2026 SPEAKER KIT

Mark Jones.

Keynote speaker, author and storytelling mindset expert.

Helping leaders and teams change the stories they tell themselves in a world transformed by AI.

Certified Speaking Professional

markjones.au



ONE STORY

Change your story, change your future. Then change theirs.

Here's the thing about every corporate event and every transformation program: the strategy is usually fine. What fails is people tell themselves the wrong story. Quite simply, they don’t believe the message.

Mark Jones has spent thirty years as a journalist, marketing entrepreneur and speaker learning how stories move people. Now he helps leaders learn to rewrite the stories that change their future.

CRITICAL RELEVANCE

AI is not a technology problem – it’s a people problem. What’s needed right now are engaged leaders and teams with the resilience, clarity and confidence to thrive during extraordinary times of change. Mark solves these problems with unstoppable energy, real-world experience and tools that drive lasting change.

AUTHOR

The Story Code for Leaders (2025) · *Beliefonomics* (2019)

PROVEN EXPERIENCE

30+
years as a journalist, editor, speaker, founder and advisor

10,000+
leaders reached across five continents

10
years as founding host of The CMO Show podcast

#1
Amazon bestseller, The Story Code for Leaders

CSP
the global benchmark for professional speakers

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SPEAKER BIO

The story he had to rewrite first.

Mark Jones enjoyed a career and home life that looked ideal. Technology editor at the *Australian Financial Review*. A decade across Silicon Valley and Australian newsrooms. Co-founder of a brand storytelling agency which became one of Australia's most respected storytelling and impact advisory firms. Ten years hosting *The CMO Show* podcast, interviewing thousands of leaders about what really drives change. A wife, four kids and the much-loved doggies.

Then came burnout and depression. His brutal discovery was the hardest story to change wasn't a client's. It was his own.

Recovery was slow, methodical and transformational. Captured in his 2025 book, *The Story Code for Leaders*, Mark reveals how leaders can successfully face the toughest challenges by rewriting their story – and their team's. His evidence-backed approach is the Story Code system: *Challenge* the story, *Overwrite* it, *Decide* and *Encode* the new one. It's layered with decades of research into belief, identity and storytelling fundamentals.

It's a life-changing story he brings to stages and board rooms as the world faces enormous challenges in the age of AI. Clients include Microsoft, Adobe, ServiceNow, Oracle and BDO.

Mark is a Certified Speaking Professional, the global benchmark for professional speakers, and Advisory Board Chair of the iMedia Future of Marketing Summit. His first book, *Beliefonomics*, showed brands how to drive growth through storytelling that taps into customer belief systems. He lives in Sydney and travels globally.

ONE THREAD, THREE ROOMS

Rewriting stories: How Mark transforms leaders.

MARK JONES

Mark speaks to three different audiences who experience a common problem – they're quietly telling themselves the wrong story, and it's holding them back.

- Teams believe AI will replace them, so they resist change.
- Leaders believe confidence is a performance game – then they burn out.
- Marketers believe attention is the goal, so they buy it instead of telling stories customers truly believe.

Mark's work builds on one idea: *change the story, change the future*. Here's how that idea shows up on stage, in workshops and the boardroom.

AI transformation teams

Humans Required

The story that needs rewriting

"Change is inevitable. AI will replace me and there's nothing I can do."

L&D, HR, mental health, wellbeing

Rewrite Your Future

The story that needs rewriting

"I'm not good enough. I have to look confident even when I'm not."

Brand, marketing and CX

Hearts, Minds and Wallets

The story that needs rewriting

"If we can just cut through and get their attention, they'll buy."

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KEYNOTES AT A GLANCE.

MARK JONES CSP

THREE SIGNATURE KEYNOTES · 45–60 MINUTES · KEYNOTE, WORKSHOP AND VIRTUAL FORMATS

01

AI TRANSFORMATION

Humans Required.

Companies embracing AI don't have a technology problem – they have a human problem. Mark reveals the people strategies that make transformation stick, and the stories that quietly sabotage progress.

02

LEADERSHIP MINDSET

Rewrite Your Future.

The most important story you'll ever tell as a leader is the one you tell yourself. Discover the three-step tool for leaders under pressure to catch, flip and hold a life-changing one.

03

BRAND STORYTELLING

Hearts, Minds and Wallets.

Attention is cheap. Customers buy from brands they believe. Beliefonomics™ is a proven system for discovering what they already believe, what it's worth and how storytelling changes the game.

Every keynote is customised for the audience, the agenda and strategies of the organisation. Mark interviews stakeholders before the event; it's a journalist's habit and it shows on stage.

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01 · AI TRANSFORMATION

Humans Required.

MARK JONES

Companies embracing AI transformation don't have a technology problem. They have a human one.

Most are high-stakes, complex projects driven from the top down, and most stall or fail. Employees are told AI is inevitable and their jobs are safe. Scepticism reigns anyway. It's time for a different approach – one that closes the gap between vision and reality. Three shifts make the difference.

Drawing on thirty years covering technology change from Silicon Valley to the Australian Financial Review, and on the transformation programs he's working inside right now, Mark shows leaders where AI adoption really breaks down and the people strategies that fix it.

YOUR AUDIENCE WILL LEARN

- The people strategies that separate AI programs that stick from the ones that stall, including how to set up the team
- Three narratives sabotaging adoption inside your organisation: inevitability, replacement and helplessness
- Why change spreads through trusted peer stories, not top-down strategy decks, and how to build that into the program

YOUR AUDIENCE WILL RECEIVE

- A clear picture of where human leadership matters most in an AI-first organisation
- Language and a framework for leading through uncertainty when technology moves faster than certainty
- A practical plan to turn the loudest sceptics into the most credible advocates

THE TOOL

The Story Code applied to organisational change: Challenge the story, Overwrite it, Decide, Encode. Plus the three-narrative diagnostic teams can run on their own program.

Best for

Technology, financial services and insurance transformation programs · sales kick-offs · leadership offsites · CIO, CHRO and transformation leadership audiences

Formats

Keynote · closing keynote · executive workshop · fireside with the CIO or CHRO

Duration

45–60 minute keynote · half or full-day workshop

As delivered for

ServiceNow, Oracle, BDO, Obzervr, 6 Degrees Media

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02 · LEADERSHIP MINDSET · RESILIENCE

MARK JONES

Rewrite Your Future.

The most important story you'll ever tell as a leader is the one you tell yourself.

It's 6.40am. The leader is in the car park, already rehearsing the version of themselves they'll need to be for the next ten hours. Confident. Certain. Fine. Most leadership advice is about the outer story. This talk is about the inner one that's quietly running the show.

Mark has been that leader. The way he climbed out of burnout became a method, and the method became *The Story Code for Leaders*. The good news is you're the author, and you've already written the draft.

This is a high-impact talk that challenges people to rewrite their self-talk scripts and change their future.

YOUR AUDIENCE WILL LEARN

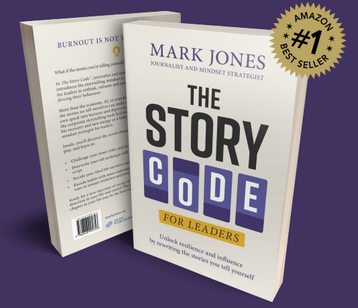
- How to identify the inner critic and the limiting beliefs driving self-doubt, over-compensation and emotional fatigue
- How to reclaim your story with evidence, not affirmations
- How to lead with clarity, confidence and curiosity, especially under pressure

YOUR AUDIENCE WILL RECEIVE

- The Mirror Moment: a three-step tool to Catch, Flip and Hold a better story in real time
- The four-step Story CODE for rewriting a belief that isn't serving you
- A new way to understand burnout: from coping to restoring meaning, momentum and sustainable energy

THE TOOLS

The Mirror Moment (Catch. Flip. Hold.) and the Story CODE (Challenge, Overwrite, Decide, Encode) from *The Story Code for Leaders* .



Best for

Leadership conferences · wellbeing and engagement programs · L&D, HR and People & Culture audiences · women in leadership · men experiencing burnout · any team under sustained pressure

Formats

Keynote · half-day workshop · leadership program module · book bundle available

Duration

45–60 minute keynote · full and half-day workshop

As delivered for

ServiceNow, BDO, Obzervr, PSA

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03 · BRAND STORYTELLING

Hearts, Minds and Wallets.

MARK JONES CSP

Attention is cheap, and savvy brands know the power of emotions.

Every brand can buy attention. But few of them know what their customers already believe – the operating system that runs every buying decision. Beliefonomics™ is a framework developed by Mark for finding out, measuring and telling the stories that drive growth.

Built on a decade interviewing CMOs on The CMO Show podcast and a career advising brands from Coca-Cola to Xero, this is brand storytelling for people who have to defend the budget and get results under pressure.

YOUR AUDIENCE WILL LEARN

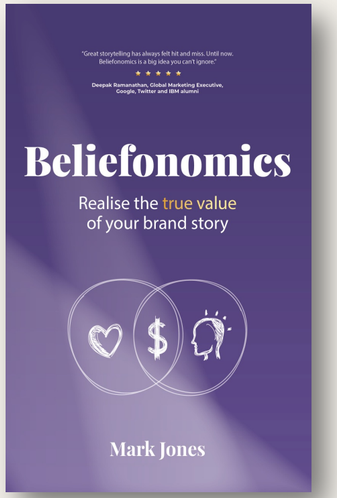
- What your customers already believe, and how those beliefs drive the buying decision
- How to build one unified organisational story that marketing, sales and leadership can all tell
- How to measure the impact of story on growth, so it survives the CFO conversation

YOUR AUDIENCE RECEIVES

- The Beliefonomics framework and a way to audit their own brand story
- A shared language for storytelling that works across marketing, CX and the executive team
- Practical examples of brands that moved from attention to belief, and grew

THE TOOL

Beliefonomics – the framework that maps customer belief to brand value.



Best for

Boards and executive teams · marketing and CX leadership · premium B2B and professional services · industry associations

Formats

Keynote · executive roundtable · brand story workshop

Duration

45–60 minute keynote · full to half-day workshop · book bundle available (*Beliefonomics: Realise the true value of your brand story*)

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FORMATS AND WORKSHOPS

One idea. Five ways to run it with teams.

MARK JONES CSP

FORMAT	LENGTH	WHAT HAPPENS	BEST SUITED TO
Keynote	45–60 min	High-energy, story-led session with a practical tool audiences use the same day	Conferences, summits, kick-offs
Closing keynote	30–45 min	Ties the event's threads into one story people take home	Day-two closers, gala dinners
Half-day workshop	3–4 hrs	Hands-on: leaders work through the Story CODE or Beliefonomics on their own live challenge	Leadership offsites, executive teams (up to 40)
Program module	90 min × series	Rewrite Your Future delivered as a leadership development series, with coaching options	HR and L&D programs
Virtual keynote	20–30 min	Broadcast-ready version, produced with a studio setup	Global teams, hybrid events

WORKSHOP EXPERIENCES

The Story Code workshop. Leaders identify one limiting belief that's costing them, run it through Challenge, Overwrite, Decide, Encode, and leave with a rewritten story and a plan to hold it. Runs as "Fired Up or Burnt Out?" for wellbeing and engagement programs.

The Beliefonomics workshop. Marketing and executive teams map what their customers already believe, find the gaps in the brand story and agree one story the whole organisation can tell.

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MC, FACILITATOR AND PANEL HOST

Holds the room. Keeps the day moving. Asks the question everyone's thinking.

Fifteen-plus years hosting hundreds of conferences, summits, gala dinners and executive events in Australia and internationally, and a decade interviewing leaders on *The CMO Show* podcast. Mark prepares like a journalist, presents with warmth and humour, and keeps the program on time without anyone noticing the effort.

Event host and MC

Gala dinner, national conference, leadership offsite or industry summit. Mark sets the tone, holds the room and creates an atmosphere people remember.

Facilitator

Executive lunches, customer roundtables and team workshops. He draws out the insight, asks the question people are thinking and makes the conversation feel natural, intelligent and valuable.

Panel host

Business, leadership, technology, marketing, innovation. No topic is off limits. Curiosity and fast thinking turn a panel into a must-listen session.

"What I love about Mark is that he's not just a good talker, he's a good listener."

– Angela Horvat, Founder and Managing Director, 6 Degrees Media

RECENT HOSTING

iMedia Future of Marketing Summit (Advisory Board Chair), Oracle Applications Forum, 6 Degrees Media leadership series.

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WHAT CLIENTS SAY.

MARK JONES CSP

"Exceptional. An absolute delight to have Mark as a keynote speaker and host."

Helena Stylman Managing Director
ANZ, Comexposium - iMedia

"A standout communicator, event host and an absolute professional."

Helen Dean VP Applications and Integrated Marketing
JAPAC, Oracle

"A gifted storyteller who brings heart and clarity to his work."

Louise Cummins Founder, Australian Centre for AI in Marketing

"I've always respected his thoughtful approach to understanding the impact of technology change."

Steve Vamos
Former CEO, Xero

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DIGITAL INFRASTRUCTURE

FEATURED IN

The Sydney Morning Herald, AFR, LinkedIn News, CFO Magazine, ABC Radio National, HR Leader, Men's Health Australia, Education Review.

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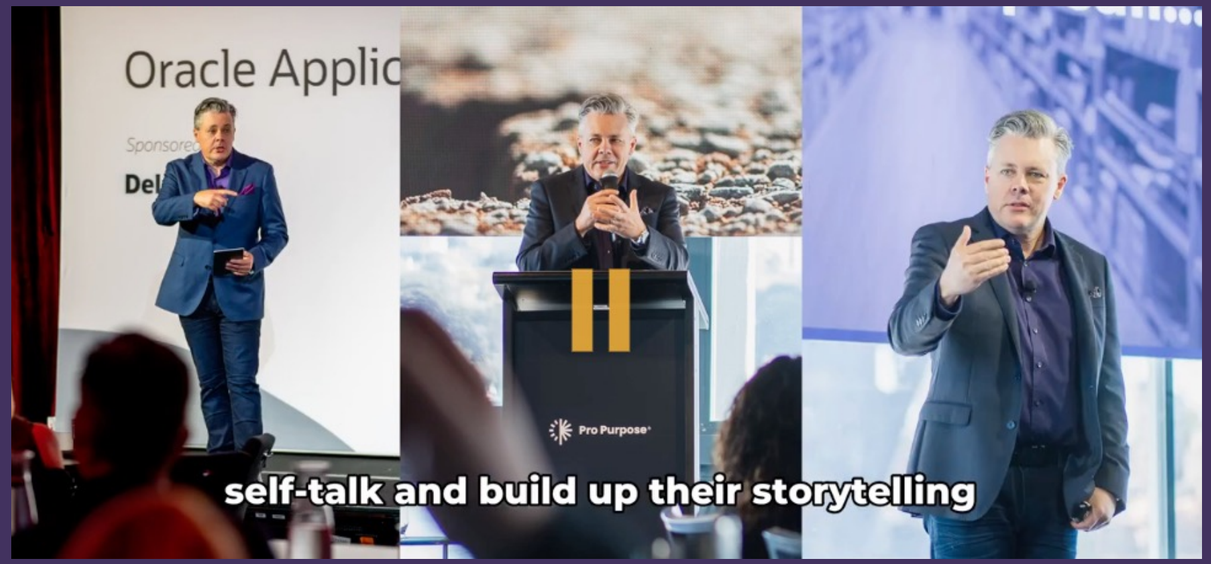
MARK JONES

UNFORGETTABLE.

Watch Mark’s showreel at markjones.au



Available for domestic and international engagements.

HOW BOOKING WORKS

1. **Check availability.** Email or call Heather with the date, city and audience. You'll hear back the same business day.
2. **Brief.** A 30-minute call with Mark to understand the event, the audience and what you need them to think, feel and do differently afterwards.
3. **Deliver.** Mark customises the talk, arrives at least an hour early, and stays for the conversations afterwards.

KEYNOTE INCLUSIONS

- Pre-event briefing with key stakeholders and customisation to your audience and agenda
- A promotional video or LinkedIn post to help drive registrations or share your message after the event
- A post-event summary of the key ideas for downloading by your attendees
- Signed copies of The Story Code for Leaders and Beliefonomics available for attendees

BOOK MARK

Let's create an unforgettable story.

MARK JONES CSP

BOOKINGS

Heather Jones

General Manager and Co-founder, The Story Code Co.

hello@thestorycode.co 0400 394 669

MARK

Mark Jones CSP

Keynote speaker · Author · Certified Speaking Professional

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WEB

markjones.au

SPEAKER ASSETS AVAILABLE

Headshots, stage photos, programme bio, stage introduction, AV requirements, book covers

SOCIAL

linkedin.com/in/markhjonesimpact/

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