



Speaker Kit
Hunter Leonard

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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 35 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 ten books and presenter of over 800 lectures, workshops, seminars and keynotes, to over 50000 business owners, 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 lives a renaissance life as a writer, business owner, author, speaker, cook, bushwalker and musician.



CLIENTS



Point 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 that rely on small businesses 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 \$2 billion in revenue growth.

Hunter speaks in plain English and works with facts gleaned from over 10000 surveys of business owners, and more than 35 years of working in large and small businesses.

Hunter has been described as refreshingly real free of bulls#@t 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. His talks on personal purpose and setting and getting goals are genuine and inspirational.

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.

Image taken by Hunter Leonard - Japan 2013



Audience Profile

Hunter's presentation topics are well suited to:

1. Individuals who are in need of inspiration in their working lives and in particular the regeneration of purpose, creating the future and getting and setting goals.
2. Business Owners who want to take their business and team to the next level
3. Organisations wanting to see a better engagement of mature-age Australians in business and the economy
4. National Organisations wanting to access their markets via small business intermediaries such as advisor networks, franchisees, agents and brokers
5. Marketing teams wanting to enhance their ability to drive strategic initiatives

Image taken by Hunter Leonard - Japan 2013

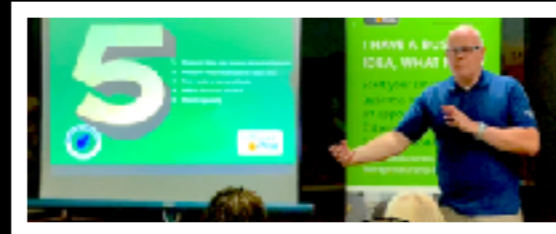
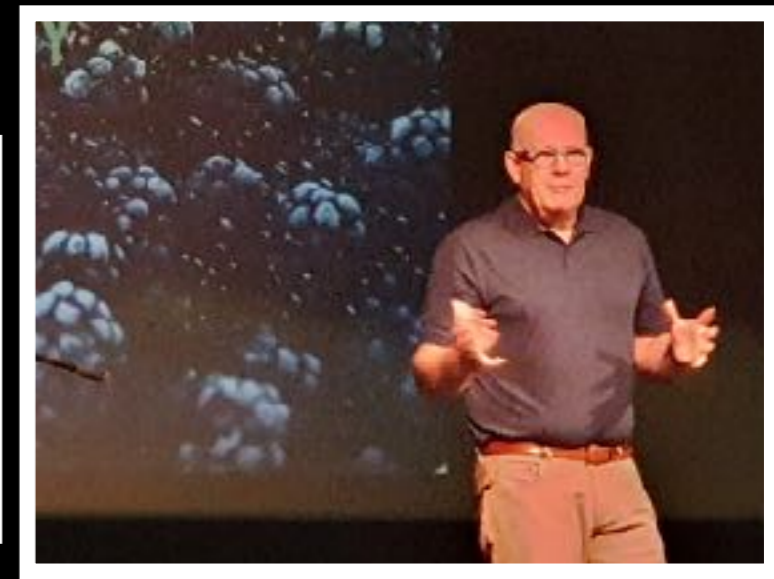


Speaking ENGAGEMENTS

Hunter has delivered over 800 presentations, workshops and keynotes in the last thirty years.

His more recent engagements include:

1. Management Seminar - November 2018
2. MC of the Age and Work Symposium in Brisbane, Australia - 2018
3. MC of the DENT Global 2018 Ambassadors Retreat in Port Stephens
4. Speaker at the Golf Business Forum in 2018
5. Keynote speaker at Resilium Conference in 2017
6. Business Workshop for Golf Australia 2018
7. Professional Development Workshops - National Road Tour - Resilium 2015-2019
8. Northern Rivers Small Business Week - Kyogle, Casino, Lismore and Evans Head - 2019 - Purpose, Goals, Strategy
9. Business Ready Workshops for Silver & Wise - Aspiring Mature Business Owners
10. Marketing Workshop - Safety Corp - 2018
11. The Experience Equation Book Launch - August 2020
12. Hibbard's Team Seminar 2020
13. Dozens of Rotary presentations through 2018-22
14. DENT KPI Showcase 2021
15. Mornington Peninsula Seminar Series 2021
16. Workshop Hearing Business Alliance 2021, 2022
17. Infrabuild Barossa Conference 2022
18. CPA Third Age Seminar Sydney 2022
19. Workforce Australia Seminars 2022, 2023
20. Infrabuild National and State Leader Meetings 2022
21. Infrabuild Supply Chain Meeting in 2023



Speaking TOPICS

Hunter's presentation topics include:

1. Creating a new future - purpose, setting and getting goals.
2. Unlocking your personal value for future prosperity
3. Living the Renaissance life
4. Generation Experience - 8 Steps to mature age business success
5. The Experience Equation - revaluing experience and creating a future plan
6. Ageism Sucks - why ageism is Bad for the Individual and Australia and What to do about it
7. The Value of Experience - how employing mature workers can benefit an organisation
8. 5 steps to better marketing - the \$2 billion revenue growth model



What people say TESTIMONIALS

Hunter Leonard and his team are the ultimate professionals in the marketing services they have provided us, from delivering ideas and concepts, right through to the execution. Nothing is ever a problem. A great operator in his own right with an extensive support network.

Geoff Cooke - Infrabuild

Hunter's work is on point. His new book, *The Experience Equation*, really resonated with me. It offers wonderful insights and practical solutions which can be implemented by anyone. This is an important book.

Kate Ceberano - Artist

With Hunter Leonard, there is nothing not to like! I met Hunter just as he was starting to kick off his Silver & Wise initiative and fell in love with the concept and the way that Hunter is driven to make it happen. This initiative is not just about Hunter, he is on a mission to help hundreds, if not thousands, of capable, experienced business people who are over 45 and looking for work, to run their own businesses. This will have a positive impact on their lives as well as adding a significant amount to the economy.

Jules Brooke - Speaker, MC, Founder of She's the Boss

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

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

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

Features in MEDIA

TV



In the Black - CPA

Podcasts



Radio



News

Magazines



Image taken by Hunter Leonard - Sydney 2023

Contact
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Linkedin Profile

<https://www.linkedin.com/in/hunter-leonard/>

Writing for First5000, Chapters Retirement Partners and Booming Encore amongst others.

Books

Marketing has no Off Switch
How to Get more Customers
The Art of Communication
Raising Dough
Get your marketing Cooking
Generation Experience
The Experience Equation
Maturity Blues
Red Giraffe
Genetech P.S