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**reality**

**Knox** | walker co.

# Overview

In his life Max Walker has experienced most speaking scenarios in a diverse range of locations - from magnificently appointed high-tech theatres and glamorous ballrooms, to the outdoor arenas of the Australian desert. It is his experience, confidence and ability to deliver that takes the risk or "unknown quantity" from the speaker equation.

Max has hosted thousands of hours of live to air television, bringing another strong positive to the presenter role. He is well educated, well travelled, a wonderful story teller and a successful businessman.

His speaking roles have included formal Master of Ceremonies to hosting complex award events.... keynotes, workshops, after dinner and gala ball extravaganzas. These invitations have enabled Max to travel to most parts of Australia and the world, and have included destinations such as New York, Hong Kong, Tokyo, Dubai, Rio de Janeiro, Bangkok, Vancouver, Cape Town, Hawaii, Johannesburg, Singapore, Harare, London, Auckland, Beijing and Shanghai.

Max is based in Melbourne, Victoria, Australia.



## *Up close*

In the space of five decades Max Walker has travelled an amazing road from schoolboy sporting prodigy to having one of the most recognisable faces and voices in Australian society. Along the way he managed to play Test Cricket in a golden era, play VFL/AFL football for the Melbourne Football Club, take centre stage in the sports media arena and author 14 books – of which 7 are No.1 best sellers.

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 practised as an architect for 10 years. Max remains a registered architect with the RAIA. He is constantly considering new growth possibilities and covers all multi-media platforms.

His business activities also encompass patronage of many organisations and demand for ambassadorships is constant. His philanthropic attitude is “If you can, you must”.

Max’s transition from the sporting fields to the high profile world of media has been seamless... he is a naturally charismatic communicator.

The Walker smile and abundant enthusiasm is contagious. As a talent, Max has been described as ‘extremely user friendly’. He is a master communicator who excels as a consultant/moderator and is renowned as a corporate connector, matching the synergies of people and their interests.

The Max Walker Company offers a variety of skills under the one umbrella to assist its clients maxxing multi-media platforms and portals, social-media communication, marketing, creativity, reinvention etc.

Max Walker has become a brand that is synonymous with integrity, credibility and success.

A black and white profile photograph of Max Walker, an older man with a mustache, looking towards the right. He is holding a dark, round object, possibly a ball, in his right hand. The lighting is dramatic, highlighting his facial features and the texture of his hair and clothing.

## *Master of Ceremonies*

The reputation Max Walker brings to the role of Master of Ceremonies is a reflection of his ability and vast experience. As a national television presenter, more than 3,000 hours of live television required him to be “word perfect”, to maintain the integrity of the content and to keep a tight rein on the running sheet.

An instantly recognisable face, Max brings to this role, professionalism, relevance, flexibility and an injection of personality, which enables him to make a strong connection with his audience – in total – a seamless presentation.

# Speaker

Max holds the Certified Speaking Professional (CSP) designation. It's the speaking profession's international measure of professional platform skill and is conferred on very few.

It is his education, confidence and ability to deliver that takes the risk or "unknown quantity" from the speaker equation. He is a Master Communicator.

Max is well travelled, an elite athlete, an extraordinary communicator and a successful businessman who loves nothing better than to push the creative envelope.

His content and topics have continued to evolve and refresh.

They include:

- Maxxing™ the art of being remarkable and marketable
- The Essence of Change... recognising the sign posts to the future
- The Architecture of your business... manifesting the future
- The Race for Excellence has no line
- Passionate People Power
- You can't live life without an eraser... a lesson in re-engineering
- Marketing to the Heartland... creating an authentic fingerprint with an emotional connection
- Reimagine... Reactivate... Rejuvenate... Regenerate... Relate... Results... Revenue
- Communication is a Contact Sport...emotional mind mapping

## Host

To set the scene for delegates to be inspired, rewarded and entertained is a challenge Max Walker thoroughly enjoys. Hosting a 1, 3, or 5 day event is a regular assignment for Max. He draws on his business, sporting, architectural and media background to stimulate and educate. With his flair and personable manner Max makes himself easily accessible.

Clients invite him back year after year, because of the strong relationships he establishes - he genuinely is a "people" person, a great value add for conference organisers.

A corporate forum or dinner are arenas in which Max shares his skill as an experienced moderator – he generates ideas, possibilities and connections while maintaining the core objective of the company's meeting.

*"Max Walker has the complete package for any conference organiser. He can MC, deliver a thought provoking inspirational message or entertain and captivate his audience with his genuine relatable stories. Your conference is guaranteed to be an outstanding success in your delegates eyes, if Max is anywhere on the program. Max Walker is the consummate professional."*

**Keith Abraham CSP**

Best Selling Author

Creating Loyal Profitable Customers

## Author / Writer

Max Walker, famous for his sporting exploits and hugely successful range of books, is also a regular contributor to magazines with articles and features.

Max has enjoyed popular appeal in the market place. The demand for his unique style of communication continues to grow – opening avenues for sharing his diversity and expanding topic reach.



## *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. 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 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. 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.

A stylized, handwritten signature in white ink. The signature appears to be 'Max' with a long, sweeping horizontal line extending from the end of the name.



speaker/storyteller  
writer/author  
creativity cartographer  
media  
moderator  
master communicator  
corporate connector  
team player  
multi-media platformer

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