

Joel McKerrow

Creativity in Business
and Leadership Expert

“

“A true creative genius...
His impact on my team was
nothing short of extraordinary.”
Clark Kirby, CEO – Village Roadshow

”

Director of The School
for Creative
Development

Professional Speakers
Australia, VIC/TAS
Chapter President

An Author with Penguin
Random House

Represented Australia at
the Individual World
Poetry Slam
Championships

Works with Start-ups to
NFP's to billion-dollar
multi-national businesses

The go-to Speaker for
Creativity Driven
Transformation

Australia's only certified
Applied Narrative
Intelligence specialist

Speaker | Writer | Performance Poet | Master of Ceremonies

DEMO-REEL



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 only to the 'Arts'. From marketing to workplace culture, to leadership, to innovation Joel has been helping businesses harness the untapped power of story and strategic-creativity to drive innovation.

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. He is an award-winning writer, keynote speaker, performer, educator and an expert in the intersection of creativity with business.

Joel's extensive portfolio includes clients from **Village Roadshow** to **Hager Electric**, **AIME** to the **Global Health Summit**, **The Design Coach** to the **International Transforming Education Conference**. Across start-ups, education, NFP's, retail, design and multi-nationals, Joel brings creative and innovative breakthrough.

Joel has shared the stage with leaders such as Seth Godin, Ken Black (ex.Nike Creative Director), Annabel Crabb, Lisa Wilkinson, Linda Woolverton (Writer of Beauty and the Beast, The Lion King), Krista Monson (Former Cirque du Soleil Creative Director) and Kate Ceberano.



"I highly recommend Joel for businesses or groups wanting to explore their own corporate vision and the personal mantras of those driving the culture of their organisations."

- Founder - ChilliTree -

"Joel is captivating. He stole the 'show' with an extraordinary blend of warm generosity, deft poetry, powerful charisma and no ego."

- Creative Director -

- Cirque Du Soleil -

"A true professional both on and off the stage. One of few keynote speakers who you never want to put down the mic!

- Founder - The Learning & Development Collective -

Change the Story, Change the Culture.



www.joelmckerrow.com



+61413331673



info@joelmckerrow.com



Speaking Topics

Available as either KEYNOTES or PD TRAINING

STRATEGIC CREATIVITY

An Intentional Process for Innovation

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.

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.

THE INNER WORK OF LEADERSHIP

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.

"Joel is a once in a generation communicator. He masterfully weaves the robustness of his intellect with a striking empathy and compassion. Joel will deeply challenge your mind and above all- widen your heart."
- CEO - Hagar Australia -



www.joelmckerrow.com



+61413331673



info@joelmckerrow.com

Additional Offerings

MASTER OF CEREMONIES

Known for his energetic, engaging and inspiring stage presence, Joel brings a unique blend of humour, warmth, and professionalism to every event he hosts. He knows how to read a room and how to lead an audience to where it needs to go. Whether at the Sydney Town Hall, Melbourne Town Hall, the Athenaeum Theatre, or Melbourne Convention and Exhibition Centre (MCEC), Joel has served as the Master of Ceremonies for numerous large events.

Joel doesn't just entertain the audience, he works in direct collaboration with event organisers to bring about the smoothest possible experience for all delegates. Whether at 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 inspired and engaged from start to finish.

Transformative experiences combining a depth of wisdom, intelligence and creative expertise with the storytelling of a passionate, seasoned poet.

CONFERENCE PERFORMANCE POET

Unique performance poetry that is either specifically commissioned to the theme of your event (great for an opener), or Joel's own inspiring pieces performed throughout. World-class poet Joel McKerrow will, no doubt, take your event to the next creative-level and leave your people profoundly moved.

POETIC EVENT SCRIBE

This is something truly and uniquely special. Joel uses his poetic skills to translate what has been communally shared within the conference into a moving, unique poetic performance 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.

CHECK IT OUT



CHECK IT OUT



“

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.

Director – Graceland Festival

”



www.joelmckerrow.com



+61413331673



info@joelmckerrow.com

