

## **Lessons From the Road: How to Sustain and Grow a Thriving Speaking Business, Position Yourself as an Expert Who Speaks, and Flex Your Funny Bone!**

On Saturday March 16<sup>th</sup>, 2019, CAPS BC hosted Michael Kerr, CSP, HoF and CAPS National President.

International man of mirth Michael Kerr shared a speaker's smorgasbord of ideas and insights on how he has sustained a thriving (though occasionally rocky) speaking career for more than 20 years. Here are my notes from this terrific morning.

Michael has spent his life researching, travelling and talking about humour and how to take life less seriously.

Humour makes you stand out!

### TRENDS IN THE SPEAKING UNIVERSE:

1. More competitive than ever
2. Less motivation / more substance
3. More value-added requests
4. What are you doing next Tuesday?
5. YouTubing Us!
6. More interaction / audience-powered
7. Longer presentation
8. More customization / tailoring
9. Key-shops & work-notes
10. Blended learning: on-line and in-person.
11. Creative use of technologies

## 12. Learning communities

### SPEAKING TOPIC TRENDS:

- Mental health, mindfulness, resiliency
- Disruption and change management
- Transformational leadership
- Employee accountability
- Inclusivity diversity
- Employee attraction retention
- Workplace culture

### 8 LEARNINGS FROM HIS CAREER.

1. Don't take yourself so darn seriously.
2. Think in messages... within modules.
3. Do whatever it takes to get those messages across.
4. The importance of putting quality miles under your belt.
5. There are no small details.
6. Be a content creator.
7. Enjoy the Ride.
8. Make more than you spend and value your value!

### WAYS TO STAND OUT FROM THE HERD TO BE HEARD.

- Word of mike / mic business.
- Build the foundation first. If you only had five minutes to do your 90 min. keynote, what would you say? Then lengthen it.
- Screen, edit, screen, edit, re-do and tweak.
- 3 R of standing out
  - **Be Relevant**
  - **Be Real.**
  - **Be Remarkable**

#### HUMOUR PRINCIPLES TO SPEAK BY

- Find your humour voice
- Be congruent with your brand
- Do no harm, practice safe humour, be clean
- Be relevant with your humour
- Do things in the spirit of being fun rather than trying to be funny

#### MORE MONEY = MORE FUNNY

Michael's ideas have been featured in hundreds of publications worldwide, and his blog *Inspiring Workplaces* has been recognized as one of the top-75 workplace blogs in the world.

Michael is author of seven books, including:

- *The Humor Advantage: Why Some Businesses Are Laughing All the Way to the Bank*
- *Hire, Inspire, and Fuel Their Fire: How to Recruit, Onboard, and Train New Employees to Live Your Culture Out Loud*, and
- *What's So Funny About Alberta?*

You can connect with Michael Kerr here: <https://mikekerr.com>

## CAPS NEWS

Canada is one of the three largest speaking communities in the world. When you are a member of CAPS, you are a member of international communities and a global network.

The Edmonton chapter is shutting down and they will belong to the Calgary chapter. Calgary will consider changing its name to the Alberta chapter.

Zoom calls are hot and all chapters are zooming.

There is a convention task force that is meeting now and are welcoming our input.

The convention is in London, Ontario this year.

Speakers Learning Academy is coming out soon to help new speakers grow their business.

You can pay for your membership by referring people. CAPS is setting up a new referral program.

Coming up at CAPS BC:

April 20<sup>th</sup>: Dan Cordle, teaches how to connect on video

May 18<sup>th</sup> : Road trip to Kelowna at Linda Edgecomb's Edgy Acres

June 15<sup>th</sup>: Azadeh Yaraghi

July: Fun Social at Tom Watson's