

Michael Licenblat

Resilience Expert

Born into a family of entrepreneurial parents, who grew up working inside the numerous family businesses and quickly learned that success often came to those who could ride the bumps, get up, and keep going.

Michael Licenblat went on to study psychology and became one of the pioneers in building a successful natural therapies business through overcoming rejections, scepticism and knockbacks. He also completed one of Australia's toughest kayaking events, covering 404km over 5 days, finishing in the top 15% of the country.

Michael has worked with hundreds of companies such as ColesMyer, NASA, ALDI, and Toyota to build 'pressure proof' teams that out-perform their competition.

Michael is a resilience researcher, mentor, lifelong martial artist and author of the book Pressure Proof. Michael is an international speaker, a Certified Virtual Presenter and one of only 200 people in Australia to be recognised as a Certified Speaking Professional (CSP).

Michael's relatable presentation style infuses personal stories, scientific research and real-life applications to create a keynote experience that motivates people to adapt faster to change, overcome adversity and become better under pressure.

Michael Licenblat Talks About

Becoming Pressure Proof: Thriving in times of disruption, change and challenge

In your current business climate, you will be under great pressure to deliver more in less time with fewer resources. There will always be days of setbacks and failures; changes that you can't control; workloads that never end, and problems that don't seem to have solutions. Setbacks, challenges and changes are an inevitable part of growth. To sustain a competitive edge, you need to be able to flow with change, adapt to pressure, and remain motivated. Developing a high-performance resilience will be the currency of success. This is greatly determined by how fast you can bounce back from the setbacks, changes and challenges, and repurpose pressure into an advantage. In this presentation, Michael will explain how to become Pressure Proof so you can out-



achieve your targets and thrive in high-pressure environments.

Key Outcomes:

- Bounce back faster from setbacks and challenges
- Build an adaptive capacity to achieve more and solve problems faster
- Remain motivated under pressure with a resilient mental attitude
- Embrace change and flow with uncertainty

Building Business Rainmakers: Accelerating business development in tough and competitive markets

In times where competition is growing and clients are more discerning, businesses need to work both harder and smarter to secure their market share and client revenue.

Having the ability and self-assurance to knock on new doors, follow up clients, mine your database for leads, and set up client meetings can mean the difference between your success and failure. Many technical industry professionals, however, tend to avoid business development because they don't like it, 'it looks needy', it feels 'salesy' or because of the fear of rejection.

For many industry professionals they need to shift their mindset & approach to increase success.

This is a powerful and practical session that helps technically oriented people to get past their call apprehension and sales aversion to achieve their business development targets - even when they don't feel like it.

In this session, you will learn the key elements of business development to turn sales reluctance into results and put more prospects in your funnel.

Key Outcomes

- Overcome the reluctance and call aversion to initiate more leads and new contacts
- Get past the motivational killers that slow down business development activity
- Become confident and comfortable approaching new and existing clients
- Be more dollar productive to reach your revenue targets faster

Generating Sales Resilience: Bouncing back from sales setbacks, pushbacks, apprehensions and rejections

Every year companies spend tens of thousands of dollars on training their sales teams in areas like prospecting, questioning and closing more sales. While this type of training is clearly valuable, it fails to address a key factor impacting sales performance. That is, the ability to manage the rejections, ghosting and push backs they face on a daily basis.

As a significant proportion of initial sales calls, follow-ups and meetings end in 'No', setbacks are a part of any sales process. Most salespeople, however, are never taught how to deal with the impact of hearing 'no', and as a result, their sales motivation and dollar productivity are

diminished and the likelihood of future success reduced.

Using the psychology of sales resilience, Michael will explain how to turn setbacks into springboards to bounce back fast and achieve more, rather than sit in self-pity, stay stuck and give up after a series of sales setbacks.

In this presentation, Michael provides practical techniques on how to bounce back from sales setbacks so that you can remain motivated and dollar productive to hit sales targets faster in any market.

Key Outcomes

- Recover quickly from rejections and challenges to achieve more
- Keep their 'drive alive' by not personalising rejections or pushbacks
- Use failure as a stepping stone to project you forward
- Develop a mindset to stay focused and dollar productive in tough markets

Maximise Your Influence: Getting buy-in faster and resolving issues quickly

Building high-performance teams, delivering excellent service and building client rapport requires more than technical skills. To have impact, you need to be able to influence and communicate with a range of personalities, without taking them personally or becoming worked up.

Many people, however, avoid conflict, resist feedback or become drained by the fallout. When this happens, issues don't get resolved, outcomes don't get achieved and people walk on eggshells, resulting in teams that are not united and customers who don't trust you.

Whether you are in leadership, client management or customer service, having the emotional intelligence to confidently address and resolve issues allows you to increase buy-in, improve outcomes, reduce negative undercurrents and decrease turnover.

Using the psychology of reading Pressure Patterns, Michael will explain how to resolve issues quickly, get buy-in faster and have the tough conversations - without becoming drained. He will give you an understanding of what sits behind behaviour, so that you can have the confidence to tackle, resolve and repair even the most difficult issues.

Key Outcomes

- Be more influential with challenging, non-compliant or negative people
- Stay cool and calm during an emotionally charged interaction
- Achieve outcomes faster with different personalities
- Resolve issues efficiently and effectively without becoming drained

Client testimonials

“ Michael is one of the top speakers in Australia. His presentations are high energy, high impact and enjoyable. As an event organiser I found Michael easy to deal with, organised, professional and considerate. I have no fear when putting him on to speak as I know the audience will be motivated, informed and entertained in the most professional way.

- **Network Central**

“ I can't recall a program where I have been approached by so many participants, telling me how much difference it has made to their lives. Short, sharp and practical. The follow up e-course was also very helpful.

- **City of Yarra**

“ To be honest, from past experience I guess I was expecting another boring and clock watching session, but I was totally wrong in that assumption! Your interaction with the participants, down to earth plain talking examples, explanations and discussions were very enlightening and very refreshing. The vibe that was in the office afterwards was also a good indicator that the staff has received benefits from your session.

- **Dungey Carter Ketterer Pty Ltd**

“ Thanks for the great session you ran for us on how to become more resilient to pressure & deadlines ... The presentation was engaging and energetic and the feedback we had from participants was really positive. In a deadline driven environment like ours, your approach to handling pressure is positive, constructive and easy to follow.

- **Lonely Planet**

“ Michael is an excellent presenter who draws on his expertise in martial arts, Shiatsu therapy and psychology to give you simple strategies on how to improve your resilience and better deal with challenging situations. He kept the delegates interested in the 'after lunch' session with his enthusiasm and ability to engage the audience. Whilst we were left wanting more of Michael and the topic, we walked out with some practical tips to apply in our workplace.

- **Workers' Compensation Regulator (Queensland)**

[VIEW SPEAKER'S BIO ONLINE](#) 

[VIDEO OF SPEAKER](#) 