

MICHAEL LICENBLAT



AUSTRALIA'S
RESILIENCE
EXPERT

PRESSURE PROOF TEAMS
HIGH-PERFORMANCE LEADERS
SALES RESILIENT PROFESSIONALS

MICHAEL LICENBLAT IS ONE OF AUSTRALIA'S LEADING RESILIENCE EXPERTS WHO BUILDS PRESSURE PROOF TEAMS THAT BOUNCE BACK IN TOUGH AND COMPETITIVE MARKETS.

Born into a family of entrepreneurial parents, Michael grew up working inside the numerous family businesses and quickly learned that success often came to those who could ride the bumps, get up, and keep going.

Michael went on to study psychology and became one of the pioneers in building a successful natural therapies business through overcoming rejections, scepticism and knockbacks.

He also completed one of Australia's toughest kayaking events, covering 404km over 5 days, finishing in the top 15% of the country.

Michael has worked with hundreds of companies, such as, ColesMyer, NASA, ALDI, and Toyota to build 'pressure proof' teams that out-perform their competition.

Michael is a resilience researcher, mentor, lifelong martial artist and author of the book *Pressure Proof - how to thrive in times of disruption, change and pressure*. Michael is an international speaker, a Certified Virtual Presenter and one of only 200 people in Australia to be recognised as a Certified Speaking Professional (CSP).

Michael's relatable presentation style infuses personal stories, scientific research and real-life applications to create a keynote experience that motivates people to adapt faster to change, overcome adversity and become better under pressure.



WATCH VIDEO

SPEAKING TOPICS

01

BECOMING PRESSURE PROOF

Thriving in times of disruption,
change and challenge

02

BUILDING BUSINESS RAINMAKERS

Accelerating business
development in tough and
competitive markets

03

GENERATING SALES RESILIENCE

Bouncing back from
sales setbacks, apprehensions,
pushbacks and rejections

04

MAXIMISE YOUR INFLUENCE

Getting buy-in faster
and resolving issues quickly

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*Resilience is a vehicle for high- performance which draws out the best in people
when conditions are at their worst.*

MICHAEL LICENBLAT



01 BECOMING PRESSURE PROOF

THRIVING IN TIMES OF DISRUPTION, CHANGE AND CHALLENGE

In your current business climate, you will be under great pressure to deliver more in less time with fewer resources. There will always be days of setbacks and failures; changes that you can't control; workloads that never end, and problems that don't seem to have solutions. Setbacks, challenges and changes are an inevitable part of growth.

To sustain a competitive edge, you need to be able to flow with change, adapt to pressure, and remain motivated. Developing a high-performance resilience will be the currency of success. This is greatly determined by how fast you can bounce back from the setbacks, changes and challenges, and repurpose pressure into an advantage.

In this presentation, Michael will explain how to become Pressure Proof so you can out-achieve your targets and thrive in high-pressure environments.

YOUR AUDIENCE WILL LEARN HOW TO:

- ✓ Bounce back faster from setbacks and challenges
- ✓ Build an adaptive capacity to achieve more and solve problems faster
- ✓ Remain motivated under pressure with a resilient mental attitude
- ✓ Embrace change and flow with uncertainty

02 BUILDING BUSINESS RAINMAKERS

ACCELERATING BUSINESS DEVELOPMENT IN TOUGH AND COMPETITIVE MARKETS

In times where competition is growing and clients are more discerning, businesses need to work both harder and smarter to secure their market share and client revenue.

Having the ability and self-assurance to knock on new doors, follow up clients, mine your database for leads, and set up client meetings can mean the difference between your success and failure.

Many technical industry professionals, however, tend to avoid business development because they don't like it, 'it looks needy', it feels 'salesy' or because of the fear of rejection.

For many industry professionals they need to shift their mindset & approach to increase success.

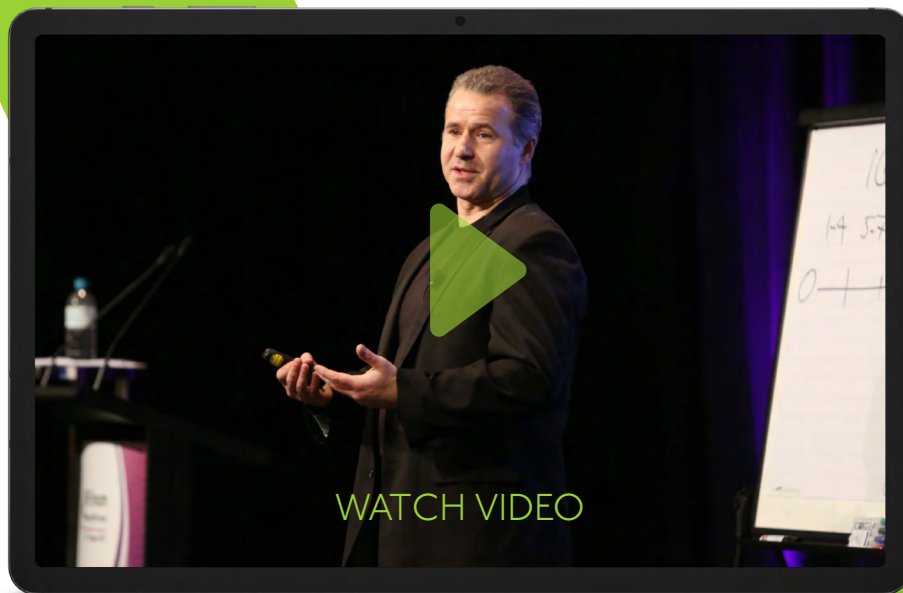
This is a powerful and practical session that helps technically oriented people to get past their call apprehension and sales aversion to achieve their business development targets – even when they don't feel like it.

In this session, you will learn the key elements of business development to turn sales reluctance into results and put more prospects in your funnel.

YOUR AUDIENCE WILL LEARN HOW TO:

- ✓ Overcome the reluctance and call aversion to initiate more leads and new contacts
- ✓ Get past the motivational killers that slow down business development activity
- ✓ Become confident and comfortable approaching new and existing clients
- ✓ Be more dollar productive to reach your revenue targets faster





03 GENERATING SALES RESILIENCE

BOUNCING BACK FROM SALES SETBACKS, APPREHENSIONS, PUSHBACKS AND REJECTIONS

Every year companies spend tens of thousands of dollars on training their sales teams in areas like prospecting, questioning and closing more sales. While this type of training is clearly valuable, it fails to address a key factor impacting sales performance. That is, the ability to manage the rejections, ghosting and push backs they face on a daily basis.

As a significant proportion of initial sales calls, follow-ups and meetings end in 'No', setbacks are a part of any sales process. Most salespeople, however, are never taught how to deal with the impact of hearing 'no', and as a result, their sales motivation and dollar productivity are diminished and the likelihood of future success reduced.

Using the psychology of sales resilience, Michael will explain how to turn setbacks into springboards to bounce back fast and achieve more, rather than sit in self-pity, stay stuck and give up after a series of sales setbacks.

In this presentation, Michael provides practical techniques on how to bounce back from sales setbacks so that you can remain motivated and dollar productive to hit sales targets faster in any market.

YOUR AUDIENCE WILL LEARN HOW TO:

- ✓ Recover quickly from rejections and challenges to achieve more
- ✓ Keep their 'drive alive' by not personalising rejections or pushbacks
- ✓ Use failure as a stepping stone to project you forward
- ✓ Develop a mindset to stay focused and dollar productive in tough markets

04

MAXIMISE YOUR INFLUENCE

GETTING BUY IN FASTER AND RESOLVING ISSUES QUICKLY

Building high-performance teams, delivering excellent service and building client rapport requires more than technical skills. To have impact, you need to be able to influence and communicate with a range of personalities, without taking them personally or becoming worked up.

Many people, however, avoid conflict, resist feedback or become drained by the fallout. When this happens, issues don't get resolved, outcomes don't get achieved and people walk on eggshells, resulting in teams that are not united and customers who don't trust you.

Whether you are in leadership, client management or customer service, having the emotional intelligence to confidently address and resolve issues allows you to increase buy-in, improve outcomes, reduce negative undercurrents and decrease turnover.

Using the psychology of reading Pressure Patterns, Michael will explain how to resolve issues quickly, get buy-in faster and have the tough conversations - without becoming drained. He will give you an understanding of what sits behind behaviour, so that you can have the confidence to tackle, resolve and repair even the most difficult issues.

YOUR AUDIENCE WILL LEARN HOW TO:

- ✓ Be more influential with challenging, non-compliant or negative people
- ✓ Stay cool and calm during an emotionally charged interaction
- ✓ Achieve outcomes faster with different personalities
- ✓ Resolve issues efficiently and effectively without becoming drained



CLIENT FEEDBACK

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Wow. What a presenter. Insightful, informative, and engaging. Michael really connected with attendees by involving conference participants in the presentation through movement and asking for real-life anecdotes. We highly recommend Michael as a presenter and would be delighted to see him on our speaker list again in the future.

MACKAY REGION CHAMBER OF COMMERCE

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Michael presented at our annual leadership conference and is highly recommended. He was engaging, professional and delivered exactly what we needed. He tailored his content to maximise connection with the audience and provided tangible take-always for our team. Thank you Michael for helping us bounce back faster!

ALDI STORES AUSTRALIA

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Absolute pleasure to work with Michael Licenblat! I deal with a vast array of Speakers year in and year out and Michael truly is a stand out among speakers. Michael very quickly grasps objectives I am trying to achieve for my events and is very flexible in delivery and execution. A rare find for event organisers!

CPA AUSTRALIA

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Michael provided a fantastic session. Michael's enthusiasm and tone were perfect to close our conference program on a high note. I would heartily recommend Michael as a speaker, being a pleasure to work with and having great calm energy.

IBTM EVENTS

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Michael delivered a fantastic seminar for our clients, where he energised the audience with his simple to understand style and exceptional knowledge and skills. The audience were engaged right from the start, and left committed to improving themselves, overcoming reluctance and staying motivated.

AUSTBROKERS

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Michael provided us with an outstanding and motivating presentation which our attendees consistently rated as one of the best presentations, and him as one of the best presenters, at the BCI Summit Australasia. Michael's ability to meet our needs at very short notice, and adapt to a change in presentation length shortly before the Summit made him a pleasure to work with.

BUSINESS CONTINUITY INSTITUTE

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We would like to express our thanks for your outstanding presentation. Not only was the delivery of the presentation inspiring, but it dealt with the topic of dealing with adversity on a very practical level that lends well to implementation in the workplace.

THE ADECCO GROUP

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I can't sing Michael's praises high enough. The information shared was practical for both work and home and the presentations were engaging and thought provoking.

SLEEPING DUCK

VIRTUAL PRESENTATIONS

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Michael's principles resonated deeply with us and although the session was delivered via Zoom (due to lockdown) it did not detract from the engagement and participation, and in some ways, actually even increased their involvement in the session.

COURAGE TO CARE

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Michael is highly skilled in presenting online and also managed the online Q&A via the chat box making it an interactive event. I can only imagine how amazing he would be presenting in person.

BANYULE CITY COUNCIL

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We had booked Michael for a face-to-face conference, however (due to COVID), this had to be postponed but we were able to do a Hybrid Conference with Michael presenting virtually from Victoria. The feedback from the client on his talk was excellent and even though presenting over zoom, they loved the way he was still able to engage with the audience – the fact he was standing and animated and not sitting just in front of the camera really made a difference to the delivery.

ICMS AUSTRALASIA

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Today was perfect! The conversations in the chat rooms were great and the engagement level was high. Zoom definitely did not affect the level of buy-in from the team. I am so looking forward to our next session

PRINCIPAL, SKYE PRIMARY SCHOOL



CLIENT PORTFOLIO



