

Mark Black

Transform adversity into
your competitive advantage



A man in a dark suit is seen from the side, standing on a stage and gesturing with his right hand towards a large, dimly lit audience seated in a conference hall. The audience is visible in the background, filling the lower half of the frame. The lighting is focused on the speaker, with some stage lights visible in the upper part of the image.

IT'S ALL ABOUT YOU

First, I want to say "thank you" for considering me as a potential keynote speaker for your event. I know there is no shortage of speakers to consider, and I appreciate how difficult it is to decide who is the right fit for you. You invest a lot of time and money in your event, and it is critical that you get a good return on your investment.

Ensuring that your speaker delivers tremendous value is therefore essential. In fact, we believe that your speaker should deliver the best return on investment compared to any other budget item for your event. After all, what will people remember more from their experience, the words of your powerful speaker or the kind of chicken they ate?

Most of my clients book me because they have read my bio, find my story compelling, and hope that I can inspire their people. While that is all true, I want you to know that my presentation is about much more than my story. In fact, it's not about me at all; it's about your audience. Everything we do is about ensuring that your audience leaves with tangible, actionable takeaways applicable to their specific circumstances.

This document is designed to help you make an educated decision. After reviewing this information, you will understand what I can bring to your event and whether I meet your speaker requirements.

If you think we are a good fit for each other after reading this, please reach out to Jenn Powell on my team at jenn@markblack.ca or call us at 1-855-777-6275. We look forward to hearing from you!

Mark

WHO IS MARK BLACK?

Mark Black is a husband and father of three. He is also the only man in history to have completed a marathon with someone else's heart and lungs. Born with a life-threatening heart defect, Mark underwent open-heart surgery on his first day of life and was not expected to live long.

After battling his condition and its limitations for twenty-two years, Mark's doctors informed him that time had run out. His heart was failing badly and without a rare heart and double-lung transplant, he would not survive another year.

In October 2001, Mark moved thousands of kilometres from home and was put on the transplant waiting list. After nearly a year of waiting, and with time running out, by the grace of God, a donor was found. Mark received a second chance at life and has not wasted a moment because he knows exactly how precious time is.

Mark's transplant is a treatment, not a cure. He continues to take medication to prevent rejection of the organs. The average lifespan of someone with his type of transplant is 5-10 years. Mark received his transplant in 2002.

Now in his 40s, it is very unlikely he will live to see his 50s. This is what makes his message so powerful. He lives the strategies and principles he teaches. He is filled with passion and purpose for his work precisely because he doesn't know how much more time he'll be afforded to do it.

HIGHLIGHTS

- The only man in history to have completed a marathon with someone else's heart and lungs.
- Author of 2 books: "Live Life from the Heart" and "The Resilience Roadmap"
- Spoken to more than 150,000 people
- Worked with more than 800 clients
- Founder of "The Transplant Trot" a nationwide run that has raised over \$100,000 for charity
- Serves on the national board of The Canadian Association of Professional Speakers
- Serves on the board of directors of a non-profit that provides free mental health services for youth in his community.



OUR CLIENT CRITERIA

Mark puts his heart and soul into his work, and we seek clients who do the same. Working with a speaker should be more than just a transactional experience. If the statements below resonate with you and your organization, we will work well together.

1. YOU ARE LOOKING FOR MORE THAN INFORMATION

Mark provides tangible strategies and tactics that can be immediately implemented to improve your experience at work and at home. However, the value Mark brings lies as much in the experience he creates as in the information he provides.

In today's world, information is easy to find. A speaker should offer more than just a simple transfer of information. Mark's presentations engage your audience in an emotional roller coaster ride, compelling them to implement the ideas he shares to gain the maximum benefit.

2. YOU VALUE WORKING WITH A REAL PROFESSIONAL

Mark is one of less than 500 people in the world to hold the Certified Speaking Professional (CSP) designation which requires meeting a rigorous standard of stage skills and business acumen.

He has worked with more than 175,000 people, in more than 750 presentations all over North America. When you bring Mark to your event you get the assurance that he will deliver on his promises.

3. YOU ARE PREPARED TO BE A PARTNER

It is in both of our best interests that you get maximum value for your investment in a speaker. Mark seeks clients who see their work as a partnership and who want to work together to create the best possible experience your audience.

WHAT CLIENTS ARE SAYING

Mark provided exactly what we wanted our people to hear. Since he spoke to us, I have heard from our management team about how powerful Mark's content was for their people.

Kevin McKellar, Empowerment Advisor
Exxon Mobil

In my executive leadership role with the American Red Cross, I have attended many conferences and heard many, many speakers. I can honestly say that Mark was among the best. I'm confident that Mark made a lasting impact on our attendees.

Darrin Greenlee, Vice President
American Red Cross

Mark was excellent! He entertained, but he also provided tangible strategies that people could apply immediately.

Dan Fougere, Regional Manager
Astrazeneca

Mark's impact on our conference was profound. My team and I found ourselves integrating his advice immediately following the session.

Saleema Dhala, CEO
Safecare BC

When Mark walked on stage he immediately connected with the audience. Mark Black is THE keynote speaker you need for your next event!

Yvon Laviolette, Commercial Sales
MercedesBenz

We booked Mark for our virtual conference because we wanted to give our members the tools to be more resilient. Mark was very effective at engaging with people virtually and the feedback we received after his presentation was glowing.

Emma Girduckis, Event Planner
Canadian Society of Association Executives

Mark was simply perfection. Amazing! I liked everyone about his presentation, but what I liked most is that he has heart.

Crystal Bise, Director of Industry Relations
Hawaii Association of Realtors

PROGRAMS

All of Mark's programs are available in 30-90 minute versions. Mark is also able to provide full-day training programs on resilience, change-management, and peak-performance custom-designed for your needs.

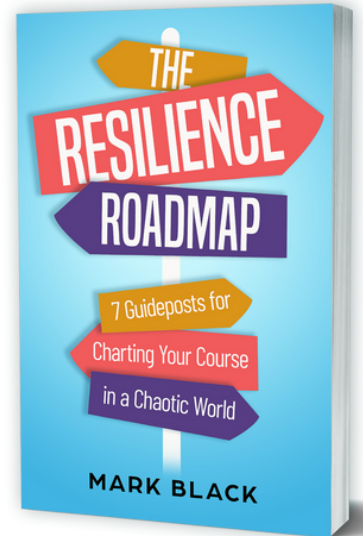
1. The Resilience Roadmap™

Every day, we face adversity, presenting us with a crucial choice: will we rise to the challenge or retreat in the face of obstacles? In The Resilience Roadmap™, Mark doesn't just ask this question — he offers a concrete framework for triumphing against the odds.

This program is an infusion of inspiration and actionable strategies, designed to eliminate excuses and foster unstoppable motivation.

Key take-aways:

- Transform challenges into catalysts for innovation and growth.
- Cut through distractions and excuses to sharpen your focus on success.
- Strategically allocate time and energy to influence key performance metrics.
- Set and achieve goals that drive tangible results.



2. Level Up™

Elevate Your Team's Potential with Level Up™. Are you ready to propel your organization into a realm of unprecedented success? In a world where change is relentless and the stakes are sky-high, the secret to soaring success lies in a compelling vision and unwavering team commitment. Level Up™ is not just a program; it's a catalyst for transformation, led by the remarkable Mark.

Key Take-Aways:

- Discover what is holding your team back from higher levels of achievement
- How to cultivate *real* motivation that lasts
- How to help your people understand their internal drivers and how to leverage them for better performance
- Stretch your team's vision of what is possible and create an action plan for creating meaningful results

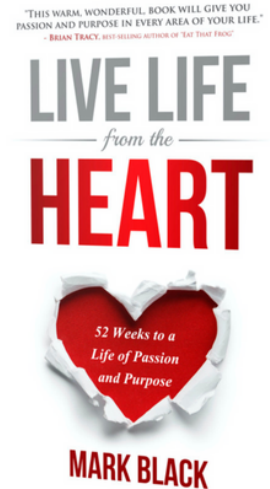
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3. Live Life from the Heart™

Transform your team's mindset and reignite their passion with Live Life from the Heart™, a pivotal program designed to elevate resilience and rekindle joy in the face of professional challenges.

In today's high-pressure environment, it's easy for your team to lose sight of their passion and purpose. Live Life from the Heart™ is the key to unlocking their potential, infusing new energy into their daily tasks, and reminding them why their work matters.



Key Take-Aways:

- Master the art of acceptance, focusing on what's within their control.
- Heighten their presence in an ever-distracting world.
- Rediscover the deep pride and passion in their work.
- Emerge as the best versions of themselves, motivated and inspired

4. Through Your Patients' Eyes™

You care about your patients. You want to give them the best care possible. You can't be expected to do that unless you know what really matters to them. This program is an essential tool for healthcare professionals seeking to deepen their understanding and enhance the quality of their patient interactions.

Key Take-Aways

- The essential 'Do's and Don'ts' to ensure every patient feels genuinely cared for
- Master the techniques to connect with your patients, fostering trust and understanding from the outset.
- Discover how to turn every day into an energizing and fulfilling experience, reducing burnout and increasing job satisfaction through meaningful patient interactions

SOME of MARK'S CLIENTS INCLUDE:



FREQUENTLY ASKED QUESTIONS

Q Does Mark offer other services besides keynote presentations and workshops?

Yes, Mark can share his expertise with your audience in a variety of formats, including fireside chats, virtual presentations, panel discussions, and Q&A sessions.

Q How can we extend the impact of Mark's message beyond our event?

Mark's books and webinars are designed to enhance the impact of his keynote presentations. You can purchase books in bulk at a discounted rate in advance if you wish to provide one for each audience member. A follow-up webinar can be scheduled (Note: this requires an additional investment).

Q How long is Mark's typical keynote presentation?

Mark's keynote presentations are most effective when he has 60-90 minutes on stage. However, he is experienced in a range of formats, from 15-minute TED Talk-style presentations to full-day trainings. Let us know your needs, and we will collaborate with you to customize a program that meets your specific objectives.

Q What are Mark's requirements on the day of the event?

Mark strives to be easy to work with and requires only four things to ensure the success of his presentation: a quality microphone, a projector, and two bottles of water. We will provide an introduction for you to read before Mark's presentation, as well as a biography and a photo for you to use in promoting your event.

Q Can we record Mark's presentation?

Recording Mark's program is not permitted without prior consent. If you would like to record Mark's presentation for your event, please consult with us in advance so we can make the appropriate arrangements. A licensing fee may apply, depending on the intended use of the recording.

Q Can Mark present in French?

Yes! Mark is fluently bilingual and has presented in French many times. If you have a bilingual audience, save the costs of bringing in a second speaker and have Mark deliver his program once in English and again in French.



Call or Email Us Today:



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