

Mark Carter

Keynote Speaker, MC and Trainer Specialising in People and Behaviour

Mark Carter is an international keynote speaker, trainer, author and coach. He has over 25 years' experience as a global learning and development professional. His TEDx talk was the trailer for his latest book, 'Add Value', published globally by Wiley.

Mark is the founder of a learning management system for SME's and accredited in a variety of globally recognised behavioural tools. He regularly consults businesses around key pillars such as leadership, culture, onboarding, sales, adaptability, and presentation skills. Mark contributes across mainstream media - TV, radio, print and industry specific publications.

Mark is often asked about how do you go from being a leader across Europe for Contiki Holidays to a respected, sought after speaker. A decade of experiences in Europe armed him with a wealth of knowledge around people, human behaviour, the psychology of decision-making and what makes people tick both personally and professionally. Coupled with his own insatiable hunger for continued professional development Mark has risen to become an innovative professional in his field.

So, from connecting with happy go lucky passengers in Europe, Mark now connects with people globally on a deeper, more meaningful level in their own lives. Upgrading from a charming tour guide to a wise sage and masterful storyteller, it's no wonder he's a sought after speaker.

Born in England, raised in Scotland, nurtured by Europe and matured through several round world trips, Mark Carter is a truly global citizen. He now calls Australia home where he enjoys the fruits of a sunny lifestyle. Mangoes, after all, don't grow in Edinburgh.

Mark Carter speaks about:

VALUE

Ideal for themes like: The experience economy, customer experience, employee experience, employee engagement, sales, business growth and innovation.

LEADERSHIP



Ideal for themes like: leadership development, management development, talent development, team building, change management, mindset, motivation, ethical business, strategic execution and CSR.

CULTURE

Ideal for themes like: culture transformation, high performing teams, change management, the experience economy, employee experience, team building, adaptability and talent development.

ORATOR

Ideal for themes like: presentation skills, speaking skills, the power of storytelling, confidence, motivation, team building and communication.

POTENTIAL

Ideal for themes like team development, team building, team motivation, team creativity, inspiration, refresh, rejuvenate, unlocking team potential, personal development.

SALES

Ideal for themes like: sales, sales skills, client facing teams, customer service, customer experience, go to market, sales capability, sales leadership, sales and marketing, account management, business growth.

ADAPTABILITY

Ideal for themes like: adaptability, change, critical problem solving, creativity, growth mindset, innovation, rejuvenation, resilience, teamwork, motivation, transformation.

CALMNESS

Ideal for themes like: well-being, mental health, fitness, fulfilment, team harmony, motivation, mindset, personal development, resilience, calmness, mindfulness

CONTIKI

Ideal for themes like: motivation, mindset, overcoming challenges or crisis, communication, responsibility, making an impact, personal brand, values, character.

Client testimonials

“ Thank you Mark for another amazing presentation. The content was on the mark and your energy and enthusiasm brought it to life for all the team. The feedback has been phenomenal, in particular the modules on story telling. You have certainly opened the eyes of many of the participants. Looking forward to working further with you in the next stage of the development journey. Thanks again.

- National Manager Sales & Customer Care - Momentum Energy

“ What an inspirational speaker, Mark is brilliant and engaging. Mark spoke recently to our entire team, it was our first conference all together again after 2 years, it was important that we got the vibe right and get the opportunity to re-connect. Mark lead a very personal and memorable session that ignited great ideas about how we can add more value to our customer's experience. Your Add Value nursery rhyme is fast becoming a catch cry for the team. 'Dollars, percentage, numbers and time - Is the tangible value nursery rhyme, But the metrics that matter are yours, not mine!' Thanks, Mark.

- Head of Business Development - Best Practice

“ Mark Carter took to stage in front of more than 320 executive delegates at EDGE and took us on a journey... Mark Carter is an engaging, incredible storyteller and all round a memorable speaker. Mark has a very unique style in presenting, one that I am yet to come across, with no slides and no clicker, rather a cinematic and sensory experience to accompany such original thought leadership.

- EDGE

“ We engaged Mark to deliver his 'Add Value' keynote at a recent event, and it was absolutely perfect. Engaging with Mark in the lead up to the event was a breeze, and the session he delivered set the perfect tone for the rest of the event, with many attendees commenting on how engaging, interesting, and inspiring Marks session was. Honestly can't thank Mark enough for his professionalism, as well as his dynamic and thought-provoking keynote.

- Head of Business Growth - 10X Brokers

“ What can I say about Mark Carter. He is one of the most engaging, charismatic, inspiring presenter/coach that you could work with. I have known him for over 20 years and his passion, ability to engage audiences for a specific outcome, whilst bringing the audience along the way is, I believe, second to none.

- GM - Catch

“ Mark Carter hosted interactive, captivating and highly energetic online Sales training sessions with Torrens University staff. We had 50 staff join and the feedback we've received from our team have been 10/10. Mark was able to weave our current sales process and methodology into his training seamlessly. Mark really understood our brief, delivered it well on the day and we've now implemented his value add and 5 triggers of value into our sales process. Thank you for a highly energetic and highly practical session.

- Student Recruitment Manager - Laureate International Universities

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