



Speaker Kit
Hunter Leonard

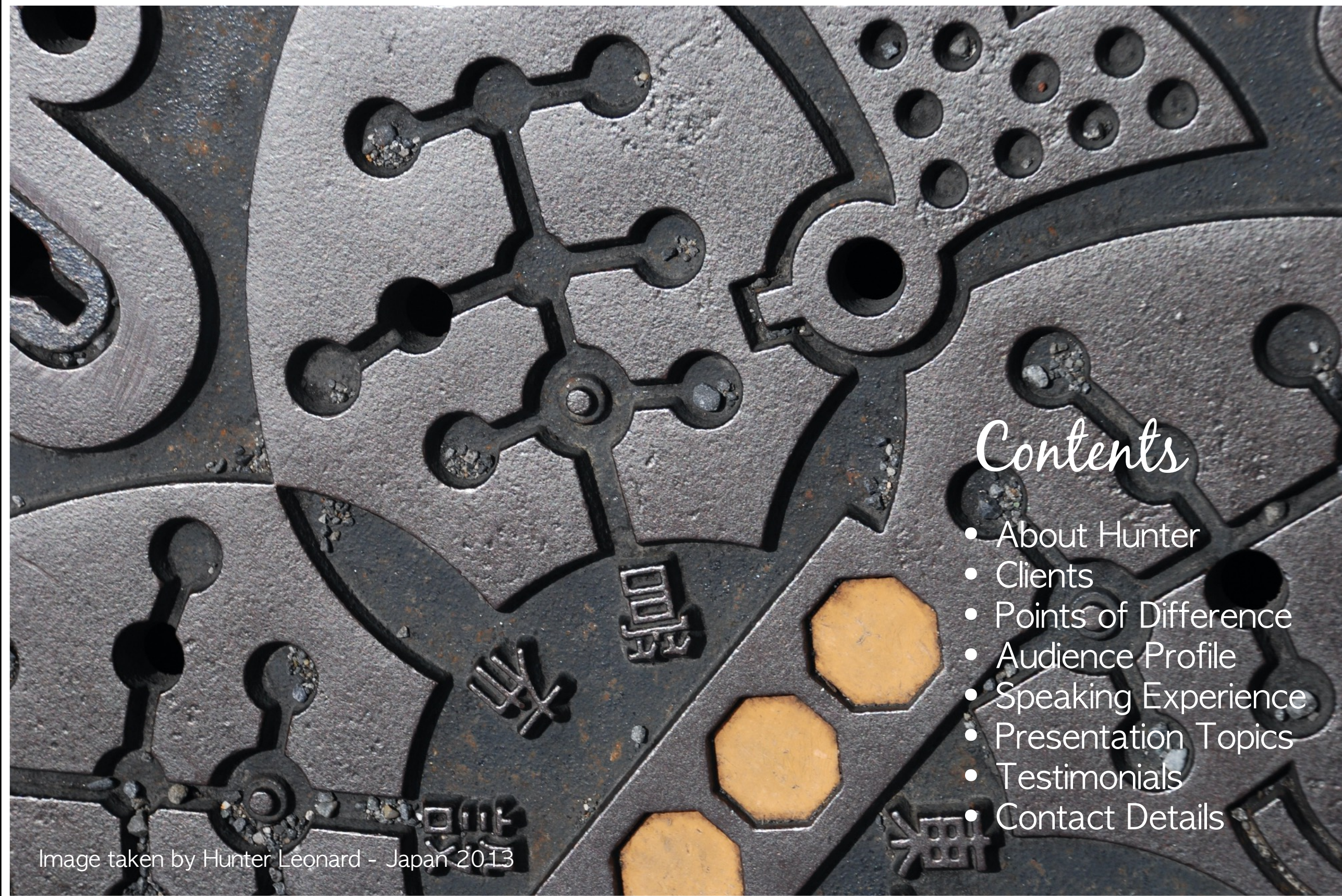


Image taken by Hunter Leonard - Japan 2013

Contents

- About Hunter
- Clients
- Points of Difference
- Audience Profile
- Speaking Experience
- Presentation Topics
- Testimonials
- Contact Details

Introducing Hunter Leonard

From a young age, Hunter has had an interest in understanding the world and helping people.

His collections of insects and animals drove his mum slightly crazy which is probably why he ended up studying science and land management at Macquarie University.

His father, Bernie, ran a floor covering business which Hunter helped in from an early age, driving his interest in business.

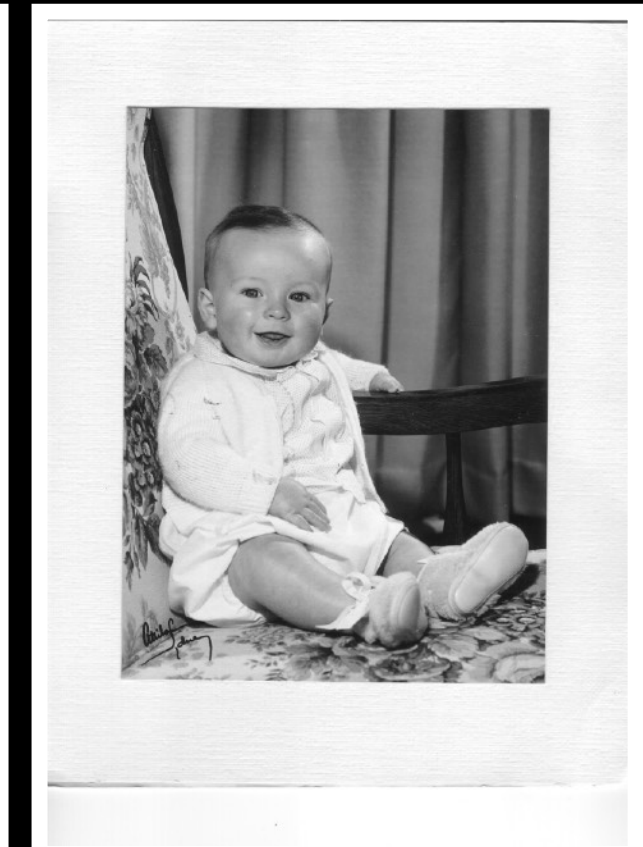
Hunter has a broad and deep history of over 30 years in sales, marketing and strategy.

He has helped hundreds of business owners deliver more than \$2 billion in revenue growth.

As an author of six books, with another two in development, and presenter of over 600 lectures, workshops, seminars and key notes, Hunter is a sought after speaker and MC.

He is known for his enthusiasm, compassion and care as well as his strategic insights and ability to identify and take advantage of market trends.

Hunter is variously a business owner, author, speaker, cook, bushwalker and musician.



CLIENTS



Points of DIFFERENCE



Hunter knows both big business and small business and has been asked to act as a “translator” between the two for many large organisations who rely on small business for their access to markets and customers.

Hunter is a professional working advisor who has a proven track record helping over 500 clients to more than \$2b in revenue growth.

Hunter speaks in plain english and works with facts gleaned from over 10000 surveys of business owners, and more than 30 years working in large and small business.

Hunter has been described as refreshingly real free of bullshit and a real professional at his craft.

He is also described as having a unique way of commanding space and a room, that is powerful yet compassionate, caring and kind.

Hunter is not overexposed as a speaker or MC since he is first a full time business owner and advisor and chooses the events he speaks at and the organisations he works with very selectively.

Audience Profile

Hunter's presentation topics are well suited to:

1. Business Owners
2. Organisations wanting to see a better engagement of mature age Australians in business and the economy
3. National Organisations wanting to access their markets via small business intermediaries such as advisor networks, franchisees, agents and brokers
4. Marketing teams wanting to enhance their ability to drive strategic initiatives

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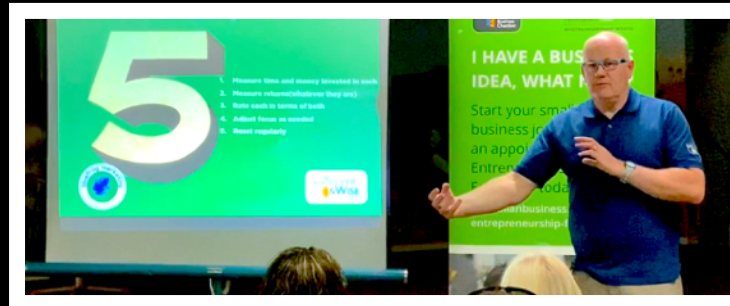


Speaking ENGAGEMENTS

Hunter's has delivered over 650 presentations, workshop and keynotes in the last thirty years.

His more recent engagements include:

1. Northern Rivers Small Business Week - Kyogle, Casino, Lismore and Evans Head - 2019
2. Management Seminar - November 2019
3. MC of the Age and Work Symposium in Brisbane, Australia - 2018
4. MC of the DENT Global 2018 Ambassadors Retreat in Port Stephens
5. Speaker at the Golf Business Forum in Melbourne in 2018
6. Keynote speaker at Resilium National Conference in 2017
7. Business Workshop for Golf Australia 2018
8. Professional Development Workshops - National Road Tour - Resilium 2015-2019
9. NAB Business National Roadshow - 17 presentations
10. Business Ready Workshops for Silver & Wise - Aspiring Mature Business Owners
11. Marketing Workshop - Safety Corp - 2018



Speaking **TOPICS**

Hunter's presentation topics include:

1. Generation Experience - 8 steps to mature age business success
2. The Experience Equation - finding your value when $E=0$
3. Ageism Sucks - why ageism is bad for the individual and Australia and what to do about it
4. Five steps to a better marketing strategy
5. Get your marketing cooking - a combined cooking and marketing presentation and show



VINEGAR

What people say **TESTIMONIALS**

Hunter was MC at a 2-day event for entrepreneurs that I attended recently. I was a speaker at the event and a delegate, so I have a double perspective into his performance as MC. He set the tone perfectly for the event and he managed to establish an amazing energy, effortlessly, from the very beginning through the traditional afternoon slump and right up to the very end.

He's an absolute professional and I can wholeheartedly recommend him. If you have an event and want an MC that can connect with your audience and keep their energy levels high, but do it in a lovely understated way - Hunter is your man! - Carolyn Madden-Butler

I publicised Hunter and his Rapid Marketing book to Australian media in 2010. What impresses me most is his ability to talk about marketing in a language everyone understands - he's jargon free.

He makes marketing mainstream and media responded very well to him. One leading business journalist was so impressed after interviewing him, she attended his event - and ended up writing two articles. Hunter is very generous with his knowledge and able to apply it to a huge variety of businesses. Katie Mac

In the role of MC at our recent multi-day retreat, with the theme of Philanthropy, Hunter was professional, prepared, kind and gentle. Hunter has a unique and special way of connecting with those in the audience beyond the usual ways of commanding a room.

I feel incredibly grateful to have had the opportunity to work with Hunter in this way and I would not hesitate to recommend Hunter for similar Speaking roles.

Sammi Jaeger - DENT GLOBAL

Contact

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Articles for SMALLVILLE

<https://smallville.com.au/author/hunter-leonard/>