

Bullshift

Conference Keynotes

Bullshift

The Bullshift Company
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bullshift.com



Conference Keynotes

Think, laugh and learn together as we explore principles you can put into practice straight away.

Our keynotes get people laughing, listening and thinking together. We customise our entertaining, engaging presentations to suit the event, the audience and your objectives.

We're renowned for our hilarious, inspirational, practical keynotes that explore serious issues through comedy and empathy.

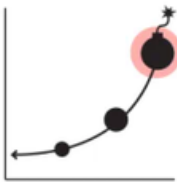
Our interactive keynotes are 60–90 minutes and combine expert delivery with facilitated interaction so your people are actively engaged.

We deliver for in-house staff conferences, industry conventions and major events.

Click here to watch a [showreel](#) of Andrew at work.

What do you take from a Bullshift keynote?

Practical insights to lift your culture and improve communication - which you'll remember because of the way we deliver it.



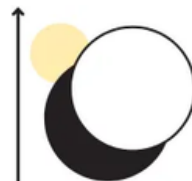
Memorable models that help you work better together.



Frameworks you can use with immediate results.



Explore real issues with humour and empathy to help shift people's thinking and behaviours.



Laugh and learn together to build a shared language and learn tools you can immediately put into practice.



Building More Collaborative Relationships

We use **The Ladder of Relationships** to help people distinguish between being **Adversarial**, **Competitive**, **Co-operative** and **Collaborative**.

Then we explore what makes relationships go up and down and how we can lift them up.



THE LADDER OF RELATIONSHIPS

We distinguish between being **Adversarial**, **Competitive**, **Co-operative** and **Collaborative** - the intents, mindsets, behaviours and communication habits at each level. We explore what makes relationships go up and down - and what we can do to lift them up.



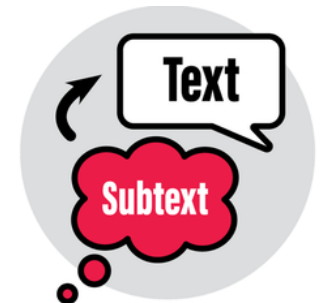
THE POINT CURVE

We use The Point Curve to explore why people don't deal with issues at **Point Easy**, why we might still avoid them at **Point Hard**, and what some of us like about **Crisis Point**. Then we collaborate on what we can do to keep our issues down the Curve, address issues earlier and build a more proactive culture.



GET THE SUBTEXT INTO THE TEXT

We look at different forms of **Subtext** including sarcasm, hints and polite restraint, and why people might use Subtext to communicate - whether conscious or not. Then we explore practical things we can do to **get the Subtext up into the Text** so we can be more clear, productive and collaborative at work.



GET FROM SHADOW TO BEST SELF

Through humour and a balance of empathy and challenge, we explore Shadow reactions and the triggers or buttons that can set us off. We distinguish healthy venting from whinging, recruiting, stewing and gossip.

And we work on ways to improve our speed of recovery so we can spend more time in Best Self - including how can help each other with the environment we co-create.





KEYNOTE SPEAKER

ANDREW HORABIN

PRESENTER • FACILITATOR • AUTHOR • COMEDIAN

Andrew Horabin is a Bullshift facilitator, PRINT practitioner, comedian and author.

He became self-employed in 1993 at age 18, teaching public speaking and debating to school students, and moved into corporate training aged 20.

Over 33 years, Andrew has worked throughout Australia and overseas with hundreds of thousands of people in big and small business, government departments, universities, TAFEs, 100+ schools, five state orchestras and three AFL clubs.

Andrew's work with law enforcement agencies has included programs for Undercover Officers, Surveillance, Human Source Handlers, Intel Analysts, and Detectives across Australia, Singapore and Indonesia - working with police from 40 countries.

He performed stand-up comedy for 15 years, wrote and directed a musical, won state and national song-writing awards and toured a one-man show to 45 towns in 5 states.

He also created the ironically successful "Mick the Demotivational Speaker" which he and Malcolm Dix performed hundreds of times across Australia and overseas.

The first version of Bullshift was written in 2008.

The Bullshift content and method have been developed in collaboration with clients, participants and the Bullshift team.

What our clients have to say about Andrew ...

“

"Andrew Horabin was simply amazing - his ability to bring humour into a very insightful presentation was such a refreshing change."

Manager, Coles

"Andrew engaged our staff in a way no other speaker has - It was fabulous to see his easy and funny approach to getting the Bullshift message across to improve interpersonal communications at work (& home!)"

Genesis Care

”

“

"Thank you once again for your amazing presentation and workshop. You nailed it, Andrew!!! You were absolutely amazing and very engaging. Feedback from our leaders has been overwhelming"

Conference and Events Manager, Bankwest

“

"Excellent – could not begin to suggest any improvement ... Professional speaker of the highest order ... Best presenter on this topic I have come across ... This man is the consummate professional ..."

Manager, BHP Billiton

”

"You were the highlight of our conference; everyone is still talking about your workshop. THANK YOU!"

Event Manager, AMCAP

”

"Thank you for your magnificent contribution to the success of our conference. People are still speaking about you. Your professionalism, empathy, detailed research and relaxed friendliness endeared you to all of us."

Event Organiser, South Australian State Schools Officers and Administrators

"Over the past 20 years working in radio and print, I've attended many conferences, and by far you have been the standout. Not only was your topic extremely relevant, your delivery and way in which you captured and held the attention of all attendees was brilliant. I look forward to reading your book."

Conference Delegate, AUPAC

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“

"Andrew, as always your facilitation and contribution to our Ramsay Managers Conference was outstanding and memorable. It was another great conference, and I'm not sure how we could do it without you."

CEO, Ramsay Health

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"Andrew has a rare talent for sharing practical and relevant information in a way that is a lot of fun. Our team overwhelmingly enjoyed and found great value from the day. It was a great investment in team building and we all benefited from the practical tips on clear and simple communication"

Manager, Marketing and Communications, HBF

"Your presentation was very cleverly tailored specifically to our company and had the audience in fits of laughter."

Gemcell

“

KEYNOTE SPEAKER

MALCOLM DIX

PRESENTER • FACILITATOR • COMEDIAN

Malcolm is a Facilitator, Coach and recovering Stand Up Comedian with over twenty years experience presenting to diverse audiences all across Australia and overseas.

He is an experienced Bullshift presenter and PRINT practitioner with clients across the construction industry, state and federal government departments, local and regional council across Australia, health and the mining and resource sector.

In his younger days, he performed at the Melbourne International Comedy Festival, toured with the Comedy Festival Road Show and appeared on TV, Triple J and the ABC.

His natural energy, insight, empathy and great humour give Malcolm the flexibility to present the Bullshift workshops, facilitate 'Shift Circles' and coach small leadership teams and individuals.

Malcolm's relaxed style is focused on connecting with the audience and establishing a creative and honest learning environment - with plenty of laughs along the way.

Malcolm also completed an 18-month Post Graduate Diploma in Leadership Coaching, which has further enhanced his understanding of how people think, create meaning in their lives, build internal stories, fall prey to "moods", and get "stuck" in unhelpful conflicts and ways of working.

He blends this understanding with the Bullshift Principles to help people "Shift the Bull!"



What our clients have to say about Malcolm ...

"Malcolm recently facilitated and presented at our Annual Convention & Awards Gala, his professionalism with managing and facilitating the day and evening events was outstanding. He kept the audience engaged throughout the whole event particularly with his keynote presentation. I would highly recommend Malcolm to present and/or facilitate any large scale events as he was a pleasure to work with and very entertaining."

Event Organiser, WAPHA

"Malcolm's energy and engagement with a room of 60 people was infectious and tremendous. I felt he reeled in the attention and focus of all in attendance, no mean feat!"

National Manager - People & Culture, Vision Eye Institute

"How many organisations/meeting facilitators could benefit from changing their way of working/thinking using Bullshift! I found this session, so interesting, so helpful and has really made me reconsider the way I work, particularly around the Ladder of relationships, TEXT/SUBTEXT, Shadow to Best self."

SA Health, Director

"Malcolm is awesome, and his research before his presentation of our organisation/culture was appreciated! The presentation hit the spot with humour and meaningful information."

Principal, Thornlie SHS

"Malcolm was amazing and very engaging with practical activities that aligned with the learning content."

Attendee, Shell

"Thanks so much to Malcolm and the Bullshift team for helping us to facilitate this session."

CEO, MDNWA

"I have spoken to so many employees who really enjoyed the day (some say it was the best to date).

I wanted to take the time to personally say how appreciative I was of how adaptable you were, Malcolm and how easily you shifted direction as needed. The day definitely wouldn't have been such a success with someone else at the helm, and all of our employees appreciated the fun and (comedy) you brought to the day."

Longreach Regional Council, HR & Training Coordinator

I really enjoyed the day's events and Malcolm was an excellent presenter – very personable."

Attendee, Shell

"Malcolm was AMAZING! It was exceptionally good."

CEO, Southern Districts Support

"I just wanted to say thank you for Friday's presentation. It was such a great session, with so much laughter, but some very important messages we can utilise throughout the year."

Principal, Highfields Secondary College

Our Clients have included

COMMONWEALTH GOVERNMENT

- Australian Bureau of Statistics
- Services Australia
- NOPTA
- NOPSEMA
- Department of Finance
- Department of Home Affairs

STATE GOVERNMENT

- Watercorp
- WA Departments of Child Protection and Family Support; Water and Environmental Regulation; Education; Local Government, Sport and Cultural Industries; Health; Fire and Emergency Services; Transport
- SA Health

LOCAL GOVERNMENT

- Local councils including Busselton, Cambridge, Canning, Claremont, Frankston (VIC), Fremantle, Geraldton, Bendigo, Great Southern, Joondalup, Marion (SA), Queanbeyan (ACT), Stirling, Subiaco, Swan, Victoria Park, Vincent, Wanneroo, Kalamunda, Hunters Hill (NSW), Rockingham, Long Reach Regional Council,
- WALGA
- LG Professionals

STATE AND FEDERAL LAW ENFORCEMENT

- Australian Institute of Police Management
- Australian Criminal Intelligence Commission
- Corruption and Crime Commission WA
- Australian Border Force
- Office of the Director of Public Prosecutions
- Victoria Police
- Queensland Police
- WA Police
- WA Police Legacy
- Victorian Police Union

"Superstar performance. In 13 retreats, I've never seen feedback so overwhelmingly positive."

HR Manager, Hopgood Ganim

INTEL, DEFENCE, SECURITY

- ASIO
- Australian Signals Directorate
- SAS
- Australian Geospatial Intelligence Organisation
- Australian Border Force
- Australian Taxation Office
- Office of National Intelligence

COURSES HAVE INCLUDED

- Advanced Human Source Management Program
- Advanced Surveillance Program
- Intel Officers Development Program
- Family Investigative Liaison Officers Program
- National Human Trafficking Roundtable
- Undercover Officers Program
- Australasian Police Integrity Forum
- ATO/AFP Specialist Interviewing Teams
- Sex Crimes Investigators
- Covert Online Engagement Teams
- Detective Training Program
- Management of Serious Crime (Canberra, Singapore and Indonesia)

EDUCATION

- Curtin University
- Edith Cowan University
- UWA
- Six WA TAFEs
- School Business Managers Association QLD
- State School Administrators SA
- WA State Schools Registrars Association
- NSW Primary Principals Association
- Principals Federation WA
- WA Independent Primary Principals' Association
- WA Primary Principals' Association
- 150 primary and secondary schools over 33 years

SPORTS

- Perth Orioles
- Fremantle Football Club
- West Coast Eagles
- Essendon Football Club
- Western Force
- WA Football Commission

PUBLIC COMPANIES

- Woodside
- Wesfarmers
- Santos
- BHP
- BGC Construction
- Bendigo Bank
- Ticketmaster
- Bankwest
- Ramsay Health Care
- Sandfire
- Coles
- Seasol
- Rio Tinto
- BP

PRIVATE COMPANIES

- Ernst & Young
- ABN Group
- Rezitech
- ICON Engineering
- Market Creations
- Integrated ICT
- IT Vision
- Brownes Food Operations
- Summit Homes
- JWH Group
- Satterley Group
- Georgiou Group
- WesTrac

ARTS

- Melbourne Symphony Orchestra
- Queensland Orchestra
- WA Symphony Orchestra
- Adelaide Symphony Orchestra
- Tasmania Symphony Orchestra
- Barking Gecko Theatre Company
- Black Swan Theatre Company

We have delivered over **7,000** sessions for more than **500** clients over **30+years.** Since 2020, over **6,000** people have watched **Bullshift TV.**

I found this session, so interesting, so helpful and has really made me reconsider the way I work, particularly around the Ladder of relationships, TEXT/SUBTEXT, Shadow to Best self.

"I see "Bullshift" as a "roadmap" of how to better deal with the challenges of business and relationship management. The "roadmap" can be used to work through specific issues in an orderly and structured manner."



"Thank you for a truly insightful and humorous presentation. There were so many essential and powerful communication messages delivered in a dynamic and non-threatening way. Our audience was totally engaged and 'with you' throughout. Thanks for being very easy to work with. We are a very satisfied client!"

"I have heard people use the terms in broader organisational meetings; the ladder of relationships, especially, is something that is resonating with the leadership group, and that is often talked about when difficult discussions are occurring, and the question is asked about how we move up the ladder."

