now exploring possibilities of ebooks - multi media platform books and MP3 formats.

Max has been invited to challenge and inform Leadership Groups, Management Teams and decision makers within key local, national and international organisations.

Keynote speaker



A keynote needs to be larger than life, broad, memorable brush strokes on a large verbal canvas. To be able to fire up the beginning of a conference or indelibly close with a final plenary session. The performance demands more than a regurgitating of facts and figures, complete with computer generated PowerPoint presentation. If only facts and figures are required... buy the book.

Storytelling and theatre of the mind engage to import messages on different levels; for no two members of the audience absorb information in exactly the same way. Stimulation maybe visual or aural. Others will connect emotionally with a tug of the heartstrings – kinesthetic.

I like to work to a theme or title and lock in appropriate messages, wisdom or facts to brief. Then bring them to life with storytelling. I draw on a vast range of lifetime experiences for authentic material. I begin with a blank sheet of paper. Using mind mapping I radiate ideas. Next, I connect associations and imagination to provide a structure. Many clients enjoy keeping the graphic notes. Unique take away notes. This is also a different way to brand a client's message beyond the stand up presentation.

Max

Keynote speaker

Lets talk - create a keynote together for your group. Be the architect. Take responsibility for which verbal building blocks you choose to use. Keynote speaking is my passion. I like to open the doors and windows of the mind. Where can we start? Where can we challenge your people?

Speaking Titles:

Each address is tailored to the your specific needs and corporate culture.

The presentations are authentic, un-ordinary, unique – they carry messages that stick in the memory.

Become the architect of your future - Maxxing your attitude to change.

How to open the doors and windows of the mind – Maxxing your neck top computer.

Being Max - right arm over left ear-hole at the point of delivery - verbal reverse swing.

The bottom line is people - Our ability to communicate is directly proportional to the success we achieve.

Change is really an exchange of ideas - How to build a change pyramid.

Average never wins – lifting the bar, stretching capabilities and Maxxing possibility thinking.

Maxxing presentation skills – speaking from the heart, being unordinary, being unpredictable - being authentic.

Communication Dashboard, Communication Flat Screen - skills to navigate to 21st century.

Maxxing - Being Memorable, Marketable and Remarkable 24/7 - your choice?

Re-imagine, re-invigorate, re-design, re-fresh - zig, zag and zoom through the fear of change.

Hypnotising Chooks, Kissing Crocodiles - and other reverse swinging deliveries.

Leadership – raising the bar - innovation, team attitude, communication.

Max

Master of Ceremonies

lighthouse
speaker / storyteller
writer / author
creativity cartographer
glue



Master of Ceremonies

The MC is like a lighthouse, without one, it is difficult to see where you are going. The Master of Ceremonies represents the energy of the function – a beacon. Max will also be the glue to hold everything together.

From the first welcoming words to the closure Max will set the scene, set the ambiance – be relevant, creative, pacy, and memorable. In the wrong hands it can fall flat, be forgettable and run overtime. Too often we hear the comment “we’ll go with an in house MC” or “the boss will do a good job”, “we don’t need a professional master of ceremonies”.

Consider the time, money and effort in staging the event. Lift the bar. Expectations are always high.

The MC should be able to cope with any eventuality - plans change and, yes, things will go wrong, especially where technology is involved.

In inexperienced hands bad luck can spell disaster. To react to changed circumstances, to seamlessly take control whatever happens is where experience counts. An insurance policy for your function. Worth investing in.

Conference Host

I liken this role to being a bus driver - stopping at all the right stops and collecting all the spectators on schedule with appropriate and succinct introductions / back announces. When speakers leave the bus (lectern) an appropriate back announce and a relevant link to the next speaker is essential. This is not negotiable. No ramble please - unless of course the speaker has run out of puff and ended the presentation 10 minutes early. Then the need is for intelligent, humorous, interesting 'fill' ...or stretch.

This is all part of my catalogue of experience - 3000 hours of 'live' television has prepared me well. So too has the many different career hats embraced. Architect, author, elite sportsman, media, marketing, communicator and entrepreneur allows the direction on my speakers compass to be changed quickly, seamlessly. To be able to maintain the energy level and pace of an event over 5 consecutive days or 5 consecutive hours is a huge asset to an event organiser.

It is not an unusual ask to MC all business sessions, play golf or beach cricket, travel with the group on tours, stage a 'breakout' session, deliver a keynote presentation and host a black tie gala drinks/awards night to close the conference.

This flexibility creates a very efficient equation in international and inbound incentive destination events.

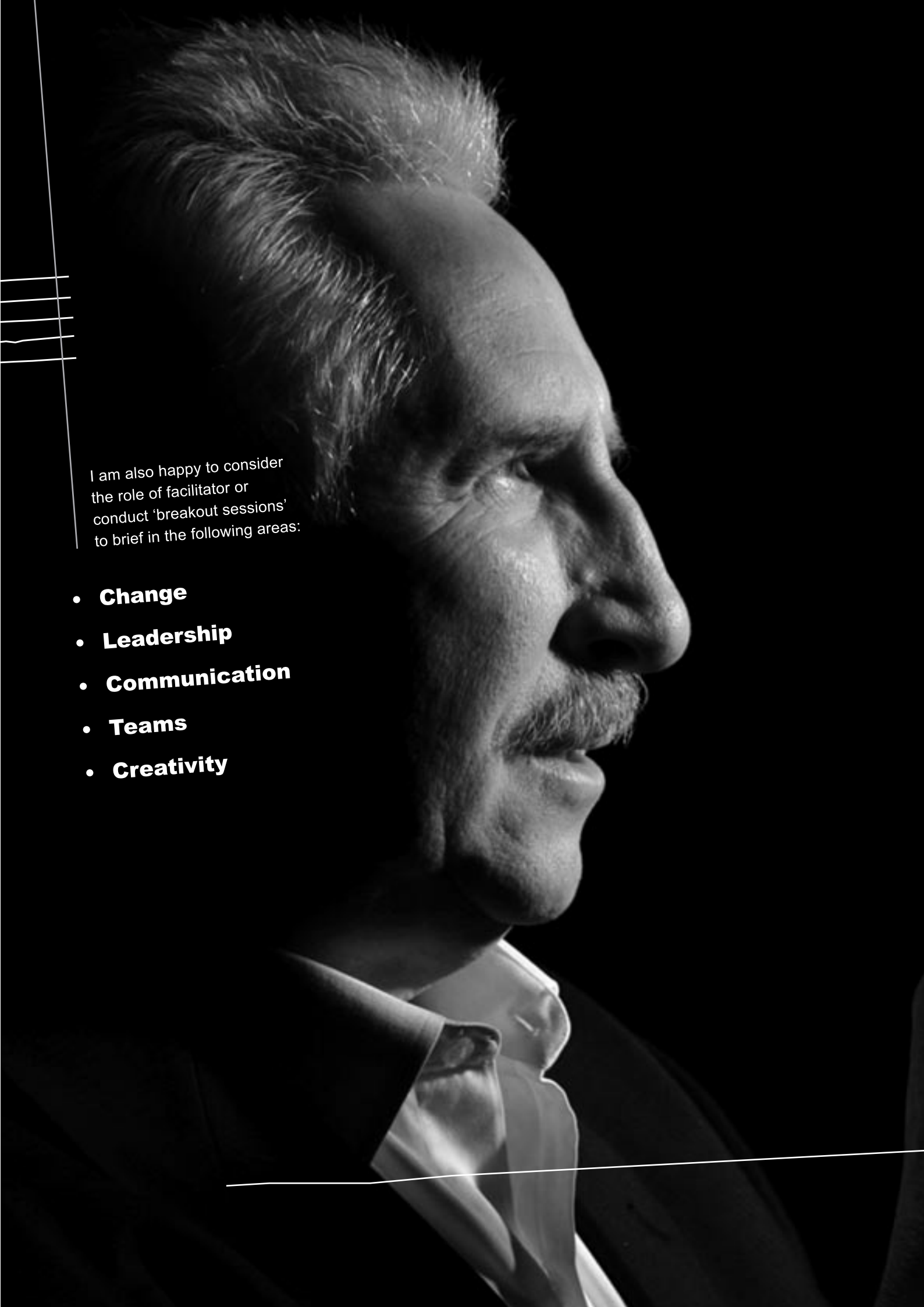
As host I am very user friendly (organisers have enough details on their plates without having to deal with a speaking Prima Donna). I am very accessible to the delegates. I get invited back year after year by some clients. Relationships and trust develops overtime.

It is an enormous privilege to share the thinking of large and not so large companies going forward. Future Strategies. I would never betray their trust. It is an extraordinary education, an insight into expansive thinking within the dynamic engine rooms of corporate Australia. The experience enables conversation and comment specific to individual trade, association and industry... understanding terminology and jargon.

To have a genuine love of people makes what I do enjoyable. A value add for everyone.

I would love to discuss how we could work together to create a memorable experience for all your team/delegates/clients.

The concept of an ideas incubator connects to my architectural background. I begin with a blank sheet of paper or I can work to a tight script or brief. Yet I am not anchored to words on a page. I am flexible.



I am also happy to consider the role of facilitator or conduct 'breakout sessions' to brief in the following areas:

- **Change**
- **Leadership**
- **Communication**
- **Teams**
- **Creativity**

Profile

Born, Hobart, Tasmania, Australia

Son of a Master Builder / Publican

Educated at Friends' School, Hobart

Fellowship Diploma of Architecture RMIT 1973

Melbourne Football Club (85 games)

Cricket:	North Hobart Cricket Club
District	Melbourne Cricket Club
State	Victoria (70 games) (3 Sheffield Shields)
Test	Australia (34 Tests)
WSC	Australia 1977 – 79
ODI	Australia

Cricket commentary ABC Radio

Headhunted by Nine Network Television	Sports News
	Wide World of Sports – Host
	Cricket commentary

Author / writer – 14 books (1 million plus sales)

Speaker Australia and internationally since 1975

Certified Speaking Professional 2005

Many radio, television and print national marketing campaigns

Entrepreneur

Creativity cartographer

Storyteller extra-ordinaire

Continues to seek new ways of making a difference.

Organisations that have benefited by using **Max's** services



Max

Ace Radio
Age Newspapers
Australian Trucking Association
Aker Kvaerner
Akzo Nobet
Allam Homes
AMRAD Pharmaceuticals
A N Z Bank
A P I A
Apple Computers
Astra Zeneca
Australian Chamber of Commerce
Australia Post
Australian Rugby Union
Auto One Australia Pty Ltd
Bank of Scotland
Bayer Healthcare
B D O International
B H P Billiton
Bill Express
B M W Australia
B P
Bunnings Building Supplies
Canberra Press Club
City Pacific Finances
C J D Equipment Pty Ltd
Commonwealth Bank
C P A Australia
Cricket Australia
Cricket Victoria
Canon
Clipsal
Daimler Chrysler Commercial Vehicles
Datsun
Delphi Automotive
Department of Defence
Elders
Emerson Process Management
Fosters Group
Franklin Covey
General Motors Holden
GoodGuys
Hardy Wines
Hong Kong Cricket Club
I B M
Infosys
Interstar Securities (Australia) Pty Ltd
J B Were
K A Z Technologies
Kia
Komatsu

Konica Minolta
Liquor Marketing Association
Melbourne Cricket Club
Magic Millions
Masterfoods Australia
Mazda
Master Builders Association
McDonalds Australia
Melbourne Sports and Aquatic Centre
Metcash
Middy's Electrical
Multiplex
N A B
N E C
N I B A
N T Cattlemans's Association
N T Small Business Assoc
Northline Freight Pty Ltd
N S W Tourism
Onga Pumps
Optus
Q B E
R A C V
R A C Q
Raine & Horne
Ray White Real Estate NSW
Real Estate Industry of Aust
ReMax
Ricoh
Rio Tinto
Royal Bank of Canada
Schneider Electric
Sensis
Singtel Optus Pty Ltd
Southcorp Wines
SYBASE
T B M Mining
Tabcorp
Telstra
Timber Association of Aust
Toyota
Trend Micro
V-Express
Vic Tourism
Visy
Victoria University
VIRBAC
Westpac
Wynns Coonawarra
Zurich
Zinifex

Marital status Married : Wife Kerry
Children: Alexandra, Isabella, Tristan, Keegan, Shelden

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

Qualifications Certified Speaking Professional

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 Tests)
World Series Cricket
 1977/79 (6 Super Tests)
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
 Freelance since 2000

Television & marketing campaigns
 Aeroguard BRL Hardy Wines SPC Ardmona
 Just Jeans Cadburys Allam Maxi Homes
 Tooheys 2.2 American Express Int. Mazda
 .05 Campaign Qantas Mercantile Mutual
 Australian Dairy Corporation APIA

Memberships
 Cricket Member Primary Club of Australia
 Melbourne Cricket Club HLM State Sports Centres Trust
 Flinders Golf Club Lindsay Hassett Club
 Carbine Club HLM Marylebone Cricket Club (UK)
 Lords Taverners HLM Phantom Club of Australia

Philanthropic commitments
 Association for the Blind, \$7.5 million Centenary Appeal (Vice Chairman)
 ROMAC, Rotary Overseas Medical Aid for Children (National Patron),
 A Paul Harris Fellow
 The Lighthouse Foundation (Patron)
 Victorian Blind Cricketers' Association (Patron)

Ambassador National Gallery of Victoria, Australia Day Ambassador

Speaking engagements Presentations throughout Australia and the world.
 (Including New York, Orlando, Hong Kong, Dubai, Rio de Janeiro, Bangkok, Vancouver, Cape Town, Hawaii, Johannesburg, Singapore, London, Tokyo, Beijing and Shanghai etc).

keynote speaker event/conference hosting
 master of ceremonies breakout sessions
 after dinner speaker board room hook

Corporate videos Telstra, Mazda, American Express, Coles Myer, Santos, Clipsal, Vic Tourism, South Australian Water, Goodyear, Dorf, QANTAS, AMP, APIA

Cd rom All Stitched Up

Board games Max Walker's 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 Caps, Hats & Helmets

Company directorships Hands on Director and Major Shareholder of a number of companies that cover a diverse range of interests.

Testimonials

Fantastic!! What more can I say? Max engaged our entire audience: Young, old, male & female....His engaging, warm and entertaining attitude – both on and off the stage was inspirational. A wonderful entertainer, complimented by his “down to earth” personality made for an unforgettable evening for everyone. An unprompted encore was the highlight of our conference for many people. Look forward to having you back again Max!

Julie Hassett Almond Board of Australia

Max Walker is brilliant! Max’s presentation to 84 of our managers at a lunchtime seminar provided the perfect balance of thought provoking stories, humour and intertwinement of business thinking to leave an indelible impression on all who attended. Our “Necktop” computers were certainly expanded!

Nicholas Antaur RACQ

Max delivered the perfect presentation to our audience, he had them in the palm of his hand with his unique style of story telling wrapped around a strong message that we can all contribute to “change” just believe in ourselves and the rest will follow.

Ian Digby Automotive Exhibitors Association of SA Inc.

Max is a true entertainer. His speech at our Annual Fundraising Dinner in February was excellent. He captivated the 220+ strong audience with some outstanding stories of growing-up in Tasmania, his amazing life wearing the Baggy Green for Australia, and his varied and interesting life since. The fact that the dinner was a sell out is testament to Max’s standing in the sporting world, and his reputation as a speaker and entertainer.

Richard Reid Canterbury Cricket Association, New Zealand

It was good to meet you last Thursday evening, thank you for being so generous with your time at the end of the evening to chat and take photos with VSNL International customers and management. On Friday I had a short de-brief with the VSNL Management on their week in Australia, all they could talk about was they great time they had at the AIBC Dinner. Thank you, you have made a lasting impression on my customers and management guests.

Alan McCartney VSNL International

Testimonials

I just wanted to write a short note to express our sincere appreciation for the fantastic job that you did at the NEC Channel Conference. Providing the delegates with an experience and memories that will last a lifetime was one of the primary goals of the NEC conference. We wanted to reward our high achievers with something special; the location, the people, interaction with their peers, a fun social programme and of course, a Gala Dinner that is always the pinnacle of a successful event. Thanks to you, our Black, White and Barefoot Gala Dinner was an even greater success than we could have imagined, with all of our delegates commenting on your professionalism, wit and good, all round sense of fun. In particular, the content of your talk really hit the spot with our channel partners; your stories and anecdotes ringing a chord with them as they face the challenges of running their own businesses. It was a truly memorable event. Thanks again.

Gary Maddern NEC Australia Pty Ltd

FMUSA held its first ever “Special Quarterly Meeting”. The theme was “Shared Services to the Max” and was held in the Langley Room at Adelaide Oval. The objective of the event was to bring together a large group of South Australian users of Infor FMÍ (better know as Masterpiece) in an environment that would support our motto of “knowledge through sharing”.

The combination of the Adelaide Oval location, theme, speakers, Max Walker as keynote speaker, lunch and happy hour all contributed to an extremely successful event. The feedback from delegates has been way beyond our expectations.

None of this would have been possible without your contribution. On behalf of the FAUSA committee and members please accept our sincere thanks for making the event possible and the unqualified success it has been.

Almost 100 delegates attended a most memorable luncheon and entertaining speech by you. The feedback from our delegates has been that your efforts and the whole day was an overwhelming success.

You successfully changed the pace during your presentation from funny stories with a little history to the serious issues of cricket and then tied it all into our theme for the day. Many delegates left with a prize, an autograph, a photo or all three but ALL left with a smile on their face.

We would readily recommend you to any groups looking for an insightful, humorous and educational presentation. Thank you for your contribution towards making our event so successful.

Stephen Wood SSA FM Users (South Australia) Inc

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- creativity cartographer
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