



Photo Credit: Marika Herselman

## Rich Mulholland

AUTHOR · ENTREPRENEUR/FOUNDER · TEDX SPEAKER

Keynote Speaker, Author, Entrepreneur, Relevanteer, Mischief Maker



VISIT RICH'S WEBSITE

### About:

- **Gender:** Male
- **Nationality:** Isle of Man
- **Languages:** English
- **Travels from:** Isle of Man

### Engagement Types:

- Coaching
- Speaking

### Topics:

- Business Strategy & Growth
- Communication Skills
- Innovation Culture
- Leadership & Management
- Team Dynamics

## Biography Highlights

- Former rock 'n' roll roadie who toured with Iron Maiden, Midnight Oil, and Def Leppard before entering the business world.
- Founder of Missing Link, South Africa's leading presentation and communication firm, transforming how people deliver ideas.
- Author of *Relentless Relevance*, *Here Be Dragons*, *Boredom Slayer*, and *Legacide*, challenging how leaders think, speak, and connect.
- Globally recognised keynote speaker and coach helping audiences communicate with confidence and relevance.

## Biography

### Former roadie. Reluctant adult. Relentless communicator.

Rich Mulholland began his career touring with Iron Maiden, Def Leppard, and Bon Jovi before building a business helping leaders own the stage with confidence and clarity. He has spoken in 50 countries across six continents and founded both Missing Link, a leading presentation firm, and Too Many Robots, an AI agency. He is also the author of four books, including his latest release, *Relentless Relevance*.

### Websites:

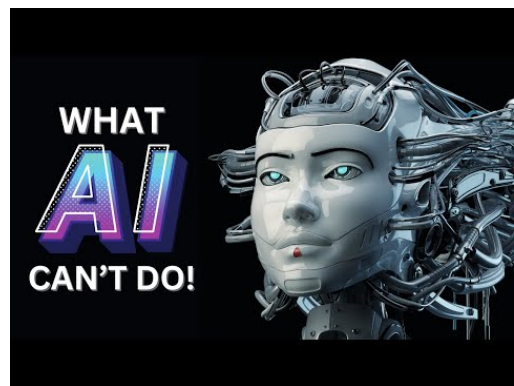
- [Website](#)

Today, Rich helps organizations become a threat to the future before the future threatens them—through bold communication, sharp strategy, and just enough mischief to keep things interesting. His work inspires people to move from “what is” to the limitless potential of “what could be.”

When he’s not at work, you’ll likely find him rolling on the BJJ mat or rolling dice in a board game—either way, he’s playing to win.

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## Videos



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## Rich's Topics

### Relentless Relevance

This talk is designed to have leaders and teams understand the incredible importance of remaining relevant and leading the way in all interactions. It isn't just about sparking ideas; it's about igniting a transformation in leadership perspective and action.

### **In this talk, Rich will explain:**

- Shift from comfort to curiosity, fostering a culture of innovation through questioning norms.
- Delve into protecting your core and daringly disrupting your sphere, with strategies that promote relevance and resilience.
- Providing the groundwork for a culture that thrives on dynamic change, encouraging teams to embrace disruption as an ally.

**Available:** In person, Virtually

### **Relentless Relevance in Sales**

*How to craft relevant sales stories and master StorySelling to win more deals.*

Salespeople often fail by focusing on their story instead of selling a new story involving the customer. This applies to leadership communication too. In his engaging talk, Richard Mulholland aims to transform your approach to storytelling and selling, offering new, practical tools for today's world.

### **In this talk, Rich will explain:**

- Why we are wrong about storytelling and how we can fix it.
- How story selling techniques can be used to change minds and not simply win deals.
- How to get your customers to tell you what they really care about.

**Available:** In person, Virtually

### **Humanity's Unfair Advantage**

*How and why humans will remain relevant in a world of automation and AI. Hint: by hacking expectations.*

You have to surprise and delight. Everybody come with an expectation engine and your job is to hack it! While many aim to surpass expectations, Rich argues that this alone falls short. What truly leaves a lasting impression are those 'Not My Job' moments—the unexpected instances of surprise and delight. These are the moments that linger in people's memories, ensuring your relevance remains ingrained in their minds.

### **In this talk, Rich will explain:**

- Why perfection is boring.
- Our flaws as humans are our unfair advantage.
- How to hack the expectation engine

**Available:** In person, Virtually

### **Relentlessly Relevant Leadership**

*How to become relevant as a leader by mastering the art of persuasion and communication.*

The difference between leaders and managers lies in their communication skills. Many leaders still use a top-down approach, demanding action like a government. In this impactful, story-driven talk, Richard Mulholland equips leaders with the tools he provides to professional speakers, enhancing their leadership profile and empowering them to inspire their teams to take action and achieve success.

### **In this talk, Rich will explain:**

- The secrets used by top professional speakers to drive audiences to action.
- A framework for effective communication that can be used in every talk, pitch, or presentation.
- How to speak in a way that's impossible to ignore – online, or in-person.

**Available:** In person, Virtually

### **Relentlessly Relevant Strategy**

*Is strategy still relevant in a world of autonomy?*

Business leaders often prioritize strategy, but is it still relevant 60 years later? In this provocative yet practical talk, Richard Mulholland challenges traditional strategy, proposing a modern approach for a world of purpose-driven autonomous adults.

### **In this talk, Rich will explain:**

- Why strategy needs a new strategy.
- How we can get the more out of our top-performers by getting them to move towards, and not just forwards.
- The sheer galvanising power of a clear victory condition.

**Available:** In person, Virtually

### **Relentlessly Relevant Innovation**

*How great companies slay legacy thinking to accelerate progress and foster innovation*

Innovation doesn't happen when we start doing something new, but when we stop doing something old. Based on his best selling first book Legacide, global speaker Richard Mulholland will go to war with the legacy thinking that is holding your people and business back. In this entertaining talk he will give you a new lens on innovation, and some practical frameworks that you can use to evolve.

### **In this talk, Rich will explain:**

- The role that leaders play in removing the barriers to innovative action.
- How to measure the current relevance of past decisions.
- How to flip the narrative of the last few years from that of a threat, to an opportunity.

**Available:** In person, Virtually

## **Testimonials**



Richard Mulholland is more than a breath of fresh air – He's a hurricane!

**Oli Barrett MBE**



Rich delivered practical actions that inspired real change!

**Chris Joekel**

Senior Manager, GTM Enablement  
*LinkedIn*



He’s like a straight-line adrenaline shot to the hearts and minds of leaders.

**Matt Leedham**

Vice President  
*Entrepreneurs Organization*



Inspirational and always far too short – could listen to him talk the whole day!

**Celia Collins**

*Dentsu Eegis*



The talk by Richard was excellent. It delivered immediate value with many of the participants saying how practical and relevant they found it.

**Permjot Valia**

Board Member  
*Wooshii*



Energetic, engaging, hard-hitting, and relevant!

**Delia Sieff**

Executive Communications Manager  
*President of EMEA*



Rich’s talk aligned and supported, fully, our message on transformation and remaining future-fit.

**Brad Fly**

Group Retail Director  
*TFG*



Richard gave us common unifying language that framed how we think...

**Les Wood**

Business Development Executive  
*Minopex*

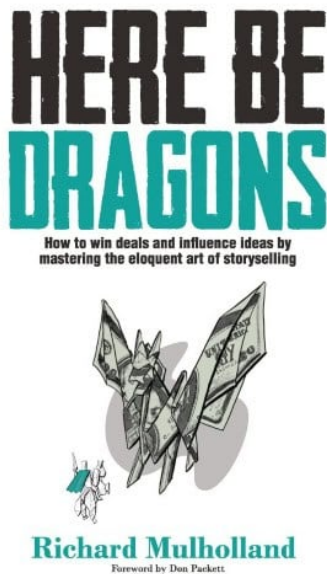
**Books**



## **Relentless Relevance: Be a threat to the future before the future threatens you**

If you are not relentlessly fixated with relevance today, you will be ruthlessly annihilated by irrelevance tomorrow. How relevant are you? Is your relevance under threat? In a world where everything is changing before our eyes, nothing matters more than your ability to stay relentlessly relevant. Relentless Relevance is your must-read guide to thriving in chaos. Part business blueprint, part manifesto for forward-thinkers, this compelling book draws from insights in technology, culture, and human behaviour to empower individuals and organisations to rewrite their stories. Building on the provocative ideas of his bestselling book Legacide Richard Mulholland makes a powerful case for abandoning legacy thinking. With sharp wit and actionable wisdom, he challenges you to reimagine the future and embrace the reinvention necessary to remain indispensable. "I found myself asking the question, 'Am I still relevant?' What I discovered is that if you find yourself asking the question, the answer is no. Mostly because it's the wrong question. The right question is, 'What can I do today to stay relevant?' You see, relevance is not a milestone anymore; it's the path that we travel." – Richard Mulholland Be prepared to shift from comfort to curiosity.

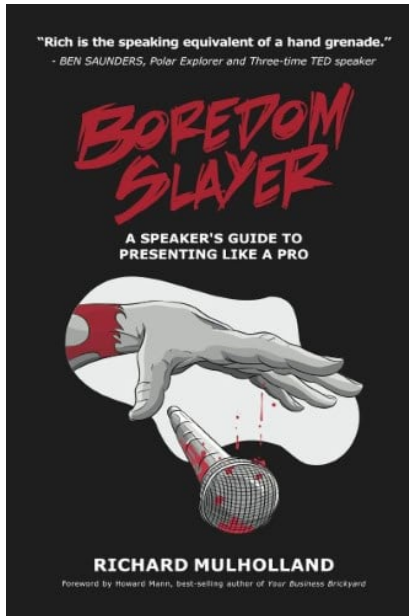
[BUY THE BOOK](#)



## **Here Be Dragons: How to win deals and influence ideas by mastering the eloquent art of storytelling**

STOP TELLING STORIES. START SELLING THEM! The business world is rightly obsessed with the incredible power of a good story. Unfortunately too many of us take that to mean that it is our own story that's important. It's not. The magic happens not when we tell our customers the story of our past, but when we sell them a new story of their future. One in which we play a part. As a salesperson you have two jobs. Job No. 2 of the storyteller is to help clients and customers slay their dragon. Job No. 1 of the storyteller is to help them see their dragon. You win when the dragon that they acknowledge is the one that you can give them the weapon to defeat. Forget USP (unique selling proposition) and embrace the UPS (unique problem that only you can solve). Here Be Dragons isn't just a how-to book for the business sales person, it is far more a why-to, and mostly a what-to-do book that will help you drive create growth, improve sales and new business through storytelling. In this short and highly practical book, renowned speaker Richard Mulholland shares with you how to use powerful stories to change minds, win deals, drive sales, and solve problems. Copyright © Richard Mulholland, 2021 All rights reserved.

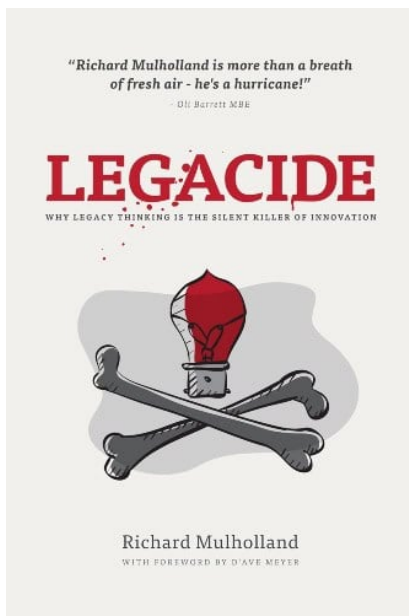
[BUY THE BOOK](#)



## Boredom Slayer: A speaker's guide to presenting like a pro

Any fool can put together a presentation; this book exists because so many do. There's something sucking the life out of audiences everywhere, transforming them from the very people who can change your business into the disengaged masses. It's called The Boredom ... and your job is to slay it! It's time to fight back. It's time to save the world ..... one bored audience at a time. Whether you're a seasoned public speaker, or getting ready for your first company presentation, this candid and practical guide by renowned global speaker and presentation coach Richard Mulholland will give you key insights. Grabbing and keeping an audience's attention. Structuring talks that command fees and change companies. Dispelling the myths around public speaking that are getting in the way of that standing ovation. Speaking like a true leader. Richard Mulholland is the co-founder of global presentation powerhouses Missing Link and TalkDrawer. He is a renowned speaker and has presented his thinking in many countries including Canada, Puerto Rico, UK, USA, Germany, Kenya, and Pakistan. When not activating his audiences he can be found coaching many top CEOs and TED speakers to activate theirs.

[BUY THE BOOK](#)



## Legacide: Why legacy thinking is the silent killer of innovation

"We need to innovate!" - Every CEO ever Innovation is not about changing your product, it's about changing your mindset. It's not about doing something new, it's about stopping doing something old. This entire book rehashes these two lines in as many ways as ground-breaking (if you dropped him off a high platform wearing heavy shoes) business thinker Richard Mulholland was able to do in around 125 pages. Changing the legacy mindset is not easy, but hot-damn, it's worthwhile. Legacide, the book, hopes to do just that.

[BUY THE BOOK](#)

## Speaker Bureaus And Talent Agencies

Rich Mulholland is available to book via these agencies

✓ Recommended



