

Simon Madden

AFL Legend, motivational and leadership speaker

AFL Hall of Fame inductee, businessman and speaker Simon Madden has a unique insight into what it takes for organisations to continually perform at a high level.

The greatest ruckman of his era, Simon played Australian Rules Football at the highest level for 19 years, including a captaincy, Premierships and numerous All Australian selections. He was inducted into the Hall of Fame of both the Essendon Football Club and the AFL and was made a Life Member of the AFL Players Association in recognition of his long involvement.

Simon's impact on the game, as well as that of his brother Justin, was acknowledged by the introduction of the Madden Cup for games between Essendon and Carlton and the AFLPA Madden Medal which recognises the outstanding contribution which AFL Players make to football, family and the community.

After finishing his playing career he moved into the dynamic world of business and in sales and management roles successfully dealt with many large corporations and government bodies. He has experience in small, medium, large, national and international organisations.

Simon has also had 15 years teaching experience, attaining the position of Vice Principal, as well as 14 years in the IT, media and marketing industries.

Along the way he's had television, radio, public speaking and presenting experience and has continually been sought by business, government, media, educational and sports bodies for his views on life, business and sport.

Simon has never been far away from football and is frequently sought by AFL clubs to pass on his knowledge of the game as a specialist ruck coach. He is currently a member of the Essendon Football Club Board of Directors.

Since 2007, Simon has directed all his energy into assisting organisations improve their people and work towards Continual High Performance. He incorporates all his years of experience and knowledge in providing organisations with the philosophies, insights and processes to assist them to develop and harness the strengths of their people.



Driven by his underlying belief that if you improve your people you improve your business, Simon's clarity and humour helps people connect with their work, their colleagues and their clients in exciting and invigorating ways.

With his unique experience in education, business and elite sport, combined with a passion for improving people, Simon offers a powerful formula for understanding and facilitating the process of winning.

Simon Madden talks about:

- Leadership and Management - Do You Know the Difference?
- Developing a Culture of Success in Your Business
- Winning Teamwork - Do You Have It? Can You Get it?
- A Healthy Employee is a Productive Employee
- Engaging Your Workforce for Better Productivity
- Every Employee can be a Sales Person
- Business Clarity in the Information Overload Age
- Raison D'etre - Your Reason to Be in Business
- Real Communication - Cutting Through the Fog, Haze and Chatter

Client Testimonials



On behalf of the Victoria Police, Special Operations Group (S.O.G.), I wish to take this opportunity to formally express our gratitude for your outstanding and thought provoking presentation to the S.O.G. Your vast knowledge, credibility and experience in effectively leading and maintaining high performing teams came to the fore during your presentation.

Protective Security Division, Victoria Police



I am writing to thank you on behalf of the Board and staff at Kids Under Cover for your wonderful contribution to our Luncheon. It was a great success and the feedback we have had so far has been extremely positive. On behalf of all at Kids under Cover, we thank you most sincerely.

Kids Undercover



Thank you for your participation, the day was by all counts a great success. Everyone commented on the great panel and your contribution to the discussion was outstanding, entertaining and unforgettable. Many guests commented on how terrific you were so on behalf of SEG, Tocolan and Heartwell, 'Thank You' once again for your time and your efforts, it did make a huge difference to the outcome.

Sports and Entertainment Group



As I didn't have a chance to thank you on the day, just wanted to drop you a line in appreciation of your involvement at our lunch. You were very well received and all had a great day.

Lenton Financial Management



I would like to thank you for your involvement in the VWFL Academy, the feedback that I received has been overwhelming. Thanks again for your support.

Melbourne Football Club Limited

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