

ROB MACHIN

Executive Adviser | Keynote Speaker | Facilitator | Executive Coach

CLARITY / STRATEGY / GROWTH

FOR BOARDS, CEOs AND SENIOR LEADERS

High-stakes decisions rarely fail because leaders lack intelligence. They fail when pressure outruns clarity, alignment and disciplined execution.

Rob helps leaders think clearly, prepare rigorously and act decisively when revenue, reputation and credibility are on the line.

KEYNOTES

EXECUTIVE BRIEFINGS

MASTERCLASSES

DECISION SESSIONS



SPEAKER OVERVIEW

Clarity when the stakes are real.

Rob Machin helps leaders see clearly, decide responsibly and act before pressure becomes expensive.

Rob's speaking sits at the intersection of leadership, commercial judgement, strategic influence and high-stakes execution. He combines direct executive experience with practical frameworks audiences can use when revenue, reputation, stakeholder confidence and personal credibility are exposed.

BEST-FIT AUDIENCES

- Boards, CEOs and executive teams
- Senior leaders facing high-stakes decisions
- Commercial, bid, sales and growth leaders
- Professional services and government-facing organisations
- Emerging executives strengthening presence and influence

CORE THEMES

- Decision-making when the cost of error is real
- Commercial clarity before commitment
- High-stakes tenders, capture and strategic exposure
- Executive presence that holds under pressure
- Turning insight into disciplined action

AVAILABLE FORMATS

01

KEYNOTES

30, 45 or 60 minutes for conferences, leadership offsites and executive forums.

02

EXECUTIVE BRIEFINGS

Focused board or ELT sessions: short, sharp and issue-specific.

03

MASTERCLASSES

Half-day or full-day practical sessions with frameworks, diagnostics and application.

ABOUT ROB

Rob brings more than three decades of executive leadership, strategic advisory, facilitation and coaching experience. His background includes senior roles as CEO, board director, general manager, national account director, project director and management consultant across complex private and public-sector environments.

\$20B+

Contracts pursued,
defended or won

\$400M+

Annual budgets
managed

30+ yrs

Executive leadership
and advisory

100s

Workshops and
executive sessions

SIGNATURE KEYNOTE 01

When Leadership Theory Breaks

Leading responsibly when the answer is not obvious.

AUDIENCE PROMISE

Help senior leaders recognise when familiar leadership models stop being enough - and how to create clarity, exercise judgement and act responsibly when risk, reputation and consequences are real.

OVERVIEW

Most leadership models work cleanly on a slide. They are harder to apply when the issue is live, the clock is moving and the consequences are personal, commercial and reputational. Rob explores what leaders must do when theory meets pressure: slow the room down, identify the real issue, test assumptions, make invisible risks visible and act with disciplined courage.

AUDIENCE TAKEAWAYS

- Why pressure exposes decision architecture, not just personality
- How to separate noise, emotion, politics and commercial reality
- The difference between being decisive and deciding responsibly
- How to create clarity before consequences become irreversible

IDEAL FOR

CEOs, boards, executive teams, senior leaders, leadership conferences and executive offsites.

SUPPORTING THEMES

Decision-making under pressure

Risk and responsibility

Executive judgement

Strategic composure

Leadership maturity

SIGNATURE KEYNOTE 02

Winning Before the Tender Drops

Why major opportunities are won before the formal process begins.

AUDIENCE PROMISE

Reframe high-stakes tenders as a leadership and commercial positioning discipline - not a late-stage writing exercise.

OVERVIEW

Most organisations wait for the RFP. Then they scramble. By that point, the criteria may already reward positioning they did not shape, conversations they were not part of and risks they did not see. Drawing on decades of high-value bid and contract experience, Rob shows leaders how to move earlier, sharpen their strategic position and stop confusing activity with readiness.

AUDIENCE TAKEAWAYS

- Why many organisations lose before the formal contest begins
- How capture management builds trust before transaction
- Why bid/no-bid discipline protects capacity and improves win probability
- How to find the truth beneath the brief and align the internal team early

IDEAL FOR

Boards, CEOs, growth leaders, bid and sales teams, government suppliers, professional services firms and organisations defending major contracts.

SUPPORTING THEMES

Winning starts earlier

Trust before transaction

Bid/no-bid discipline

Stakeholder strategy

Differentiation

Execution

SIGNATURE KEYNOTE 03

The Clarity Advantage

Executive presence without the performance of certainty.

AUDIENCE PROMISE

Show leaders how presence, influence and action improve when they stop trying to appear certain and start creating clarity.

OVERVIEW

Many capable leaders are not held back by intelligence, work ethic or commitment. They are held back because their thinking does not land at the right altitude. They explain too much, absorb too much, avoid the harder conversation or wait until they feel fully ready. This keynote gives leaders a practical way to strengthen executive presence through clarity, judgement, influence and action.

AUDIENCE TAKEAWAYS

- Why executive presence is not charisma - it is disciplined clarity under pressure
- How to lift from operational detail to executive altitude
- How to speak with precision, influence and calm authority
- How to turn insight into action without overcomplicating the message

IDEAL FOR

Emerging executives, senior managers, professional services leaders, technical experts moving into leadership and high-potential programs.

SUPPORTING THEMES

Executive presence

Influence

Strategic communication

Leadership confidence

Courageous action

MASTERCLASSES, PROOF AND BOOKING

From insight to action

Keynotes become practical working sessions when an organisation needs decisions - not just notes.

Rob can convert any keynote into a practical masterclass, executive briefing or facilitated decision session. These formats are designed for organisations that need to align quickly, surface risk early and leave with decisions - not just notes.

Strategic Exposure Diagnostic

A focused executive review of positioning, decision risk, internal alignment and the realistic path to win.

Capture Management & Planning

Clarify stakeholders, client pressures, competitor positions and the moves required before the formal process begins.

Bid / No-Bid Discipline

Decide where to compete, where to walk away and where leadership attention is genuinely justified.

Executive Summary Mastery

Write the executive summary first so strategy, differentiation and internal alignment are forced early - not patched late.

Executive Presence Under Pressure

Communicate with clarity, authority and composure when the room is complex, challenging or politically charged.

High-Stakes Decision Clinic

Facilitate a live decision, tender, strategic issue or stakeholder problem where clarity and alignment are missing.

TYPICAL OUTPUTS

A sharper decision frame / clearer stakeholder map / stronger executive narrative / exposed commercial risks / aligned next moves / practical action plan

WHY ROB?

Rob speaks from direct experience in executive rooms, board conversations, bid rooms, negotiations and coaching sessions where the real issue is rarely the surface issue. His value is making complexity usable.

“Rob’s approach is thoughtful, direct and highly practical. He creates trust quickly, asks the questions that matter and helps turn insight into action.”

Leadership / Strategy / Transformation Executive

RECOMMENDED FOR

- Leadership conferences and executive forums
- Board and ELT strategy days
- Sales, bid and commercial leadership events
- Professional services retreats
- High-potential and emerging leader programs

Planning a leadership event or executive session?

rob@rmexecutivecoach.com | rmexecutivecoach.com