

HOLLY
RANSOM

ASKING BETTER
QUESTIONS



A HANDBOOK
OF PARTNERSHIP
POSSIBILITIES

2019/2020



Hi there,

Whether we've met already or I'm yet to have the pleasure, thanks for taking the time to read this handy book. If you are passionate about powering change in your leadership, executive team, organisation or community, let's find a way to connect.

In the following pages I detail many available opportunities for co-design, from content curation at conferences, keynotes and facilitation, red team hacking your company systems, or leadership workshops, off-sites and programs.

I specialise in simplifying the complex to make the difficult doable. I'm driven by the belief that we can't change what we can't challenge, and we can't challenge what we don't understand. By fighting complexity with curiosity, apathy with empowerment and fear with fact, I help people to ask better questions, crystallise better answers and build a better tomorrow.

I like to keep one foot in the business world, formulating disruptive strategy with my global advisory company Emergent, and one foot in public affairs, currently studying ethical technology policy at the Harvard Kennedy School. Most of all I like to have both hands up in the air, raising the roof for change.

*Engage with me if your team needs a shake up.
Reach out if you know you're not ready but need to be.
Shout if you dare to be the change this world needs.*



*we can't
change what we can't
challenge
and we can't
challenge what we
don't understand*

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Who is this upstart, anyway?

“Named one of Australia’s 100 Most Influential Women by the Australian Financial Review, Holly Ransom is widely recognized as one of the world’s top female keynote speakers.



She has delivered a Peace Charter to the Dalai Lama, interviewed Barack Obama on stage, was Sir Richard Branson’s nominee for Wired Magazine’s ‘Smart List’ of Future Game Changers to watch in 2017, has recently been granted a Fulbright scholarship to study a Master of Public Policy at the Harvard Kennedy School and was awarded the US Embassy’s Eleanor Roosevelt Award for Leadership Excellence in 2019.



Holly has presented over 500 sessions across six continents in the past three years, super-charging audiences and bringing a unique voice to public, not for profit and corporate decision-making forums.



And did we mention, Holly Ransom is as down to earth and approachable as they come.”

[INTERNATIONAL WOMEN'S FORUM, 2018]

*Keynote speaker,
interviewer,
panel provocateur*
[watch]



My **happy** place is firing up audiences across corporate, social and public sectors with change strategy, tech-adoption insights and leadership models for the new world. As a CEO with intense curiosity and unwavering pragmatism, I have found myself on stage with many great thought-leaders, including Barack Obama, Richard Branson, Billy Jean King, Susan Cain and Seth Godin.

I understand the moments we have in a room together these days are rare and precious - charged with the need to make a lasting difference. I'm up for that challenge. I treat every speaking engagement as an opportunity to partner on content creation, thought-leadership, behavioral change, outcomes, energy and social media strategy.

Key Themes



TALKING TEAMS - TROUBLEMAKERS AND TRAILBLAZERS: ENCOURAGING THOSE WHO THINK DIFFERENTLY TO DO DIFFERENTLY

This theme ignites the spread of creativity, courage and curiosity throughout the workplace.

Available as both a keynote and a masterclass, Holly teaches us how to harness discomfort and drive courage zone behaviours. Between comfort and courage, there is a line to be crossed and Holly has a map to mobilise such change. In a time where short-term wins, digital echo-chambers and decreased job security tempt like-minds to routine-thinking, this power-packed session will cause every team member to rethink their value as a change-maker.

Key takeaways:

- *Tap into the deeper motivations of yourself and your team-mates*
- *Empower a tribe of proactive problem-solvers within your organisation*
- *Enable divergent thinking to fast track innovation*



TALKING LEADERS - FUTURE-FIT LEADERS: METHODS FOR THRIVING IN UNCERTAINTY

Leadership is no longer about individual strength, but group strength. The adoption of new technologies is requiring humans to perform at their highest collective ability. How are you training yourself and your teams to be future fit?

Rate your emotional intelligence, your curiosity quotient, your adaptability levels as a leader. No doubt you will see these reflected in your teams. How are you cultivating the habits and tools that enable change ahead of change? Available as a keynote or leadership team off-site, Holly unpacks the leadership capabilities critical for survival in a fast-moving world.

Key takeaways:

- *A roadmap for leaders to play at their highest cognitive level*
- *An exploration of the risks of assumptions and bias*
- *Measure of success - understand how to track your impact as a future-fit leader*



TALKING DIRECTORS - TRUST IN TECHNOLOGY: GOVERNING OUR OWN TECH-LITERACY

If trust is the critical currency of a digital age, having a firm handle on the impact of AI, machine learning and quantum computing is our tap-and-go as leaders. Over the next ten years, the adoption of new technologies will transform the workplace. How do we ensure the human experience remains central?

This important keynote is relevant to C-Suite decision-makers and boardroom discussions. Learn to chart tomorrow's pathways for ethics, cyber security and governance, today. Allow Holly to walk you through an expanded understanding of technology and its potential to derail or fast track productivity, corporate reputation and competitive advantage depending on where trust intersects with adoption.

Key takeaways:

- *People strategies for augmentation*
- *Systems audit, challenges and opportunities*
- *A pathway to GDP growth and improved corporate performance*

Content curation & MC services

There is nothing I love more than that palpable moment an audience is right there with you on the journey of discovery. When the message of a story really drops, or a panel discussion takes on a life of its own, or when an audience engages in dialogue that takes the conversation to a new level... you know then that the master of ceremonies is also a master of content. If you have an event on the cards that you hope will blow people's minds but you're not quite sure how to put it together, you've just hit upon my sweet spot.



Co-design an event

Across panels, fireside chats, debates, interactive polling and more... I act as a human curiosity barometer. It's only when people have the tools to ask new questions, that new solutions will present themselves. My favourite request is to research and compile your conference content. Then to be tasked to synthesize complex information in real time, weaving together different voices and views to enable inclusive debate.

Let's get the audience driving the conversation through interactive technology. Let's elevate discussion accessibly across sectors, topics, generations and cultures to get all minds on board. Let's rally the change-makers, challenge the trouble-makers, and heed from the history-makers. It's our time.



Strategic facilitation & leadership development

“DISRUPTION PRESENTS A CHOICE BETWEEN OPPORTUNITY AND OBSOLESCENCE. WE CAN’T AFFORD NOT TO BE CHANGING.”



As founder and CEO of strategic advisory firm Emergent, I lead a company and community of passionate, purpose-led individuals motivated to ensure technology is leveraged to create a better tomorrow. We listen to your challenges and create a program to unlock the potential of your leadership team to solve beyond the problem.

Having honed my skills in disruption strategy and social technology architecture, I have mentored leaders of all generations around the world. Our clients include P&G, Microsoft, Virgin, Cisco and the AIS. With a clear focus on design-thinking, innovative outcomes and ethical systems hacking, we offset the paralysis felt by leaders and organizations facing rapid change and remove ambiguity around decision-making. We offer solutions beyond the challenges you are facing.

Average duration: 4-6 hours
Audience size: 15-40 people
Priced from: USD15k

Able to be paired designed to your needs or paired with a keynote theme and extended

SOLVE FOR STRATEGY: MOVING FROM IDEATION TO ACTION AT PACE

Workshops & masterclasses

*“GREAT MINDS DON’T
THINK ALIKE.”*



APPLY DESIGN THINKING

In today’s world, we all know that standing still means falling behind. Are your teams empowered to ideate, develop and execute? A key competitive advantage enabling market leadership is the ability for teams to confront the unknown and move forward. Our customized workshop takes into account your strategic challenges and opportunities to help you build a process that can deliver results. At Emergent, we’re renowned for our ability to synthesize complexity and deliver engaging forums that facilitate new thinking and wide-ranging contribution. Bring your best minds to the table as we utilize the human-centered principles of design thinking, such as empathy and experimentation, and work to help build innovative solutions around the human experience.

APPLY INCLUSIVE DESIGN

As we shift to a customer-centred and highly personalized mindset, do you really know where you’re touching your customers, how you’re changing their lives and why they will continue to be your biggest advocates? We create and facilitate inclusive design workshops aimed at increasing product reach, sparking innovation, driving employee engagement and enabling your company to take a position on social responsibility. Applying a UX-CX lens, we unpack biases, identify situational challenges and points of exclusion and provide a framework for achieving inclusive solutions.

Average duration: 4-6 hours

Audience size: 20-30 people

Priced from: USD15k

○ Able to be paired designed to your needs or paired with a keynote theme and extended



Immersive experience design

***“WE NO LONGER LIVE
IN A WORLD WHERE
KNOWLEDGE IS POWER.
RATHER, APPLIED
KNOWLEDGE IS POWER.”***

TEST YOUR SYSTEMS: EXPLORE RED TEAMING

Are you sure your systems are hardwired for success? Systems-thinking is a specialty of Emergent, and we are adept at ensuring your systems are not only secure, but enhancing productivity, enabling employee well-being and ready to facilitate the incoming wave of augmentation and AI adoption. We assist you to improve your effectiveness by serving as an independent ‘challenger’ to your people, processes and technologies.

Average duration: 12 hours

Audience size: 8 - 15 people

Priced from: USD10k

EXPERIENTIAL LEARNING UNLOCKS NEW BEHAVIOUR

Allow us to co-create an immersive experience that moves discussion into a living metaphor. Whether we curate a session on agility within a circus training room, facilitate a discussion on risk on the roof of Melbourne’s tallest building, or explore our fears and frustrations as leaders in pure darkness, we are here to create an experience that will change minds and challenge ways.

How does your organization communicate strategic business objectives to bring the team along on the journey? Allow us to take the team on a highly customized journey, be it mental, physical or a composition of both. Shake up your next team off-site or board retreat and allow Holly to immersive experience to your leadership development plan.

Average duration: 12 hours

Audience size: 15-40 people

Priced from: USD20k

#Coffeepods

Named one of the top ten business podcasts to listen to by the Sydney Morning Herald in 2018, Coffee Pods is kicking off a second season. A podcast designed to fuel your difference, Coffee Pods with Holly Ransom opens up a world of access to the insights, stories and experiences of proven change-makers. We believe that in the mere amount of time it takes to share a cup of coffee, we can learn from a lifetime of experience.



22K
DOWNLOADS
OVER LAST
4 MONTHS

5K+
DEDICATED
SUBSCRIBERS
GLOBALLY



Coffee Pods is a podcast designed to fuel your difference by opening up access to the insights, stories and experiences of remarkable people, who've marched to the beat of their own drum and created a positive butterfly effect in their wake. We believe that in the mere amount of time it takes to have a cup of coffee with someone we can learn from a lifetime of experience. So, come have a coffee break with us, and get the inspirational fuel and practical toolkit you need to be the change you want to see in your life, organisation or community.

Packages and fees

<i>Keynote speaker</i>	<i>from USD15K</i>
<i>Interviewer & panel provocateur</i>	<i>from USD10K</i>
<i>Content curation & MC services</i>	<i>from USD20K</i>
<i>Strategic facilitation & leadership development</i>	<i>from USD15K</i>
<i>Workshops & masterclasses</i>	<i>from USD15K</i>
<i>Immersive experience design</i>	<i>from USD20K</i>

- If you have another idea, or want to collaborate on a social impact or cause-based initiative, please reach out and say hello. I'm always keen to come up with solutions to interesting propositions!
hello@emergent.global



TESTIMONIALS



Inspirational, thought provoking and unique – Holly is all of these things and more. Her storytelling captured our audience’s attention from the start to the finish and was deemed a highlight of the event. If you’re looking for an smart, authentic and passionate speaker to engage your employees, Holly is perfect.

– Microsoft



Holly Ransom was both a speaker and an MC for Virgin Management in 2016. In both roles she shone and lit up the stage. Her ability to comfortably move across topics, share informed and insightful perspectives and engage and inspire her audience makes her an excellent addition to any events line-up.

Laura Stokes – Virgin Management



Holly’s commitment to the content, our team and Telstra encouraged a true partnership prior to the event and onsite. The Conference was a huge success and we’ve received a lot of positive comments from attendees through our app and direct from the Telstra comms team and executives.

– Telstra



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