



<http://GetRich.AF>

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About...

Richard Mulholland kicked off his career as a rock 'n roll roadie operating lights for bands like Iron Maiden and Def Leppard.

At the age of 22 he started Missing Link, a global presentation firm operating out of Johannesburg South Africa, and later HumanWrit.es, a Cape Town based social entrepreneurship venture that is trying to save the world one notebook at a time.

Richard is the author of the best-selling business book, Legacide, and writes monthly columns for Longevity and Stuff magazines - he's even written for Playboy - how rad!?

He was voted one of the Mail and Guardians Top 300 Young South Africans to take to lunch, and as one of Destiny Man's Top 40 under 40 (Sadly though, he no longer qualifies as under 40... or young)

He is a renowned global speaker, and has spoken in many countries including Canada, Puerto Rico, UK, USA, Germany, and Kenya. As well as providing presentation coaching to many CEOs and TED speakers.

When not getting tattooed you'll find him riding motorbikes... and playing board games.

He's a bit of a geek, really.



5 MISTAKES

Entrepreneurs Make

duration 45-60min

All entrepreneurs make mistakes, great entrepreneurs learn from them. In this "greatest hits" talk, Richard explores the key mistakes that he has made on his entrepreneurial journey so that you don't have to. From how badly we innovate, to how ineffective we are at truly understanding customer service (and all that comes in between those), it's the kick in the shorts that all entrepreneurs need.

"60 minutes of high energy & laughter"

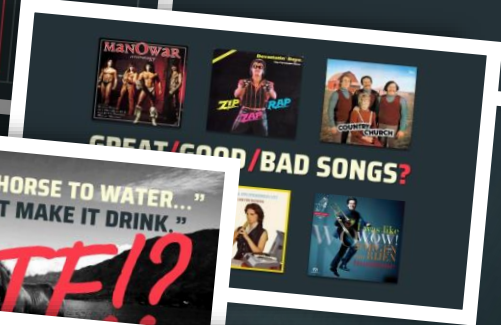
EO San Antonio:

"Just amazing!"

EO Portland:



"WE FALL IN LOVE WITH A SOLUTION WHEN WHAT WE NEED IS TO REKINDLE OR THE PROBLEM"



GREAT / GOOD / BAD SONGS?



LESS more

WHY LEADERS FAIL

and why you don't have to

duration 45-60min

Even great leaders fail. Just ask Napoleon. It turns out we fail not because we have the incorrect ideas, but because we communicate those ideas incorrectly. In this take-away filled talk, Richard shares his key learnings from his 20-year career training and coaching leaders to get their people to follow them.

THE TALK COVERS THE FOLLOWING AREAS:

- The difference between leadership and management
- The difference between communicating what the “government” needs and what the “citizens” need to hear
- Why a strategic victory condition always beats out strategy itself

The talk is highly practical and contains take-aways that senior leaders can put in to effect immediately. The talk has been presented to leaders in South Africa, Germany, Jordan, Kenya and at events for leaders the world over.

“Rich is high impact,
high value!”



“Why Leaders Fail is classic Rich Mulholland. Super interesting, highly entertaining & perfectly on-point.”

Paul Jason. Director, **JAYSON**
PROPERTY GROUP



Hacking the

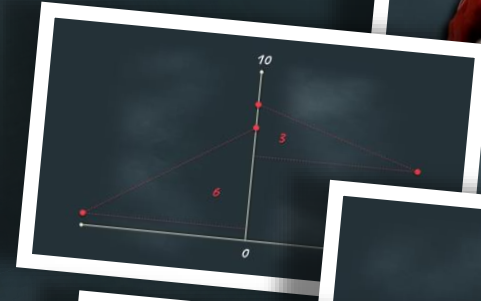
EXPECTATION ENGINE

We think we need to exceed our customer's expectations, but what we really need is to **hack their expectation engine completely**. Being better than expected is simply not good enough, if you want to be remarkable you need to become "the unexpected". This talk looks at practical ways that we can make the unexpected become our competitive advantage.

"He's like a straight-line adrenaline shot to the hearts and minds of leaders. I'd have him back in a heartbeat and you'd be crazy to not put him in front of your audience!"

Matt Leedham , The Americas:

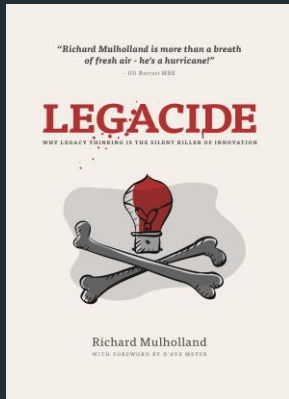
duration 45-60min



LEGACIDE

*Why legacy thinking is the
silent killer of innovation.*

duration 45-60min



Based on his book of the same name, in Legacide, Richard sets out to show how innovation happens less when we start doing something new, and more when we **stop doing something old** - thus flipping the switch on innovation best practice. While innovation is the premise, he explores legacies that business' face across many spheres, every day.

*“Motivating, funny, engaging and knowledgeable.
Definitely one of the best, if not the best I’ve heard to date.”*

EO Calgary



Helping your business find it's **VICTORY CONDITION**

THIS SESSION IS BUILT FOR 2 SPECIFIC OUTCOMES:

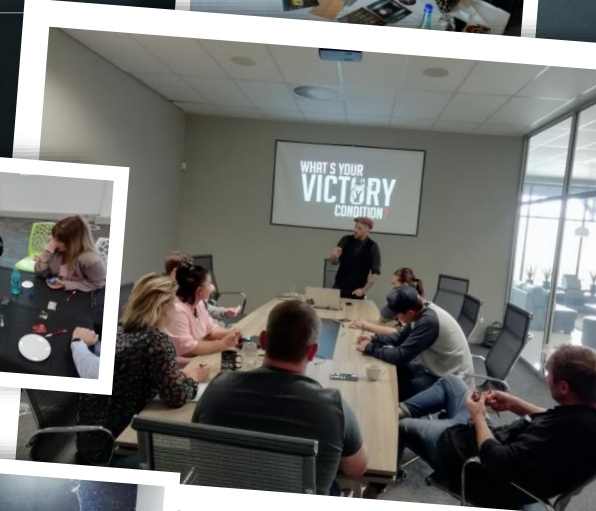
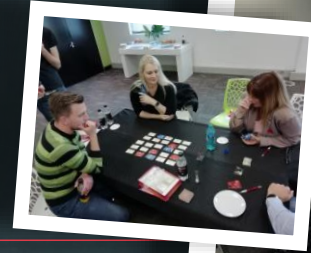
To align a set of individuals into a group understanding of why your business needs a singular strategic destination. To then facilitate the process for the creation of that as a team.

"We recently had an opportunity to partner and work with Missing Link over a 3-day senior management strategy session ... including the concept of Victory Conditioning. Not only did this introduce a huge element of fun to our working sessions, but really proved a fascinating and very effective processing defining core business challenges and identifying potential solutions."

Christo Davel. Head of Strategy,



duration 45-60min





**“INNOVATION
DOESN'T HAPPEN
WHEN YOU START
DOING SOMETHING
NEW, BUT WHEN
YOU STOP DOING
SOMETHING OLD.”**

from Legacide

THE IRRELEVANCE BOMB

Artificial Intelligence

duration 45-60min

We have phones that can answer questions, watches that can find that song we love, and cars that can detect if we're leaving our lane. Artificial Intelligence is everywhere and on the increase. What are we trading though, and why are we doing it?

This provocative talk looks at the darker side of AI and the side effects it will have on our relevance with the world around us. Ignorance... is not bliss.

“Rich wraps his talk in crazy humour and fits of laughter... but at its core, it's a provocative, thought provoking and challenging message about the future we're creating and the inherent dangers that are present. I'm not sure there's a better messenger or a more important thesis anywhere. You need to listen.”

Mark Levy. Director,



DIGITAL
PLANET

“THE SINGULARITY WILL BE THE MOST PLANET CHANGING EVENT SINCE THE ASTEROIDS WIPED OUT THE DINOSAURES 40 MILLION YEARS AGO.”
George Church

“WE DON'T KNOW HOW IT DID IT!”



ACT ACCORDINGLY

Signing

REGRET CHEQUES

duration 45-60min

Every day we're forced to make decisions that have a profound and lasting effect on the rest of our lives. Too often though we trade current safety for future regret.

In the wake of these decisions are businesses we don't start, innovations we don't create, and processes we don't change. This inspiring talk is designed to give a new lens to people stuck in the art of decision making.

"Effective public speaking should be a constantly updated skill for any company. We found Richard's talk, to be honest, thought-provoking and hugely entertaining. We will definitely be using his insights in the future."



"At a recent Gauteng Women in Insurance event, hosted at Hollard's Villa Arcadia campus, we were fortunate enough to listen to Rich present Signing a Regret Cheque. It was an amusing and irreverent - but always insightful - talk about delusional self-belief: that part of yourself that pushes you to perform despite the inner voice that lists reasons why not to do things.

"I never want to regret stuff," he told us. "This is key: every single time you say, 'No, you're right (to that internal voice),' you are writing a cheque to regret. It's a lot better to regret the mistakes you have made, than to face the regret of never having tried."

Sara Wright, Hollard.

"Rich Mulholland is an old friend of Hollard, and a favourite speaker at many of our events. With good reason: he stands out from the crowd, and his message is smart."

Hollard.

10%

regret

*T
he pot.

"A CEMENT PILL...
H.T.F.U.!"

"HELL YEAH!"

Beware of THE FOX

duration 45-60min

As featured on:



CNBC

As featured on:
HEAVY CHEF

BCX

disrupt

Do you remember the story of Chicken Little, the chicken that thought that the sky was falling down? Well, you should - because if you're to believe the current narrative... THE SKY IS FALLING DOWN!

Artificial Intelligence, drones, autonomous vehicles, the mighty Fourth Industrial Revolution, all of these are set to completely disrupt our world. The futurists will tell you that you need to disrupt or die. However is IR4.0 really the killer? I don't think so.

In this thought-provoking counterpoint to the fear-mongering, I present an alternative view on what's really dangerous, and it turns out it's stuff that your people can actually do something about.

"The talk that Rich delivered in 2017 at Heavy Chef Cape Town, Beware of The Fox, was one of the best narratives I've seen. The presentation systematically dismantled the 4th Industrial Revolution's central myths, then inspiring the audience to act in a meaningful, purpose-driven manner. I can highly recommend this talk to anyone who is developing their strategy for the coming year or anyone who's anxious about the future in any way."

Fred Roed. CEO of, HEAVY CHEF

Co-founder of, 

@RichMulholland blew us away!!! May every entrepreneur learn from him and his presentation & presenting skills!!! #GEW2017 #BCXDisrupt *ThinkRoom*

Up until yesterday, I had no idea who @RichMulholland was today he has a #superfan in me! Brilliantly articulated argument against the so-called #4thindustrialrevolution. A proper #inked-ellectual!! #bcxdisrupt summit lineup looking #stellar *Projekts SouthAfrica*

Absolutely Brilliant and #Real talk by @RichMulholland #bewarethefox #BCXdisrupt #disrupt #PayAttention *Brett Lindsay*



MASTER CLASS

How to prepare & deliver a world class presentation.

duration 90min

Every entrepreneur will find themselves doing a presentation at some point and whilst speaking in public is considered to be the thing in life that humans fear the most, it needn't be. As long as you are well prepared and follow some basic rules, anyone can deliver an awesome presentation.

Richard Mullholland, someone who has delivered incredible talks all around the globe and who is consistently rated as a world class speaker, will present this Masterclass. Richard will show you how to prepare and deliver a brilliant presentation, to any audience.

"Richard Mulholland is an old friend of Hollard and a favorite speaker at many of our events. With good reason, he stands out from the crowd and his message is smart!"

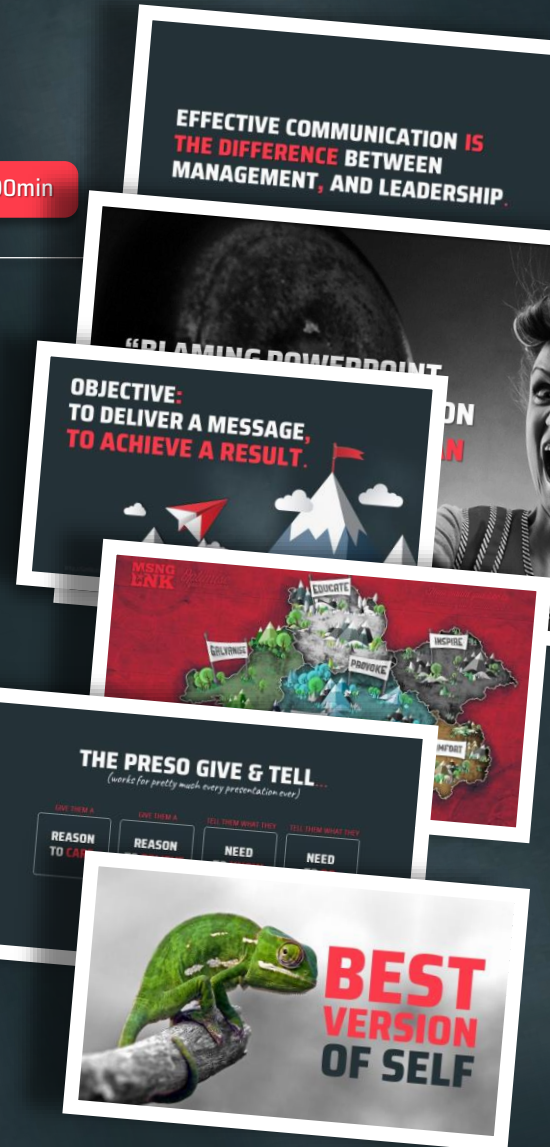
Hollard.



"It's not just the content of his talk, it's his dynamic presence and amazing delivery. He creatively communicates topics and concepts that ensure it resonates with the audience. His on my list of top speakers, ever!"

"Richard is engaging & captivating"

EO Cape Town



Intention SEEKER

duration 45-60min

As entrepreneurs we run our businesses with intention every day, it's just a pity that we don't run our lives the same way.

In this gestalt filled talk, EO member and Global Speaker Richard Mulholland shares the highly practical secrets of how he has 10x'd his life by turning himself into an **Intention Seeker**.

"In few words, Richard was incredible, inspiring, motivating and exceptional."

Nassib Maalouf, EO Lebanon

"Inspirational & engaging and very relevant to the times we live in..."

Mitul Patel, EO Botswana





mail
me



watch
me



stalk
me



connect
with me



follow
me

<http://GetRich.AF>