

Marty Wilson

Change management speaker, MC, comedian, best-selling author

Marty Wilson's career path to date is nothing if not varied. He's a former pharmacist who became an award-winning advertising copywriter then a full-time stand-up comedian before becoming a best-selling author and in-demand speaker.

He has spoken to more than 500,000 people since he first leapt up on stage in 1997. In his first 12 months Marty won Australia's premiere comedy competition - *Green Faces* - the only national competition judged by audience vote, appeared on *The Footy Show*, and was invited to the UK to become a full-time stand-up comedian. He returned home in 2009 and is now the bestselling author of 18 books and a hilarious yet serious keynote speaker.



Marty's life experience, plus his interviews with over 1000 inspirational people for his book series, has given him a unique capacity to notice some profound truths buried in even the humblest life story and, just as importantly, the skills to pass that wisdom on with integrity, empathy and gut-busting humour.

He writes for *Reader's Digest*, *the Sydney Morning Herald* and a dozen magazines, and regularly appears on *Sunrise*. He has also written a children's book called *What do you want, the truth or a good story?*

Every time Marty teaches - in his books, mentoring and hilarious keynotes - he uses laughter to short circuit peoples' resistance and sneak powerful ideas about change, collaboration and employee engagement in between the laughs.

But Marty isn't just the funniest speaker you'll hear all year. His content is thoughtful and thought provoking and rammed full of scientific knowledge and takeaway tips and strategies.

Marty Wilson talks about:

Strategic Evolution - Move your people beyond resilience into restart, relaunch and recovery

COVID has been tough. But it's time to focus on progress, productivity and profitability. Let's roll up our sleeves and design something EVEN BETTER. We have to take back control and create a new way to do business with new skills and a new attitude. It's time to shrug off the cloak of COVID. Forget resilience, it's time for restart, relaunch and recovery. Let's get your business back to business.

Change Without Fear - The Science of Using Humour to Manage Stress and Conquer Your Fear of Change

Marty shares his vast knowledge of all the rigorous scientific evidence that proves the best way to short-circuit fear and get your people to open up to new ideas is to use large doses of humour. While other change management speakers talk about implementation workflow, process models, and personal transition frameworks, Marty Wilson speaks to your people like they are thinking, feeling human beings.

What I Wish I Knew About Success - 1000 Inspirational Interviews in One Hilarious Hour

While writing the many editions of his bestselling *What I Wish I Knew* book series, Marty Wilson interviewed over 1000 inspirational people of all ages and from all backgrounds, and asked them to pass on the secrets of their success. Marty now distils their advice and presents it in a way that will leave your conference inspired, motivated and laughing out loud too. This hilarious keynote is the perfect way to start your event and get your people out of 'work mode' and open them up to learning new things.

Sell Without Fear - The Psychology of Using Humour and Stories to Bypass Fear in Sales

There is so much fear on both sides of the sales process - you're scared of rejection, and your prospect is scared to make a wrong decision and be ripped off. This stops us selling well, and prevents your prospect staying open to being sold to. Using humour and the power of stories pulls both you and your prospect out of your survival mindset, and this gets you back to selling and relaxes them and makes them more open to buying

What I Wish I Knew About (Your Conference Theme) - Your People Star in this Session Based On The UK Comedy Circuit's Famous 'Joke Competition'

As a full time Stand Up and MC on the UK Comedy Circuit, Marty learnt the format used by all the great clubs to make the audience the star. He asks the crowd to submit answers to a question designed around your conference theme in the format of his bestselling *What I Wish I Knew* books series. Marty then reads out the responses and runs a competition getting the audience to vote for the most insightful response, and the funniest.

Client testimonials

“ The thing that sets Marty Wilson apart from other speakers is that humour is his message as well as his method. As you'd expect from a former Australian Comic of the Year, his keynotes

are incredibly engaging and funny, but the humour isn't just "sugar to help the medicine go down", it IS the medicine. Marty opens up your mind to the value of staying light, and leading with laughter. This makes your interactions with people more human, more authentic, and more effective.

- *Mirvac*

“ Marty Wilson's deep knowledge of how you can use stories and humour to engage with, influence and sell to your target market is matched only by his incredible skill at explaining that knowledge to your people. His training is fun, practical and should be mandatory for anyone who wants more clients.

- *Pfizer Australia*

“ (Marty) is a unique talent who keeps the audience laughing out loud while leading them on a path towards a deeper understanding of how to get the absolute best out of themselves and their colleagues at work. I have seen Marty achieve incredible results in just one hour.

- *Messenger Marketing*

“ Marty kept the entire evening moving along with his humour, while maintaining the focus on the fund raising purpose of the function. He read the night well, kept everyone engaged and he made an important contribution to the success of the evening.

- *Cure Cancer*

“ Marty is an effective and entertaining speaker who engages every audience with humour and authenticity. He did a great job in bringing patient stories to our sales force and empowering them with the ability to do the same in their roles.

- *Eli Lilly Australia*

“ The light hearted yet thoughtful approach was the highlight of the conference. We are delighted with the extremely positive feedback we have had.

- *Royal College of Nurses*

“ If you are leading a team of people who are fearful, defensive, even a bit resentful about some change initiative that just has to happen, get Marty Wilson to speak at your next event. It was incredible to watch how the emotion of the room changed as they watched him poke fun at the natural human tendency to be wary of change. As people laughed along with him and each other, you could feel all the tension drain from the room, and by the end of the day he had them all back thinking like a team again. And this effect has lasted long after our conference finished. I have to admit we had to stretch to reach his fee, but now that I've seen him in

action he's worth five times what he charges.

- Department of Family and Community Services, NSW

“ In today's fast paced world where the only constant is change, every organisation needs some time with Marty Wilson. He has that unique ability to combine meaningful insights with a delivery style that challenges your thinking and have the room in stitches. A rare gift. I thoroughly recommend Marty to any corporate event where you are looking for fun and well researched meaning behind what you do for a living.

- Westpac

“ There is one thing I am more convinced about every day: the need for everyone in the Insurance Industry to embrace the constantly accelerating pace of change. On top of the technological innovations and disruptive business models that all companies have to deal with these days, Insurance is also at the mercy of the shifting sands of regulatory bodies. It's no wonder so many of our members feel exhausted by it all. That's why we were delighted to have Marty Wilson speak at our annual NSW Gala Lunch on 10 July 2015. I particularly enjoyed Marty's approach to change management, because he started with how we all feel about it. He explained that systems and processes have to be implemented by human beings with hearts and minds, doubts and fears. Importantly, Marty uses well-researched case studies and scientific data, but he also illustrates all his content with deeply personal stories and hilarious anecdotes to make sure even the most ardent cynic gets on board. And they did. I'd recommend Marty to any industry or organisation facing significant change, particularly those in the Insurance and Finance Sector.

- National Insurance Brokers Association of Australia

“ I'd recommend Marty Wilson as an awesome MC for any event. He is calm, professional, incredibly easy to work with and instantly bonds with the crowd. He's also flexible and happy to take on any challenge - at our event he actually compared two rooms at once, with the second staggered 15 minutes behind, and he loved it. You can see all those years working as a comic in the UK as soon as he's up on stage. Where he gets his energy from I don't know, but he has a sixth sense for knowing how to transfer it to the crowd and keep your conference bubbling along. When you add to that his ability to do one of his own keynotes, that slot in anywhere on your program, he is also incredible value for money.

- Kao Australia

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