

How To Book  
**Mark Black**

*Everything you need to know about  
bringing Mark to your event.*





## A MESSAGE FROM MARK

### It's All About You

Firstly, 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. It is critical you get a good return on your investment.

It only makes sense to ensure that your speaker delivers tremendous value. In fact, we believe that your speaker should deliver the best return on investment of any budget item of your event. After all, what will people remember more from their experience, the words of your powerful speaker, or what kind of chicken they ate?

Most of my clients book me because they have read the bio; they find my story compelling; and they 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, from pre-event interviews, to follow-up materials, is about ensuring that your audience leaves with tangible, actionable, take-aways applicable to their specific circumstances.

This document is designed to help you make an educated decision. After going through the information included in these pages, you will know what I can do for your event and whether or not I can deliver what you need from your speaker. After reading this, if you believe we are a good fit, please reach out to my team at: [more@conversion-omics.com](mailto:more@conversion-omics.com) or 612.803.4512. We look forward to hearing from you!

A handwritten signature in white ink that reads "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. He was not expected to live a long life. Mark battled his condition and its limitations for twenty-two years when his 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 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 transplant is 5-10 years. It's been 16 years since Mark's transplant. He is in his 40s. It is very unlikely Mark will live to see his 50's. This is what makes his message so powerful. He lives the strategies and principles he teaches and 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.

## The Highlights

- In 2005, becomes the only man in history to complete a marathon with someone else's heart and lungs.
- Worked with more than 150,000 people and spoken to more than 500 audiences
- Written and contributed to several books including: Live Life from the Heart and Chicken Soup for the Canadian Soul
- Clients include: Mercedes-Benz, Exxon Mobil, Amway, Sun Life, professional associations and all levels of government

# FREQUENTLY ASKED QUESTIONS

## **Q** What does Mark need on the day of the event?

**A** Mark works hard to ensure he is easy to work with. He only requests four things to ensure the presentation is a success: a quality microphone, a projector, 2 bottles of water, and an audience ready to learn.

## **Q** Is it possible to have Mark join us for dinner, Q & A, book signing, etc?

**A** Of course. When you bring Mark to your event, he is there to serve. He is more than happy to join you for a meal, sit on a panel, do a book signing, or a meet and greet.

## **Q** How long will Mark speak for?

**A** Mark's keynote presentations work best when he has 60-75 minutes on stage. However, there are times when an event only has 30-45 minutes to work with, and we understand that. If you are looking for longer programs (half-day or full-day training) we work with you to customize a program to meet the specific objectives of your organization.

## **Q** Does Mark speak French?

**A** Yes! Mark is fluently bilingual and has presented in French many times. He can save you the cost of booking extra sessions and other speakers by doing two presentations at the same event.

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

**A** Mark's online curriculum, webinars, and books are all designed to help you extend the impact of his keynote presentations. Books and course licenses can be purchased in advance at a discount if you want to provide one to everyone in the audience. A follow-up webinar can be scheduled as well (additional investment required).



## OUR CLIENT CRITERIA

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

### 1. YOU ARE LOOKING FOR MORE THAN INFORMATION

Mark provides tangible strategies and tactics that you can implement immediately to improve your experience at work and at home. However, the value Mark brings is as much about the experience he creates, as the information he provides. Information today is easily accessible in a variety of places. Your speaker should be able to do more than simply download information to your group. Mark's presentations take your people on an emotional roller coaster ride and compels them to implement the ideas he shares so they get 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 150,000 people, in more than 500 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 ABOUT MARK BLACK



*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**

*Mark knocked it out of the park! You could hear a pin drop...all 1,600 + attendees were waiting on his every word...truly inspiring! Thanks so much for being such an important part of our day!"*

Cindy Comeau, CEO  
**C3 Leadership**

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

Dan Fougere, Regional Manager  
**Astra Zeneca**

*I have been to a lot of these types of training sessions during my career, but this one really stood out. Mark challenged us to dig deep and to go as far as to question our purpose in life, but in a safe and positive way. I'm sure Mark has inspired a lot of people to live fuller lives. You can count me among them.*

Marc Chamberlain, Senior HR Manager  
**Correctional Services Canada**

# 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

If your people are struggling to cope with the fast pace of change, the Resilience RoadMap provides the strategic framework to develop resilience your people need to thrive. This 5-step process will help your people to:

- Effectively cope with challenge and change
- Increases productivity

## 2. Level Up Your Life

Are your people performing to their potential or are they settling for less than their best? Are bad habits and limited thinking sabotaging the vision of your leadership? In Level Up Mark teaches a simple formula to help your people focus on the things that move the needle and create results.

- Keep your people focused on what moves the needle
- Increase productivity

## 3. Do the Hard Thing

What if life and work are supposed to be hard? What if living a meaningful life was never meant to be easy and what if that's actually a good thing? In "Do the Hard Thing" Mark shows your people how to embrace challenge and change and turn adversity into opportunity.

- Put a stop to complaining and making excuses
- Proactively face challenges head-on

