

Speaker Bios

Programme/ Website: Long (200 words)

Alicia McKay is a leading authority on strategy, change, and leadership, empowering government, business and community leaders to make better decisions, challenge unhelpful norms, and turn good intentions into meaningful action.

Alicia is an expert facilitator and strategist who cuts through corporate jargon to get real about what it takes to change our lives, work and leadership as well as a celebrated author, speaker, and trainer.

Her first book - *From Strategy to Action: A Guide to Getting Shit Done in the Public Sector* – made waves across New Zealand and Australia, thanks to a sharp and practical approach to making things happen in government.

Her next book – *You Don't Need An MBA: Leadership Lessons that Cut through the Crap* – busts common myths for leaders in all sectors about what it takes to manage through uncertainty and challenge.

Alicia is also the founder of Not An MBA, a strategic leadership programme that turns busy leaders into savvy strategists. Alicia creates courses, runs corporate training, and consults with local, state, and federal governments in New Zealand and Australia from her home base in Wellington, where she lives with her three children.

To learn more, check out www.aliciamckay.co.nz or [follow Alicia on LinkedIn](#).

Programme/ Website: Short (100 words)

Alicia McKay is a leading authority on strategy, change, and leadership, empowering leaders to make better decisions, challenge unhelpful norms, and turn good intentions into meaningful action.

She's an expert facilitator and a celebrated author and speaker. Her books, 'From Strategy to Action' and 'You Don't Need An MBA,' challenge leadership myths and offer practical insights. Alicia also founded 'Not An MBA,' a program turning leaders into savvy strategists. She consults with primarily public sector clients in New Zealand and Australia, specialising in local government. Alicia lives in Wellington, New Zealand, with her three children.

Learn more at www.aliciamckay.co.nz or [follow Alicia on LinkedIn](#).

MC Introductions

Note: Please adjust the MC introductions, ad-lib, craft your own, or whatever you like. These are intended as helpful guidance, not prescriptions!

MC Introduction: Long (1 minute 15 seconds)

With great enthusiasm, I introduce Alicia McKay: strategist, consultant, trainer, author, and speaker. Alicia has built a successful strategy practice, working with all levels of government and partnering with global brands such as L’Oreal and Woolworths to boost leadership capability.

In 2021, Alicia founded the Not An MBA executive leadership programme, endorsed by global experts like Seth Godin.

Alicia creates courses, runs corporate training, consults with local, state, and federal governments in New Zealand and Australia – and finds time to write books, too. Her two books, "From Strategy to Action" and "You Don't Need An MBA," offer practical advice on strategy, change, and leadership.

Alicia also publishes a popular newsletter, Wednesday Wisdom, and writes regular articles online, in the media and on LinkedIn.

But Alicia's journey isn't just professional; it's deeply personal. From a challenging background as a former teen mom and foster kid, Alicia is now a proud mother of three and a passionate champion for social justice and equality.

According to LinkedIn, her mission is to help people make better decisions, challenge unhelpful norms, and turn good intentions into meaningful action. These are all things we could use some help with here today! Please put your hands together for Alicia McKay.

MC Introduction: Short (45 seconds)

Now, let’s welcome Alicia McKay, a strategy, change and leadership expert. Alicia is a consultant, trainer, author, and speaker. She works with all levels of government in New Zealand and Australia and partners with global brands such as L’Oreal and Woolworths to boost leadership capability.

In 2021, Alicia founded the Not An MBA executive leadership programme, endorsed by international experts like Seth Godin. Alicia's two books, 'From Strategy to Action' and 'You Don't Need An MBA,' offer practical leadership and strategy insights, and you can sign up for her popular newsletter for weekly advice.

Alicia’s mission is to help people make better decisions, challenge unhelpful norms, and turn intentions into meaningful action. So, let’s get on and do that, shall we? Put your hands together for Alicia McKay!