

SPEAKER

WHO'S

HIT?



25 MEN AND WOMEN WHO ARE SHAPING OUR PROFESSION

PLUS: How to manage your online image

Meeting trends in today's economy

Taking care of business

Speech
in a
Can!

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Rethink. Reposition. Reenergize.

Joe Calloway, CSP, CPAE

- ▶ **Why this speaker was selected:** Longevity, stability, fees
- ▶ **Fee range:** \$20,000 for a keynote; consulting fees vary
- ▶ **Topic:** How companies differentiate and remain competitive through changing economies.
- ▶ **Average number of speaking dates annually:** 50, including keynotes and other formats
- ▶ **Number of years in the business:** 28
- ▶ **Business model:** 50% speaking, 50% consulting, with the consulting portion growing all the time. I just formed Engage Consulting Group with two partners in Minneapolis. Alternative formats include interviews with CEOs, facilitating panel discussions and emceeing.
- ▶ **What sparks your passion?** “Being on stage doesn’t do it for me—the ideas do. I get jazzed by helping companies figure out how to innovate and think their way into market leadership. Being on stage is just a delivery system for the ideas. I like the process of writing a book. I like working with a client to make an event creative and helpful—that’s just as much fun as the being on stage part.”
- ▶ **What makes you “hot”?** “What makes any speaker hot—or really valuable—is relevance to your clients’ opportunities and challenges. If there’s anything ‘hot’ about me, it’s that I have no interest in speeches. I love conversations. My presentations have become so interactive that I’m rarely identified as a speaker anymore. I generally bring members of the audience on stage with me to talk about competitive issues. I love the give and take. Sometimes someone will call for a keynote and we’ll talk them out of it—the other stuff is juicier, and my best and highest use may be in a more conversational format.”
- ▶ **Other cool information:** “I have a very low threshold for boredom. The second I get my Web site redone, it’s obsolete, because I’ve changed directions again. I’ve been doing this for 28 years, and it’s very easy to become yesterday’s news. I reinvent, and then I reinvent again. I’ll never stop that process.”

Leveraging the Power of Ideas

Matt Church

- ▶ **Why this speaker was selected:** Book-ability
- ▶ **Fee range:** \$10,000 to \$15,000
- ▶ **Topic:** Thought leadership, innovation and influence
- ▶ **Average number of speaking dates per year:** 150
- ▶ **Number of years in the business:** 20
- ▶ **Business model:** Church has diversified his business across six delivery modes, working as a speaker, author, facilitator, coach, mentor and trainer. In 2001, he started the Thought Leaders movement (www.thoughtleaders.com.au) to help people “leverage the power of their ideas.” The membership-based organization, Church says, is “effectively creating a new audience locally and abroad for my speaking and for that of others.” He has spoken across Russia, Asia and the United States.
- ▶ **What sparks your passion?** “I am obsessed with the idea of inspiration—breathing life into someone or something. It starts with me and the question, ‘What am I lit up about?’ Then, I think about how that idea can be made more compelling and then, of course, you get to test it live and get immediate feedback. The ‘speed to market’ with ideas as a speaker is very cool.”



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▶ **What makes you “hot”?**

“Thought leadership is the 21st century leadership imperative. It helps address fear and replaces it with confidence. It replaces confusion with certainty and it is the key to mobilizing people in pursuit of a better

future. With information overload, decreased engagement and a lessening of the quality of media and reporting, we need everybody to stand up and share what they believe to be their best idea.”

- ▶ **Other cool information:** Church is married and has two children. He’s writing his seventh book, which he says will focus on “Presentation Skills 2.0”—moving beyond techniques and getting into shifting the state in a room. He also holds a first-degree black belt in Tae Kwon Do.