

2018 Liftoff Scholarships CELEBRATION DINNER

ABOUT our Guest Speaker ... **MICHAEL McQUEEN**



Michael McQueen is a multi-award winning speaker, trend forecaster and six-time bestselling author.

With clients including KPMG, Pepsi and Cisco, he has helped some of the world's most successful brands navigate disruption and maintain momentum.

In addition to featuring regularly as a commentator on TV and radio, Michael is a familiar face on the international conference circuit having shared the stage with the likes of Bill Gates, Dr. John Maxwell and Apple co-founder Steve Wozniak.

Michael has spoken to over 300,000 people across 5 continents since 2004, and is known for his engaging, entertaining and practical conference presentations.

Having been recently named Australia's Keynote Speaker of the Year, Michael was inducted into the Professional Speakers Halls of Fame.

Coming from a background in marketing and research, in 2004 Michael founded a consultancy specializing in demographic shifts and social trends called The Nexgen Group.

Michael's first book *The 'New' Rules of Engagement* was the culmination of a 3-year study of the key drivers of youth culture around the world. With an emphasis on the values and attitudes of Millennials, this 2007 release focussed on helping business leaders, educators and parents better engage a younger generation.

In 2009 and 2010, Michael went on to release a range of gift books called *Memento* and *Wisdom* which were designed to bridge the generation gap in families by helping parents pass on their stories and life lessons to the next generation. Building on the international success of this gift book range, Michael created an online memoir-writing app for parents called Histography.com.

Michael's third bestselling book *Winning the Battle for Relevance* was a landmark title that explored why even the greatest businesses and institutions become obsolete and how others could avoid their fate. Drawing on research tracking 500 of the world's most iconic brands over 5 years, Michael outlined a range of strategies for organizations and businesses who are committed to staying ahead of the curve by re-inventing themselves before they are forced to do so.

In 2016 Michael's research emphasis shifted to focus on the key habits and mindsets that enable organizations and individuals to stay at the cutting edge over time. He released his fourth bestseller *Momentum: How to Build it, Keep it, or Get it Back* in October that year. Receiving wide acclaim worldwide, *Momentum* outlined a simple but powerful formula for staying on a growth trajectory and ensuring that a success groove doesn't become a rut.

Michael's newest book *How to Prepare Now for What's Next* is a revealing glimpse at the key trends that will shape the coming years including Artificial Intelligence, robotics and nanotechnology. Michael's explores the technological shifts and social changes that no organization or individual can afford to ignore and offers a practical game plan for thriving in an age of disruption.