

THE PURPOSE OF
PURPOSE

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Ashton Bishop

Speaker • Facilitator • Host

Strategy • Marketing • Communications • Leadership



RELEVANT. ACTIONABLE. ENTERTAINING.

The Ashton Bishop Experience: Beyond the Ordinary

Put your audience in the front row of a transformative journey that captivates, energises, and inspires action. Ashton Bishop's no-BS, high-energy style fuses rock-solid strategy with interactive keynotes, dynamic workshops, and a touch of improv magic straight from the 'Whose Line Is It Anyway?' playbook.

Ashton doesn't just speak. He engages. From tailored frameworks that tackle your audience's toughest challenges to on-the-spot Q&As and custom keynotes that ignite conversations, laughter, and real-world change, every moment is designed to leave a lasting impact.

By the end of his session, your audience will walk away with actionable insights, practical tools, and transformative ideas they can implement immediately — plus the energy to put them into action.

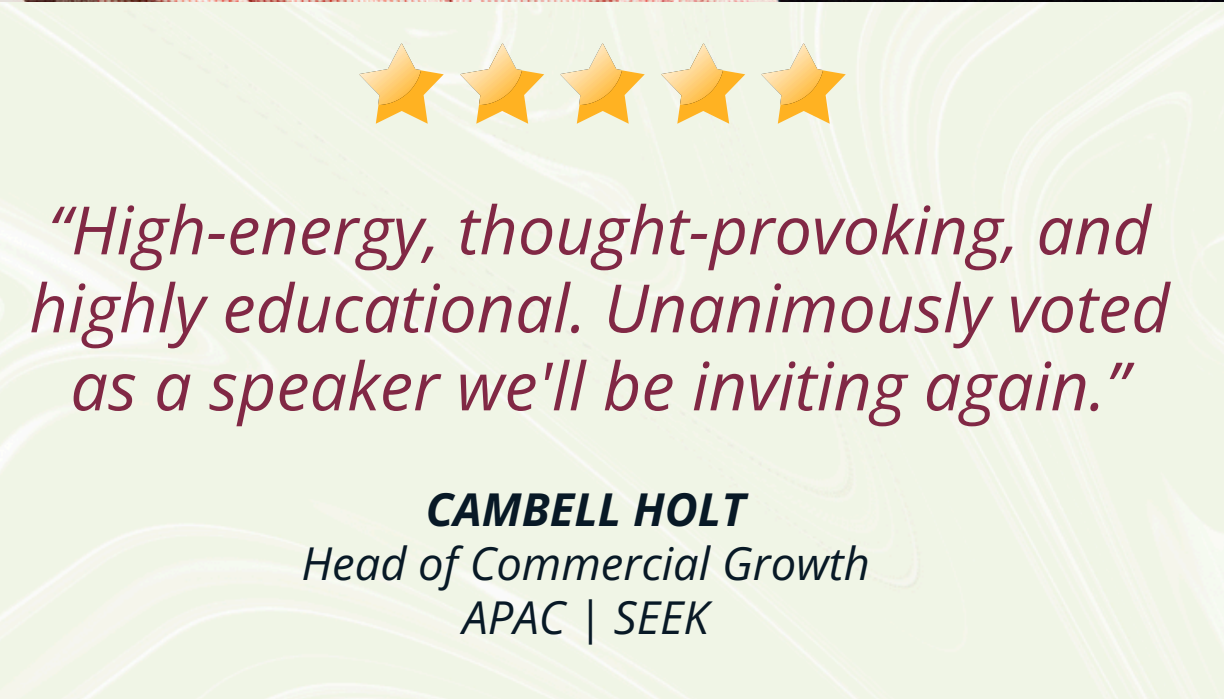
With over 20 years of experience driving global campaigns and three Speaker of the Year awards from the world's #1 CEO network, Ashton delivers more than just a presentation — it's an unforgettable, game-changing experience that resonates long after the applause.

When Ashton takes the stage, it's not just another event. It's the moment your audience will be talking about for years to come.



"An absolute expert on all aspects of strategic marketing and communications."

STEPHANIE CHRISTOPHER
Managing Director
Vistage Australia and New Zealand



"High-energy, thought-provoking, and highly educational. Unanimously voted as a speaker we'll be inviting again."

CAMBELL HOLT
Head of Commercial Growth
APAC | SEEK



Developed Australia's first mobile app



"Ashton significantly improved the way we work as a team and how we unlock more value for our business."

CHRISTIAN LOMBARDI
Marketing Technology Capability Lead
ANZ



Three-time Speaker of the Year Award winner



"Ashton pushes thinking and ideation into new places. An expansive thought partner I will work with again."

KIM OVERALL
EVP
Global datasolutions | The Fandom Network



A few audiences empowered by Ashton...

From global brands to innovative startups, Ashton has empowered audiences across industries to think differently, act boldly, and achieve extraordinary results.



Vinyl Council Australia



SPEAKER. FACILITATOR. HOST.

Ashton Bishop: More Than a Speaker

When you book Ashton Bishop, you're not just hiring a speaker — you're bringing on a powerhouse with over 20 years of global experience leading million-dollar campaigns for billion-dollar brands.

Ashton combines the energy of a captivating speaker, the expertise of a skilled facilitator, the charisma of an engaging host, and the insights of a master strategist. With a background as a fearless entrepreneur and business leader, he ensures your audience doesn't just explore ideas—they walk away with strategies that deliver results.

As the founder of Step Change, Ashton works hands-on with Australia's leading brands and challenger businesses, turning bold ideas into action. Constantly in the trenches, he refines strategies, tests new approaches, and achieves measurable success.

With Ashton, you don't just hear about strategy— you live it. Whether he's hosting, facilitating, or delivering a keynote, his approach is always bold, practical, and laser-focused on outcomes.

Looking for someone to captivate your audience, inspire action, and bring real-world expertise? Ashton Bishop is your answer.



Turn **big questions** into *even* **bigger ideas** today



About Step Change

Step Change are a new breed of strategy consultancy — covering business, marketing, and momentum. We are for the leaders and lovers of change — the ambitious ones out to shake the status quo!

Ready to turn those big questions into big ideas?



Right Culture

The Best of *Ashton's Keynotes*

Strategy • Marketing • Communications • Leadership

Next Horizon Thinking

If the best way to predict the future is to create it, then **Next Horizon Thinking** is your best way to start.

Rethink the future, understand the challenges and opportunities that lie ahead, and deliver value for customers, teams, and stakeholders regardless of disruption.

With a brand new toolkit that sets a rock-solid foundation for your strategy — this is your opportunity to discover:

- Why using a SWOT means you aren't doing strategy right
- The 5 ways you can reimagine and deliver value with data
- How to use a Strategic Radar to map your future
- The top factors set to disrupt your category and sector
- How to stay ahead of disruption and your competitors



Predatory Marketing

Who's got your money and are you ready to win it back? It's time to give your marketing some teeth with **Predatory Marketing!**

Step Change's most famous, award-winning Keynote is back! This time, bitier than ever with new case studies and tactics designed to help challenger businesses take a bite of larger competitors.

As the great leveller for businesses, this is your opportunity to discover:

- **The concept of predatory marketing**
- **How the mighty can fall**
- **How to craft a winning messaging in today's comms age**
- **Ways to identify and define your marketing differentiators**
- **How to level the playing field for challenger businesses**



Outsmart vs Outspend

How does marketing ACTUALLY work for challenger businesses? Is it really possible to **Outsmart vs Outspend** your competitors to win?

Grow your business, make the most of your marketing budget, and watch your conversion rates rise. Outsmart vs Outspend steers you away from blindly copying big brands and dives into marketing that actually works for you.

Backed by the latest research on marketing, this is your opportunity to:

- **Utilise the 4Ps of a powerful marketing mix**
- **Apply the magic ratios of marketing**
- **Integrate marketing and communications for better conversion**
- **Switch the game from differentiation to distinctiveness (and become a marketing pro)**
- **Master the art of winning without compromising your margins**



Capabilities Masterclasses

The **Capabilities Masterclasses** are a comprehensive suite of capabilities tailored for leaders in times of change.

Whether it's mastering your mindset, sharpening problem-solving and decision-making, boosting communication, building high-performing teams, or nurturing future leaders, this suite covers all the essentials to elevate your leadership.

Available as a full program or in focused sessions, dive into:

- **The Leader's Mindset Masterclass**
- **Strategic Problem Solving Masterclass**
- **Smart Decision System Masterclass**
- **Communications Masterclass**
- **Engagement Masterclass**



Proposals That Convert Like Crazy

Supercharge your proposal game and take your business pitches to new heights with **Proposals That Convert Like Crazy**

We've been on a mission for 15 years — turning conversion rates into gold. Raising them to as high as 60–80%, to be exact. We've mastered the art for ourselves and our clients, and now, we're passing the map to you.

Guided by an effective Proposal Scoping Tool, this is your opportunity to:

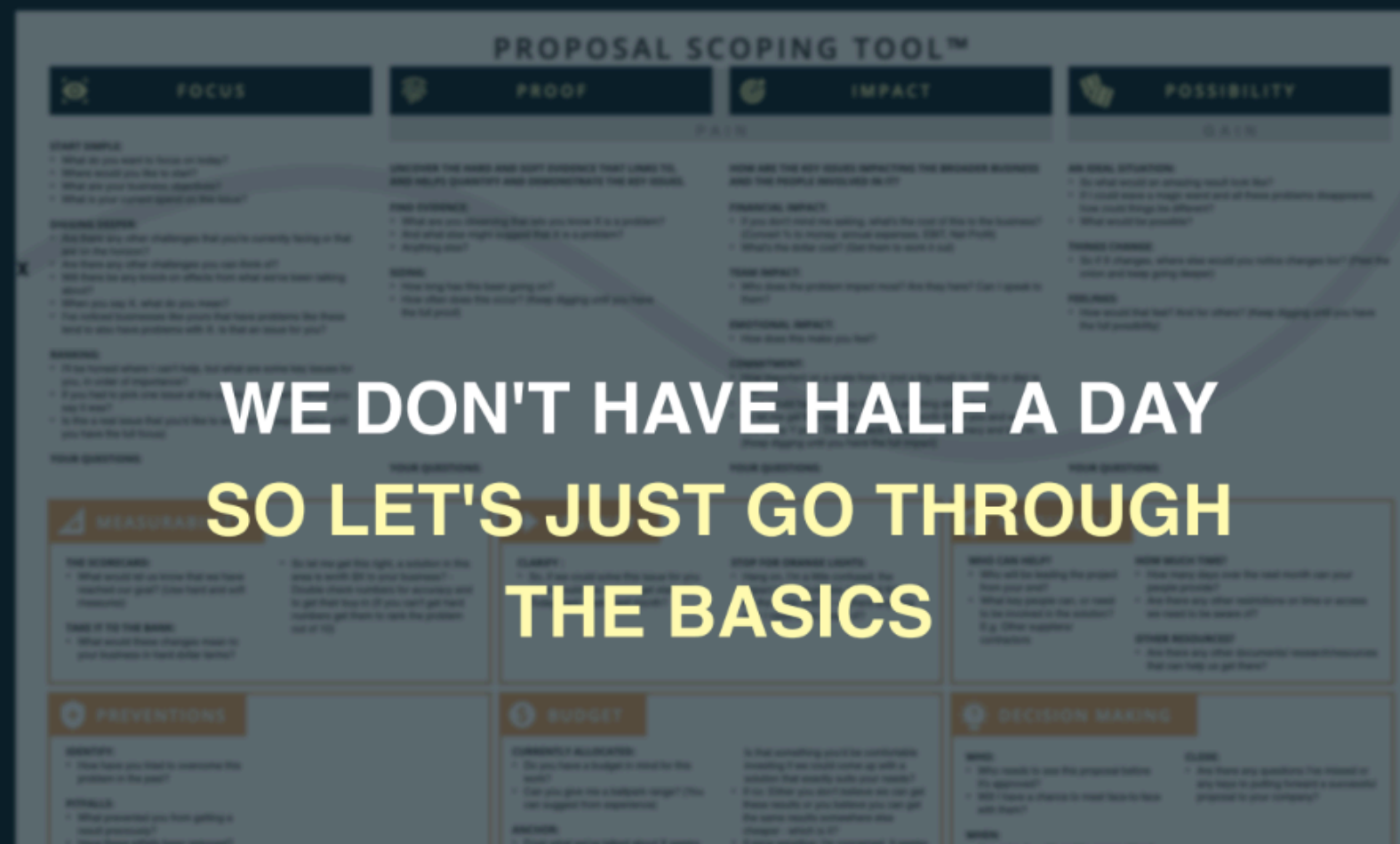
- Understand what prospects are looking for
- Utilise the emotional valence line to your advantage
- Win that sweet “YES” from clients
- Master the art of scoping meetings
- Map out fool-proof proposals that convert

STEP CHANGE
strategy, meet creativity

HOW TO WRITE PROPOSALS
THAT CONVERT LIKE CRAZY



WE DON'T HAVE HALF A DAY
SO LET'S JUST GO THROUGH
THE BASICS



Logistics and Booking Process

Ashton travels from **Sydney** or can provide a world-class virtual studio feed.

Types of events:

- 60 minutes to a full day
- Run as a stand-alone session
- Run as a series of sessions
- Online, hybrid, face-to-face

1. CHECK YOUR DATES

Contact Ashton's Executive Assistant **Xenia Dumalanta** via
E: xenia@hellostepchange.com | P: +61 (2) 80308655 | M: +61 (0) 485 952 582

2. REVIEW YOUR PROPOSAL

Each engagement is individually quoted, and after a chat with Ashton, you'll receive a customised proposal covering speaker fees and travel expenses.

3. FINALISE AGREEMENT

After finalising the date, a contract is issued, and your deposit will lock it in.

4. EVENT PREP

Based on the agreed scope, we'll assist with marketing assets (teaser videos, EDMs, social media) or conduct detailed industry insights. We'll also prepare hard copies of any frameworks so attendees can note key takeaways and focus on the big picture throughout the event.

5. EVENT FOLLOW-UP

We'll wrap up with a detailed debrief, providing a resource pack to help attendees continue their learning and set them up for success.



What Our Attendees *Have to Say*

CREATE A VISION THAT
INSPIRES

Business
Blueprint

BE SMART
& EMBRACE TECHNOLOGY
FIND GREATNESS
& LET OTHERS SHINE
STRIVE
FOR PROGRESS NOT PERFECTION
ENJOY SUCCESS
& DO COOL THINGS

www.BusinessBlueprint.com

SHARE ME
UP TABLE

Busi
Blue

www.BusinessBlu



"We hired Ashton for a series of masterclasses on communication, which spanned several days of a recent conference. He delivered an outstanding series of high-energy, thought-provoking, and highly educational seminars.

The feedback from the audience was a 10/10, and he was unanimously voted as a speaker we'll be inviting back again. I certainly recommend him as a highly engaging speaker with a very unique range of speaking topics and value."

CAMBELL HOLT

Head of Commercial Growth | APAC | SEEK





“Ashton Bishop has been a highly respected member of the Vistage community since 2011.

In that time, he has delivered over 100 workshops to our members across Australia, always getting excellent feedback on his content, its relevance and how practical it is for our members to apply to their businesses.

As such, his workshops are always in high demand with our members and Chairs. He has won our ‘Speaker of the Year’ award three times, a testament to his high performance amongst our large cohort of speakers.

Ashton is an absolute expert on all aspects of strategic marketing and communications and is an energetic and engaging presenter who constantly keeps his content innovative and relevant.

I am very happy to recommend him as an outstanding speaker. Ashton is also one of my favourite podcast guests.

STEPHANIE CHRISTOPHER

Managing Director | Vistage Australia and New Zealand



"I've had the pleasure of working with Ash and his team at Step Change for over a decade now.

And during this time, Ash has designed and delivered various strategic brand and marketing proposition initiatives, as well as marketing capability masterclasses, that have significantly improved the way we work as a team and reinvigorated how we unlock more value for our business.

What truly sets Ash apart from others is his ability to draw from cutting-edge strategy research and insights and bringing these insights to life in a simple and immediately-applicable way for our internal teams and partners.

My team and I always look forward to working with Ash and I have no hesitation in recommending him and his Step Change team to any organisation seeking to strengthen their 'strategic muscle' and unlock new business growth potential."

CHRISTIAN LOMBARDI

Marketing Technology Capability Lead | ANZ





"I am writing to recommend Mr. Ashton Bishop, who presented at our PVC AUS 2024: Future Driven Conference. Ashton delivered an exceptional presentation titled "Predatory Strikes Back", which garnered overwhelmingly positive feedback from our attendees.

His ability to engage and captivate the audience was remarkable.

Ashton's presentation was not only innovative but also featured insightful perspectives that sparked thought-provoking discussions about the future of our industry. His dedication to sharing his knowledge and experiences truly set him apart and contributed significantly to the conference's success.

I wholeheartedly recommend Ashton for any future speaking engagements. His unique blend of expertise and passion is certain to leave a lasting impression on any audience. It was indeed a privilege to have him with us at the conference."

CAROL HASSAN

Office Manager | Vinyl Council of Australia



"I have hired Ashton multiple times in the last decade to lead various teams through the Leader's Mindset to prime them to think beyond where the businesses are today. We have worked together to define new business models and what needs to be true to execute.

A core part of the magic when Ashton is facilitating is how he pushes thinking and ideation into new places. He has powerful presence and command. I consider him an expansive thought partner who I know I will work with again."

KIM OVERALL

EVP | Global datasolutions | The Fandom Network | 50 Women to Watch in Digital Entertainment 2024 by Media Play News





"We hired Ashton Bishop as the keynote speaker for the Shadforth Strategy Forum 2024 to bring a fresh, renewed approach to how we look at strategy within our business. His session was both interactive and practical, offering valuable insights that were immediately applicable to our work.

Ashton delivered an engaging and insightful presentation that energised the room. He brought a new perspective to strategic thinking, helping our team move beyond traditional approaches and adopt innovative methods. The feedback from our team was overwhelmingly positive, with many praising his ability to keep what is traditionally a tough audience focused on relatable, real-world examples.

I would certainly recommend Ashton Bishop for anyone looking for a high-energy, insightful speaker who can inspire fresh thinking and provide practical strategies for business success."

GLEN PANOHO

Shadforth | Chief Risk Officer



"I've been part of many sessions with Ashton over the years, from facilitating mass 300-person online ideation sessions to small group capability masterclasses on strategy.

He's got a unique ability to work with a brief to deliver content relevant to our organisation in a challenging yet collaborative way. Over multiple sessions, over almost a decade now, he keeps it fun and fresh.

I look forward to our continued collaboration and recommend him as a speaker and facilitator for your next event."

TAMARA TING

Head of Marketing, Strategic Partnerships | ANZ





MAKE YOUR NEXT EVENT UNFORGETTABLE

Book Ashton Bishop today via Executive Assistant Xenia Dumalanta

E: xenia@helochange.com | P: +61 (2) 80308655 | M: +61 (0) 485 952 582

Or speak with Ash directly: **+61 (0) 416 454 370**

For showreels, more resources, and bite-sized breakthroughs visit

<https://www.helochange.com/speaking/ashton-bishop>