

The go-to speaker for Creativity Driven Transformation

Joel McKerrow

Keynote Speaking Topics

2025



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www.joelmckerrow.com



TRANSFORMING STAGNATION INTO CREATIVE MOMENTUM

HELLO

If you're searching for a speaker who will captivate any audience, regardless of industry, while delivering an unforgettable event experience, you've found the right person. With years of expertise across the creative, professional, and educational fields, Joel McKerrow not only ignites passion and inspiration in his audiences, but also equips them with the tools to unlock their creative potential, enhance wellbeing and drive innovation. Your team will leave not just inspired, but empowered to bring a fresh, transformative vision into their work.

Once you have secured your booking please refer to the [Event Organisers Guide](#) for all Headshots, Biographies and details you'll require.



A BIT ABOUT JOEL

Australia's only **Certified Applied Narrative-intelligence specialist**, giving over 250 presentations in 2024 alone. Joel champions the belief that both CREATIVITY and STORY are far too important to be confined to only those we traditionally deem as being creative. From vision to brand, culture to leadership, all human behaviour, and therefore all organisations, are driven by STORY. Learning how to leverage its power is, therefore, paramount for any leader.

Be it the Sydney Opera House, Nashville's Schermerhorn Symphony Centre, or The Metropolis in Montreal, Joel McKerrow has spent the last fifteen years, on global stages, captivating hundreds of thousands of people with his passionate performative style, inspiring keynotes, strategic training and dynamic MC work.

Joel is the Professional Speakers Australia (PSA) VIC/TAS Chapter President, one of Australia's most successful performance poets (including representing Australia at the Individual World Poetry Slam Championships), an author with Penguin Random House and is the founder/host of The Deep Place podcast.

Joel's extensive portfolio includes clients from Village Roadshow to Hager Electric, to AIME, to the Global Health Summit, to the International Transforming Education Conference. From Start-ups to schools, NFP's to Multi-nationals, Joel will bring creative and innovative breakthrough for your people and your organisation.

THE CREATIVE SHIFT

A Masterclass in Creative Breakthrough

The World Economic Forum ranks creativity as the #1 soft skill for the future of work. Yet, most organisations either pay it lip-service, treat it like a luxury, or hand the entire creative process over to generative AI. The result? Our creative muscle is atrophying. With over 70% of social media content now AI-generated, cutting through the noise will require something far more human.

This session is a deep-dive into Strategic-Creativity It is a roadmap for the creative-process of innovation. Yes, AI is a powerful tool for efficiency and scale, but if you want to truly connect with customers , if you want to spark innovation and re-energise your team, nothing beats human-centred curiosity, imagination and creative thinking.

What if every person on your team could, on cue, tap into inspiration, find creative flow, and turn ideas into impactful innovation? That's not a luxury. That's your competitive edge.

THIS SESSION WILL:

- Explore why we are so resistant to seeing ourselves as Creative.
- Unlock the Creative potential of each individual and team cultures.
- Empower people to break through creative-blocks.
- Help people to tap into creative-flow in generative ways.
- Provide a framework for the creative-process.
- Equip teams with intentional, innovative practises.

[VIDEO OVERVIEW](#)

STORY DRIVEN: Leveraging the Power of Narrative Intelligence

The force that drives ALL human behaviour is STORY. The force that drives the success of your business and your leadership is STORY.

We tell our stories and then our stories becomes us, both as individuals and as organisations. Therefore, every problem you face is a STORY problem. Your organisation will rise and fall on the basis of the stories told about it and within it.

How crucial it is then, to recognise the shaping power of story & learn how to leverage that power. This is narrative intelligence.

If you want to communicate vision, motivate your team, connect with clients, boost your brand, enhance work culture, or increase customer engagement and sales – it is all about telling the right stories, at the right time, in the right way.

THIS SESSION WILL:

- Explore the power of narrative in defining who we are.
- Illuminate the power of STORY to transform culture.
- Explore the ways we can all craft better stories.
- Enhance communication in the workplace.
- Apply narrative tools to drive organisational change.

VIDEO OVERVIEW

THE ART OF EXPERIENCE: Designing Moments that Matter

In an era of content overload and digital fatigue, people are craving the meaningful and the memorable. For moments that take our breath away and invite us into something extraordinary. Whether through events, hospitality, design, customer experience, or communication, this is the purpose of intentional experience-design.

This keynote/training dives into the art of experience design through the lens of story: how to shape customer journeys that resonate emotionally, build loyalty, and spark transformation. We'll explore how small moments create big impact, how narratives guide customer perception, and how intentional design turns ordinary interactions into unforgettable encounters.

THIS SESSION WILL:

- Reveal how to design emotionally resonant customer journeys using storytelling principles that deepen connection and engagement.
- Show you how to identify and shape the "micro-moments" that elevate an experience from ordinary to unforgettable.
- Demonstrate how narrative shapes perception; and how to craft experiences that guide customers toward meaning, loyalty, and transformation.
- Equip you with a practical framework for intentional experience design that you can apply across events, hospitality, customer service, education, or communication.

[VIDEO OVERVIEW](#)

#NOTE: Each of these keynotes can also serve as the basis for PD training for companies and organisations.

LEADING FROM WITHIN

The Self-awareness Every Leader Needs

What's happening within a leader will always shape what happens through them. In the face of change, crisis and constant demand, the most effective leaders are not just strategic thinkers — they're deeply self-aware.

This is crucial as the level of burn-out and breakdown amongst leaders is on the rise. Leaders feeling drained and disconnected from their sense of self and their purpose. The problem is, we are really good at plugging the holes, until the damn wall breaks. We see this reality over and over.

The truth is that leadership simply isn't sustainable without well-being and self-awareness. This keynote explores the internal narratives that drive leadership behaviour, revealing how creativity, emotional insight, and a re-authoring of personal story form the foundation of resilient, values-aligned leadership. Because if you want to lead others well, you must first understand the story you're leading from.

THIS SESSION WILL:

- Re-connect leaders with their unique creative-self in an explosion of creative energy.
- Empower and equip leaders to engage with creative-practices for their own wellbeing and mental health.
- Help leaders re-ignite their deeper sense of purpose in their leadership.
- Boost the culture of creativity within teams leading to higher levels of engagement, collaboration and professional/personal breakthrough.
- Build resilience for long-term fulfilment in the leadership journey.

VIDEO OVERVIEW

EVENT HOSTING MASTER OF CEREMONIES

Whether at the **Melbourne Town Hall**, the **Athenaeum Theatre**, or the Plenary room at the **Melbourne Convention and Exhibition Centre** (MCEC), Joel has served as the Master of Ceremonies for countless events, bringing his expertise and dynamic presence to every event he has hosted.

Known for his energetic and engaging stage presence, he brings a unique blend of humour, warmth, and professionalism to each event, ensuring they run smoothly and memorably. Whether guiding a conference, a festival, a retreat or a corporate gathering, Joel's ability to weave storytelling with event management makes him a sought-after MC who keeps audiences entertained and engaged from start to finish.

"Joel is remarkably gifted at reading a room and knowing where to take them. He effortlessly blends into any event and brings such meaningful words to take the event forward." (William Decker - Graceland Festival)



CONFERENCE THEME POEM

Looking to kick your event off with a creative *BANG* while introducing your audience directly into the themes of the conference in a way that cuts through? Then this is what you need.

Joel writes and performs commissioned spoken word pieces that are a powerful blend of emotion, insight and creative expression. Time and time again, people adamant that they are "not into poetry," have expressed that Joel's performative work was actually their favourite part of a conference.



POETIC WRAP UP

Capturing the collective experience

This add-on is something wholly uniquely and special. At conferences all over the world Joel uses his observational and linguistic skills, to translate what has been communally shared within the conference into a one-off, unique poetic performance that is delivered back to the delegates.

It is a poetic wrap-up that is sure to leave your attendees with both their hearts and their mouths wide open. Available either after each main session, or at the end of a conference. This is what it can look like...



INNOVATION THAT ENDURES

Transformative Training for Teams

In today's rapidly evolving business landscape, innovation is not just a buzzword—it's a necessity. Joel McKerrow offers transformative half-day and full-day training sessions for LEARNING & DEVELOPMENT that is designed to help corporate teams not only embrace creativity but embed it into the very fabric of their organisation. This isn't about one-off brainstorming sessions; it's about creating a culture where innovation thrives and becomes a sustainable, integral part of your business strategy.

1. Inspiring Teams to Embrace Creativity:

Ignite your team's passion for innovation. Joel's training sessions are designed to inspire and empower every team member, helping them see the potential within themselves and their work to contribute to a culture of continuous innovation.

2. Practical Tools for Innovation:

Learn actionable strategies to foster creativity within your team and implement innovative processes that align with your company's unique context.

3. Building a Creative Culture:

Discover how to cultivate an environment where creativity is encouraged, nurtured, and applied to solve real-world challenges.

4. Sustaining Innovation Long-Term:

Explore methods to ensure that creativity doesn't just spark in short bursts but becomes a continuous, self-sustaining force in your business. Joel provides insights into maintaining momentum, so your team can keep innovating long after the training is over.

HALF-DAY

A concentrated session that dives deep into the core principles of innovation and provides your team with immediate, practical techniques to start implementing.

FULL-DAY

A comprehensive experience that not only covers the principles of innovation but also allows for hands-on application, team exercises, and the development of a tailored innovation strategy for your business.