

# MARG LANGE

## A HUMAN ESPRESSO SHOT FOR YOUR NEXT EVENT



Keynote Speaker  
“Top Business Strategist 2024”



### WHY MARG :

Marg emphasizes that at the heart of every business interaction—whether it’s a conversation, deal, or sale—lies a genuine connection. In a rapidly changing world where trust is scarce and uncertainty prevails, she challenges business owners and teams to ask themselves: Who do you need to become to earn the trust of future customers? Are you creating an environment where they feel safe, understood, valued? Marg’s approach urges businesses to consider their values alignment to social impact, ensuring their strategies resonate with the values of their customers and the broader community

### WHAT THEY SAY

*“With high energy, Marg immediately grabbed our attention. She masterfully intertwined relatable personal and professional stories with common lead generation challenges. The audience was captivated as she demonstrated how to get the lead.”*

**Lisa Moore, Former CEO Dandenong Chamber**

### A UNIQUE PERSPECTIVE

Marg Lange’s unique perspective is deeply rooted in her own experience having survived a cyberattack that closed her business in 2018.

Marg realized that the true strength of her business didn’t lie in the size of her network but in the depth of the relationships she had built. It was the genuine connections she had nurtured over the years—people who trusted her and valued their relationship—that came to her aid during that crisis.

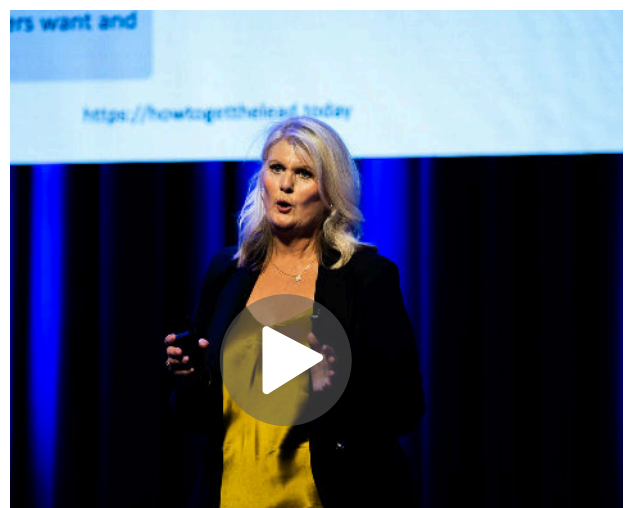
Her subsequent recovery and expertise in securing sponsorships, launching new business ventures, and helping companies reconnect with their markets isn’t just theoretical—it’s informed by firsthand experience of how purposeful connection can safeguard and sustain a business in these challenging times.

### ATTRACT & WIN: BECOME A HUMAN LEAD MAGNET AND WATCH YOUR BUSINESS SOAR

Strategy alone won’t attract and win over new business in a world that BUYS YOU before your service/ product offer and yearns for you to understand and connect with them. Marg will transform who you need to become to

- Attract your future customer in a “Me-Economy” world.
- Scale your trust-o-meter to boost your value and visibility.
- Detach from the outcome so you can position yourself as the best choice to those who resonate with your brand.
- Leverage your innate magnetism to advance your career , build a personal brand , launch a new business idea or improve your business performance.

### WATCH MARG SPEAK



“If you’re struggling to get leads, and cant get cut through feeling invisible, maybe its time to stop treating those you meet as a one-night stand. When you make others feel important more business opportunities appear because you took the time to make them feel valued, visible, and heard. “



## WHO IS MARG LANGE

Recently named as one of the Top 50 Visionary Leaders to watch by CEO SCOOP Magazine, Marg is considered a Titan of Transformation. During a decades-long career, traversing the education, events and finance industries, a single innate skill has ensured her success: The ability to connect.

Whether she moving towards a clear goal for a client, or navigating an unexpected obstacle for herself, her ability to connect with people has invariably been the key to not only surviving, but thriving. If you have you ever felt like you just want it all to stop-the never-ending to-do list, the constant demands, all those bloody notifications Marg’s keynote presentations provide a chance to do just that.



“Passionate delivery, strong impactful messaging, Marg had the audience resonating with the importance of authentic connection to get the lead.”

Markeeta King, Insurance Adviser  
AG Insurance Services

“Marg delivered new insights I hadn’t considered previously. I was genuinely surprised as I consider myself to be an accomplished networker. I’m now getting better leads as a result.”

Martin Cattach, Working Capital Specialist  
Finance for Business

“After hearing Marg speak, I’m adopting a new attitude toward networking. I learned that how you present yourself is crucial—it either fosters connection or creates distance. Marg is both informative and engaging, with practical examples that make her lessons easy to apply.”

Darren Trew, Director  
Trew North Accounting

## READY TO GAIN ADVANTAGE WITH A NEW BUSINESS STRATEGY?

“WINNING HEARTS, BUILDING TRUST: The Power of Life-Centric Strategies in Business Development”

Marg will challenge you to embrace the economic uncertainty and adapt your current business strategy from data driven analysis to a more personalized ‘life-centric’ approach. Based on proven growth strategies from Global researcher Accenture, Marg will outline her version of their ‘Life-Centric’ playbook with real life examples that she uses to help her clients to:

- **GAIN A PROFOUND UNDERSTANDING OF PEOPLE:** New perspectives and context of the multi-dimensional aspects of your market stops with prospecting and starts with listening revealing the full complexity of your customers' needs and desires.
- **BROADEN YOUR CANVAS FOR VALUE CREATION:** Shifting your focus from financial value whilst meeting your customers existing needs to sustainable growth that encompasses their unmet needs thus broadening your value.
- **CREATIVELY TRANSCEND INDUSTRY NORMS:** Courageous vision and disruptive thinking that builds trust, nails your value proposition, cuts through the white noise.
- **DESIGN A DELIGHTFUL EXPERIENCE CONTINUUM-**Depart from cold push marketing experiences to thoughtful connectivity
- **BUILD REAL TEAMS ACROSS ALL FUNCTIONS:** De-silo and reinvigorate organizational energy

### CONNECT WITH MARG

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