

# Michael McQueen

## ***Future Trends Analyst, Best-selling Author & Keynote Speaker***

Michael McQueen is a multi-award winning speaker, change strategist and bestselling author of ten books.

With clients including Google, Toyota and Mastercard, he has helped some of the world's most successful brands navigate uncertainty and stay ahead of the curve.

Michael is a regular commentator on TV and radio and his work has featured in publications ranging from the UK Daily Mail to CNN and the Huffington Post.

In addition, Michael is a familiar face on the international conference circuit having shared the stage with the likes of Bill Gates, Mel Robbins and Apple co-founder Steve Wozniak.

Michael has spoken to over 500,000 people across 5 continents since 2004 and is known for his engaging, entertaining and practical conference presentations. Having been formerly named Australia's Keynote Speaker of the Year, Michael was inducted into the Professional Speakers Hall of Fame.

In 2023, his book *Mindstuck - Mastering the Art of Changing Minds* was published.

### ***Michael McQueen talks about:***

#### **Mindstuck - Mastering the art of Changing Minds**

We're told you can lead a horse to water, but you can't make it drink. But what if you could? Although changing people's minds people has never been easy, it's never been harder that it is today. Research indicates that while we spend 40% of our professional lives trying to sway the decisions and thinking of others, our persuasive efforts are only successful between 3%-5% of the time.

Drawing on the latest discoveries in neuroscience and behavioral psychology, this high-impact and intensely practical keynote presentation explores:



- Why many of the conventional influence techniques we have been taught are not only ineffective but often counterproductive in modern times.
- Why using logic and evidence to persuade others often backfires, causing people to double down rather than open up.
- Why people are not actually afraid of change - and the surprising truth about what really drives resistance in individuals and teams.
- How to help others embrace new ideas and perspectives while affirming their dignity, agency, and autonomy.

Audience members will leave this keynote presentation with a toolkit of actionable insights for mastering the art of persuasion without resorting to coercion.

### **The New Now - *Preparing for the trends that will dominate a post-COVID world***

The COVID-19 pandemic has seen the future arrive well ahead of schedule. As the turmoil subsides and a new era dawns, smart leaders are turning their attention to where opportunity now lies and how to gear up for the future.

In this fast-paced & compelling keynote presentation, audiences will discover:

- The covid-inspired shifts in consumer habits and expectations that are here to stay
- The key ways AI, robotics and virtual/augmented reality have accelerated rapidly during the pandemic and how this offers exciting new possibilities for those that are prepared
- The role that GEN Z are playing in redefining industry norms and how to win in a post-Millennial marketplace
- How to foster engagement, collaboration and culture when leading remote and hybrid teams

Audience members will leave this presentation with a clear and practical game plan for navigating the new now.

The new now is an ideal stand-alone conference keynote or an extended half or full-day program.

### **Preparing Now for What's Next - *How to thrive in an age of uncertainty***

Disruption is something that every organization and leader has experienced at scale in recent years. In the aftermath of one of the most tumultuous chapters in human history, now is the time for audacity, adaptability and agility. Enormous opportunities lie ahead for those that can identify the trends of tomorrow and gear up for them today.

In this fast-paced & compelling keynote presentation, audiences will discover:

- The key trends that will shape the coming decade with a specific focus on the impacts of AI, hybrid work and the metaverse
- The role GEN-Z will play in redefining industry norms and consumer expectations
- The common culture and mindset traps that will set any organization on a collision course with obsolescence - and how to avoid them

- Proven and practical strategies for staying one step ahead of change and remaining relevant.

Audience members will leave this presentation with a clear action plan for navigating disruption and emerging stronger than ever.

Preparing Now For What's Next is an ideal stand-alone conference keynote or an extended half or full-day program.

### **Mastering the Art of Momentum - *The secret to achieving effortless and enduring growth***

We all love being on a roll, in the zone and firing on all cylinders - that flow-state sensation where everything just seems to work.

But what happens when the groove becomes a rut, inspiration evaporates or your mojo disappears?

Enduring success and growth for any business today is dependent on building and maintaining unstoppable momentum.

#### **Session overview**

In this inspiring keynote presentation, audiences discover:

1. The art and science of momentum - where momentum comes from and why it makes all the difference when you've got it working for you
2. A practical and powerful formula for building momentum individually or in a team
3. How to get into a flow state of peak productivity on a daily basis
4. The role that focus and consistency play in ensuring a groove doesn't become a rut over time

Audience members will leave this presentation with a clear action plan for achieving effortless growth and maintaining it over the long haul.

Mastering the Art of Momentum is an ideal stand-alone conference keynote or an extended half or full day program.

### **Teaching for Tomorrow - *How to equip today's students for the future***

Students in classrooms today will enter a world very different to the one their teachers and parents have known.

In light of the uncertainty that lies ahead, it is more important than ever that educators keep their finger on the pulse of technological and societal trends in order to help students prepare for them.

#### **Session overview**

In this practical and highly relevant keynote presentation, audiences will learn:

1. The key social and technology trends that will shape the future including artificial intelligence, robotics and automation
2. The skills and competencies that young people will need in order to be future-fit
3. Why and how education practices and paradigms must evolve in the coming years
4. A range of proven and practical strategies for making classroom learning relevant to the next generation of learners

Audience members will leave this presentation with a clear action plan for engaging today's students while equipping them for tomorrow.

Teaching for Tomorrow is an ideal stand-alone conference keynote or an extended half or full day program.

## Client testimonials

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“ The best presentation I've seen! Michael's depth of knowledge and applicable stories were fantastic.

- *Pepsi*

“ Michael McQueen offers information that is relevant to everyone and anyone.

- *Australian Super*

“ Michael McQueen's presentations are brilliant. He is an informative and compelling speaker whose insights and wise advice for parents of teenagers are highly relevant.

- *Westmead Children's Hospital*

“ Michael was excellent. His session was an outstanding awakening for a baby boomer like me!

- *Singleton High School*

“ Michael's captivating and thought-provoking presentation was practical, engaging and humorous. He has certainly triggered some new thinking in our organization.

- *Randstad Australia & New Zealand*

“ Michael's presentation at our conference was amazing - so tailored and well researched. I'd recommend him to any brand looking to stay relevant.

- *The Professionals Real Estate*

“ Michael's presentations are both engaging and inspiring. His strategies really hit the mark.

- *Vodafone*

“ Michael was received very well by our audience. He was very enthusiastic and engaging for all the staff present from front line staff to senior managers. Michael had a number of very interesting real life examples which our team could relate to and provided our team with a number of practical questions and tools to utilise in reviewing how our organisation can remain relevant.

- *U@MQ*

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