

A woman, Michelle Bowden, is speaking at a podium on a stage. She is wearing a colorful, tropical-patterned halter top and has her arms raised in the air, holding a small microphone in her right hand. Her mouth is open as if she is shouting or speaking passionately. In the foreground, the audience is visible, with many hands raised in the air, suggesting an interactive or enthusiastic session. The background is a wall of vertical wooden slats. A black speaker is visible on the left side of the stage.

Michelle
Bowden

THE CONVERSATION WE MUST
BE HAVING RIGHT NOW IS

Persuasion



Persuasion

Persuade

If you want to succeed in business in 2027, you need to know how to persuade.

AI can write the email, build the presentation, analyse the data and suggest what you should say next.

But information isn't persuasion.

Every important result in business still depends on your ability to get another human being to listen to your idea, believe in it and act on it.

Win the deal. Secure the budget. Shift the thinking. Lead the change. Get the yes.

And as we increasingly rely on AI to do the thinking for us, the human ability to think critically, build a compelling case and move another person to action becomes even more valuable.

This isn't simply about influence.

**INFLUENCE IS THE OUTCOME.
PERSUASION IS THE SKILL.**

And in 2027, the people who know how to persuade will win.



This is Michelle Bowden's life's work.

For more than 30 years, Michelle Bowden has been obsessed with one question:

What makes someone successfully persuasive?

She has spent her career finding out where it matters — in the pitch, the meeting, the negotiation and the high-stakes conversations where getting a yes can be worth millions. Sometimes billions.

Michelle has worked with thousands of professionals, helping them prepare for the conversations that matter most. Her clients have gone on to achieve extraordinary results — including one successful pitch worth more than \$9 billion.

She has tested and refined her methodology in the real world for three decades and captured it in her bestselling book, *How to Persuade*.

30+
YEARS

Thousands
PROFESSIONALS COACHED

Bestselling
AUTHOR

Billions
WON BY CLIENTS

Michelle doesn't study persuasion because it's the topic of the moment.

She has made it her life's work because knowing how to persuade will change everything.

The research never stops.

At the heart of Michelle's work is the **Persuasion Smart Profile®** — her proprietary assessment of how people persuade.

Every year, thousands more people complete the Profile, continuously adding to Michelle's research and revealing where people are persuasive, where they get stuck and what helps them become more successful.

So Michelle doesn't arrive at your conference with recycled ideas or yesterday's thinking.

She arrives with fresh, real-world insight into how people are persuading right now.

And then she brings that research to life.

Your people recognise themselves. They laugh at themselves. They have those wonderful **"Ohhhh... THAT'S what I do!"** moments — and discover practical changes they can make immediately to become dramatically more persuasive.

**CURRENT
RESEARCH**

**ORIGINAL
IP**

**THREE ELECTRIFYING
KEYNOTES**





And then there's Michelle Bowden on a stage.

This is where persuasion becomes electrifying.

No two Michelle Bowden keynotes are the same.

Michelle builds the experience around your business, your people and the challenges you need to shift — so what happens on stage feels unmistakably relevant to the room.

And Michelle doesn't simply talk about persuasion. She gets an entire room doing it. People are on their feet. They're laughing. Moving. Practising. Refining. Trying it again. They embed the skills through actions, dance moves, songs and unforgettable audience experiences that make the learning stick.

And something extraordinary happens.

You will see your people change in the room.

They become bolder. More confident. More aware of how they come across. They start experimenting with what they say and how they say it. And they keep using the skills — in the breaks, over lunch, in conversations with colleagues and for the rest of your event.

Audiences regularly tell Michelle they have never experienced anything like it. Because this isn't a keynote where people sit back and listen.

They're in it.

And long after the music stops and Michelle leaves the stage, the persuasion continues.

Don't take our word for it.

“ OUTRAGEOUSLY PERFECT.

Mitch Morrison, Sales Support, Elders Real Estate

“ AN INCREDIBLE, UPLIFTING MORNING!

I'm so excited to take this back to our teams and apply it to the way we sell to our customers.

Caroline Rainsford, Country Manager, Google

“ THE ANZ TEAM IS STILL RAVING ABOUT THE SESSION WEEKS LATER.

Your insights, energy, and practical approach really resonated with the team, and the impact has clearly lasted well beyond the presentation itself.

Rekishia Jessup, General Manager, South Asia and Pacific, Wella Company

“ WE WERE LITERALLY OUT OF OUR CHAIRS!

Combining body actions with knowledge! Michelle has this innate ability to blend humour with her deep expertise, making learning enjoyable and enlightening.

Erin Carle, Head of HR, Pacific, Revlon

“ I'M ALREADY APPLYING SEVERAL OF THE TOOLS.

The way she brought persuasion to life made it immediately actionable. A genuinely valuable session that struck the perfect balance between learning and fun.

Ellie Peters, Head of APAC Sales Development, MuleSoft



GOOGLE • SALESFORCE • WOOLWORTHS • WELLA • REVLON • MULESOFT • AMP • ELDERS

What will your people do differently?

Michelle gives people practical persuasion skills they can use the moment they leave the room.

They'll know how to:

STRUCTURE PERSUASIVE MESSAGES THAT CUT THROUGH THE AI SLOP.

Turn information into a compelling case that gets attention, makes sense and moves people to action.

MANAGE OBJECTIONS WITHOUT DAMAGING LONG-TERM RELATIONSHIPS.

Handle resistance, hesitation and disagreement in ways that keep people talking — and keep important relationships intact.

BUILD CHARISMATIC POWER THAT IMPRESSES AND COMPELS.

Command attention, project confidence and become someone people want to listen to, trust and follow.

ADAPT TO THE PERSON IN FRONT OF THEM.

Recognise that people are persuaded differently — and flex their approach to the person and the moment.

GET MORE OF THE RIGHT YESES.

Win the deal. Secure the budget. Get the idea approved. Bring the stakeholder on board. Move the decision forward.

Because the real value of persuasion isn't knowing more about persuasion.

IT'S WHAT YOUR PEOPLE CAN ACHIEVE WHEN THEY BECOME DRAMATICALLY BETTER AT IT.



I wrote the book **ON PERSUASION.**

Every day, in business and in life, we face persuasion moments where we either hear yes or no.

For more than 27 years, I've studied what makes people persuasive and turned the research into practical techniques people can use when the outcome really matters.

My bestselling book, How to Persuade, brings that body of work together, showing people how to build trust, win support, overcome resistance and move people from no to yes.

Because you can have the best idea, strategy or solution in the room.

But someone still has to say yes.

27+
YEARS

Bestselling
AUTHOR

Billions
WON BY CLIENTS

Persuasion IS THE NEW INFLUENCE!

Bring the right human qualities to the right moment — and become dramatically more persuasive.

Every day, your people need others to say yes. To the idea. The deal. The change. The next move.

But people aren't persuaded in the same way.

Drawing on the established body of knowledge in persuasion and her own ongoing research, Michelle developed four persuasive types — the Wise Owl, Commanding Eagle, Friendly Budgie and Captivating Peacock — a memorable framework for knowing which human qualities to bring forward, with whom, and when.

And your people don't just learn it. **They experience it.**

They laugh, move, practise and interact as Michelle brings the four types to life. Salespeople start seeing their customers differently. Leaders start seeing their people differently. And everyone discovers how to become more analytical, commanding, connecting or captivating when the moment calls for it.

They leave with a framework they can use immediately — and remember for years.

“ 12 months later your concepts continue to bubble up in our business.

Aaron Newman, Chief Executive Officer
Executive Team, Queensland Country Bank



YES!

THE PERSUASION EDGE

The keynote for salespeople who refuse to settle for target.

Your best salespeople already know how to sell. Michelle shows them how to become extraordinarily persuasive.

For more than 30 years, Michelle has coached people through the pitches and conversations where millions — and sometimes billions — are on the line.

In this electrifying keynote, your people discover how to structure a compelling case, read the buyer, build trust fast, handle objections without jeopardising the relationship and build the charismatic power that compels people to act.

Then they practise it.

Real customers. Real objections. Real opportunities. Right there in the room.
They leave ready to win bigger deals, exceed budget and make Chairman's Club.

DON'T JUST HIT TARGET.

Smash it.

Michelle Bowden

“The practical techniques have genuinely helped me in everyday life and made a real difference in my sales effectiveness.

Eva Savage, Enterprise Account Strategist, Salesforce

LEADERS WHO Persuade

AI will change how we work. Persuasion will determine who brings people with them.

You probably already have a futurist talking about AI at your conference.

But who is talking about the human qualities your leaders will need to make your business win?

As AI takes care of more of the information, analysis and content, your leaders still have to do the deeply human work: build trust, win belief, navigate resistance, create commitment and move people to action.

Michelle shows them how.

In this electrifying keynote, leaders discover how to communicate with clarity and conviction, adapt to different people, build charismatic power and bring the right human qualities forward at the right moment for the right result.

And they practise it — in the room.

Because the future won't belong to leaders who simply know how to use AI.
It will belong to leaders who know how to persuade people.

“ Michelle is one of a kind! Her incredibly engaging and memorable presentation was the highlight of our conference, and the content she taught us was life-changing.

Brendan Meller, Head of Data & Analytics,
Woolworths

SHE DOESN'T JUST HOLD THE STAGE.
She holds the room.

Michelle has spoken to audiences as large as 5,000 at Million Dollar Round Table.

And here's what makes her different.

She facilitates from the stage.

She reads the room. Involves people. Adapts in the moment. Gets them practising. Even in a room of thousands, nobody feels like a spectator. They're part of what's happening.

It's one of the reasons Michelle's keynotes create such extraordinary energy — and why people start changing what they do while she's still on stage.

WANT YOUR PEOPLE TO BECOME UNDENIABLY MORE PERSUASIVE?

THEN LET'S GO DEEPER WITH A BESPOKE WORKSHOP.

Every keynote is already built around your business, your people and the challenges you need to shift. A workshop creates the space to practise, refine and master the skills — working intensively on the real conversations, customers, objections and situations your people are facing.

They don't just know more about persuasion.

They become dramatically better at it.

5,000 PEOPLE OR 50.
MICHELLE KNOWS HOW TO MOVE YOUR ROOM.

The VIP Experience

You book Michelle for the stage. You get so much more.
From the moment you book Michelle, you'll understand why clients bring her back.

From our first conversation to 18 months after your event, Michelle is all in.

EASY TO WORK WITH.

Michelle is easy to reach and responds fast — usually within the hour. We'll even manage the travel and logistics to make your life easier.

BUILT AROUND YOU.

Your business. Your people. Your challenges. Michelle immerses herself in your world so the keynote feels unmistakably yours.

BUILD THE BUZZ.

Bespoke articles, pre-event content and as many teaser videos as you need to get your people curious, excited and ready to participate.

MAKE IT PERSONAL.

Delegates can complete Michelle's Persuasion Smart Profile® before the event, so they arrive already understanding their persuasive strengths and opportunities.

MAKE IT STICK.

A bespoke handout created for your event becomes a practical desk mat afterwards, keeping the persuasion tools in sight. Prize winners receive persuasion merchandise designed to surprise and delight.

KEEP IT ALIVE.

After the event, Michelle creates a wrap-up blog featuring your photos, key persuasion ideas and a video highlight reel — then follows up your delegates with fresh persuasion tips at 3, 6, 9, 12 and 18 months.

TAKE MICHELLE HOME.

How to Persuade makes the perfect conference gift. Orders of 500+ can feature your company logo and a three-page foreword from your CEO.

**ONE KEYNOTE.
18 MONTHS OF IMPACT.**

“ As long as you are offering this content Michelle, Revlon and I will be your client.

Erin Carle, HR Director, Pacific, Revlon

Michelle Bowden

30+ YEARS

immersed in the science and practice of persuasion.

BILLIONS OF DOLLARS

in business won by clients using Michelle's Persuasion Blueprint.

2 BESTSELLING BOOKS

How to Persuade. How to Present.

Multiple bestseller lists. One body of expertise: getting people to listen, believe and act.

ORIGINAL RESEARCH

Creator of the Persuasion Smart Profile®, Michelle's proprietary psychological assessment of persuasive strengths and weaknesses.

1,000+ MASTERCLASSES

Delivering, testing and refining her persuasive communication methodology in the real world.

M.ED. ADULT EDUCATION

Deep expertise in how adults learn, practise and change behaviour.

TRUSTED BY MAJOR ORGANISATIONS

Google. Salesforce. Woolworths. Wella. Revlon. AMP. Elders. And many more.





**THIS ISN'T A KEYNOTE
ABOUT PERSUASION.**

It's Persuasion HAPPENING IN THE ROOM.

Your people will feel it.

They'll practise it.

They'll use it.

And they'll leave undeniably more persuasive.

They'll think differently about how they communicate. They'll recognise what makes other people say yes. And they'll have practical persuasion skills they can use the very next time something important is on the line.

THE DEAL.

THE IDEA.

THE BUDGET.

THE CHANGE.

THE YES.

**THAT'S THE MICHELLE BOWDEN
EXPERIENCE.**



LET'S MAKE YOUR PEOPLE
UNDENIABLY MORE

Persuasive.

Michelle Bowden

Persuasion Expert • Bestselling Author • Electrifying Speaker

Ready to talk?

michelle@michellebowden.com.au

michellebowden.com.au

SYDNEY • AUSTRALIA • WORLDWIDE