



Dynamic Change Implementation Speaker World-Class Consultant Best-Selling Author

EVENT PLANNER'S KIT

Straight Talk. Real Results.™

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Meet your new favorite speaker!

Forget the tired, canned speeches of the many “professional talkers” out there. Your attendees need the proven **change implementation solutions** of the most renowned businesses on the planet (**32 of Fortune’s 2026 “50 Most Admired Companies”!**) - and they want an expert who delivers a unique experience that WOWs them. Now, more than ever, your clients need straight talk and real results. Only one person delivers this fresh, electrifying combination:



Mark David Jones!

What’s the buzz all about?

In today’s competitive business environment, you need a speaker with more than academic theory or mere entertainment. Your client wants an amazing experience that will transform their results. Discover why **Mark has delivered over 1,400 keynotes on how to implement proven and sustainable change in your real world!**

What do veteran meeting professionals and executives say about Mark?

“You held them spellbound with your fascinating behind the scenes stories—and even the most cynical attendees are buzzing about the application ideas they’re going to implement when we get back. My boss says this was our best event ever!” — Apple

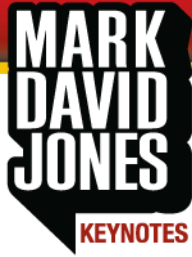
“You have to experience Mark to believe how well he combines his Disney-level entertainment style with the hard-core operations tools from these great companies. He really does make becoming world-class possible!” — Procter & Gamble

What makes Mark the best choice? Mark is real...

- **Real experience:** Both from business and presentation perspectives.
- **Real solutions:** Mark has first-hand experience (not just theories) in operations. He actively works “in the trenches” as well as in the Boardroom with the Fortune 500.
- **Real engagement:** Mark’s extensive Disney experience results in a very creative, entertaining and interactive spark to your event.
- **Real partnership:** Mark listens and approaches your situation from both your meeting planner perspective as well as the perspective of the event executive.

Today, the speaker is the key to any results-oriented event. Mark understands that it HAS to be right...the first time! He recognizes the huge investment of time, effort, and money and delivers when it matters most. When booking Mark, you can depend on your event being a huge hit! Book Mark, and you can (finally!) rest easy.

This document is intended to help “connect the dots” between a memorable experience and meaningful business takeaways for your attendees. Your clients want both. You deserve a real solution. Our goal is to support everyone involved with something extraordinary they’ll be buzzing about for years!



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*Finally! Someone
really understands,
really delivers and
is actually making
it easy for you!*

When your event matters, booking Mark matters!

"The standing ovation obviously reflects your...excellent evaluations. More importantly, my President is extremely excited about the tangible tools you shared...he already wants to bring you back for more! Thanks for really delivering on your promise—you made me the hero!" — Google



This is a huge decision! You need to hire just the right speaker, with just the right message, who delivers in just the right way - and doesn't break your budget. You don't need just another talker - you need someone who really comes through and delivers the promised WOW! Mark David Jones is your proven, go-to expert! Your reputation, as well as Mark's, depends on wowing everyone - especially key leadership - and he takes that very, very seriously!

Mark creates an experience like none other...that's why so many of his 50+ keynotes a year are repeat clients! His gripping "in-your-face" style is grounded in decades of real-world experience and the expertise from presenting to over 1,400 audiences. Mark is an award-winning former Disney leader who now actively partners with the most respected brands in the world, including Google®, Ritz Carlton®, Harley-Davidson®, NASA®, Mayo Clinic® and many more. When you book Mark, you get:

- **Exclusive** Fortune 100® insights
- Proven world-class **experience**
- Dynamic, **engaging** style
- **Easy** to do business with

Every presentation is customized to align with your unique event objectives and theme. You select what insights you want, and Mark designs a creative experience that shares what legendary companies do to achieve a competitive edge. Your group wins...and you win. Big!

Your group gets it all: Exclusive Insights...Fun Surprises...Useful tools...Inspiration... everything that works best for your unique situation. With the abilities of a speaker coach for professionals all over the world, there's one thing you can be sure of: this experience will be a new benchmark!

No document can include every detail for every situation, so we encourage you to contact us at no obligation to explore solutions and reserve your event dates. Email Mark@4SWA.com for what you need today. If you are working with a speaker's bureau, please let us know so we can coordinate with them to best serve you. We work very closely with numerous bureaus and appreciate their invaluable service as a partner. We look forward to hearing from you soon!



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Keynotes & Workshops

Let's talk! Since every event is different, there's no way your keynote/workshop should be the canned, off-the-shelf speech most speakers repeat. I'm known for true customization of every presentation - to specifically align with the objectives/theme of your event and reinforcing the hard work you've done to make it successful. The list below represents some examples of hundreds of topics that can be addressed regarding **implementing proven world-class change** via any of the following three venues:

- **Keynotes/Presentations** (up to 90 minutes)
- **Workshops** (2-4 hours each)
- **Seminars** (1-4 days each)



We specialize in working with Meeting Planners and Speaker's Bureaus. Contact us to explore the best solution for your event and reserve your dates!

Leadership

Leadership Excellence
Executive Effectiveness
Coaching Skills for Managers
Engaging Cultures

Talent Management

Employee Engagement
Developing Employee Loyalty
Creating Employee Excellence
World-Class Onboarding

Customer Service

World-Class Service Excellence
The Delivery Systems of Service
Human-Centered Design
Customer Loyalty

Change & Innovation

Creating Change Agents
Managing Change
Agile Innovation

Teamwork

High-Performance Teams
Increasing Productivity
Conflict Management
Self-Managed Work Teams

Communication

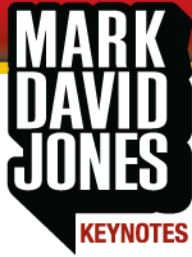
Interpersonal Effectiveness
Strategic Communication
Presentation Skills
Intercultural Protocol
Making Meetings Work

Strategy

Balanced Scorecard
Systems Thinking
Problem Solving
Career Development
Negotiation Skills

Mark's Most Requested Topics (always customized!)

1. The Power Behind the Pixie Dust: Disney's Service Secrets Revealed!
2. Creating Your Leadership Legacy: The Blueprint of World-Class Legends
3. Consistent Service Excellence - The Little Steps that Get Big Results!
4. A Behind-the-Scenes Look at the Most Respected Companies
5. Building a World-Class Culture from the Inside Out
6. The Core: The Foundation that Drives Every Great Business
7. True Branding: The Real Secret of World-Class Success
8. Kicking (Bleep) and Taking Names: The Competitive Edge You Need Now!
9. World-Class Secret: Training as a Proven Revenue-Increasing Strategy
10. Breaking the "Flavor of the Month" Cycle Forever!



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About Mark David Jones

Professional Experience

Mark is a highly demanded speaker, acclaimed author, and business consultant - having worked with dozens of Fortune 500 companies and numerous international corporations in six of the seven continents of the world. Mark has a solid reputation as an innovative, results-focused catalyst for helping clients make a difference. Mark's dynamic and engaging style has earned him a reputation as an inspirational world-class speaker - driving audiences to action.

Mark's accomplished career at Disney spanned 26 years, working in a variety of leadership roles in Operations, Entertainment, Guest Relations, Transportation, Resorts, and Human Resources. In 1992, during his doctoral studies at the University of Florida, Mark was recruited to work with leaders/teams at the Federal Aviation Administration's national training headquarters. As the organization's senior consultant, Mark was heavily involved with the Department of Transportation's operational redesign - spearheading initiatives such as executive development, assessment and design, change dynamics, self-managed/directed work teams, and train-the-trainer programs.

Mark returned to the Walt Disney World Resort in 1996 when requested to lead the growth of the Disney Institute Professional Programs. While in this role, Mark was in charge of Leadership, Creativity & Innovation, and Quality Service initiatives. Many of his clients are showcased in Disney's book *"Be Our Guest"*. In recognition of his contribution to the Disney organization, Mark was nominated for the prestigious "Partner's in Excellence" award - Disney's highest regarded corporate award.

Currently, as President of the Small World Alliance, Inc. consulting firm, Mark leads a group of former Disney executives/leaders in helping organizations of all sizes achieve world-class excellence. Specializing in the healthcare, public sector, and service industries, Mark and his expert team have a long list of proven success stories. Mark's best-selling book showcasing his transformative thought leadership is entitled *"Lead With Your Customer: Transform Culture and Brand into World-Class Excellence (2nd edition)"*. Mark is also a featured author in the distinguished *"The ASTD Leadership Handbook"*, a collection of "who's who of leadership experts" that includes other experts such as Ken Blanchard, Marshall Goldsmith, and Jim Collins. His best-selling practical implementation books include *Results, Stat!: Proven World-Class Tools to Liberate Your Healthcare Team*, *Gov Results, Now! Implementation Tools That Optimize Your Public Sector Team*, and the upcoming *"Biz Results, Now! World-Class Business Tools That Make Excellence Easier Without Big Budgets, Bureaucracy, or Burnout"*, October, 2026.

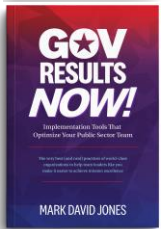
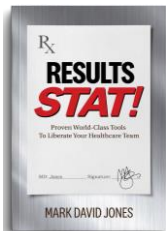
Mark has a unique skill set that makes him an ideal speaker to engage your audience. With extensive leadership and consulting experience within both the public and private sector - including an award-winning career at the renowned Disney Company - Mark provides expertise for nearly every aspect of your organization's needs.

Education

Mark's pragmatic expertise is complemented by a Master of Science degree in Organizational Communication with minors in Business/Management from Florida State University. His doctoral work at the University of Florida was in Organization Development with a focus in leadership and international business.

"Mark David Jones is the most versatile, dynamic, and 'easy to do business with' speaker I have hired in 20 years."

- Coca-Cola





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Frequently Asked Questions

Q: How can you speak on such a wide variety of topics?

A: Not by just reading books, like most speakers have. I've personally led dozens of large-scale organizational change efforts - and I've learned that there are critical facets of creating successful – and sustainable - improvements. Over the years, my natural curiosity has made me focus on the many issues that affect the outcome. I eventually discovered that I had learned about the many things that build a successful business.

Q: What size audiences do you speak to?

A: I've delivered keynotes to groups of 20 people up to as many as 10,000 people.

Q: How long is your talk?

A: As long as you/your attendees need it to be. I've done everything from 20 minutes to a full 5 days at one time without repeating any content. I'll support whatever you need.

Q: If necessary, can you adjust (shorten/lengthen) your keynote at the last minute?

A: Absolutely. I've delivered over 1,400 keynotes and found that other elements of an event don't always run according to the prepared agenda. I always end when you want me to. Always.

Q: How do you handle unexpected changes (that seem to pop up on occasion)?

A: I work hard to prepare for Plan A, but I've accidentally developed a reputation for being the "go to guy" when things change at the last minute. For example, twice I've jumped in with less than an hour's notice and covered for another speaker who missed their flight. Once, when a musical tape broke during a live show at Disney, I was forced to grab a live microphone and speak impromptu for 10 minutes to a crowd of 8,000 people. Believe it or not, it was actually fun! My goal as your partner is to smooth over any unexpected surprise so it becomes seamless to your audience.

Q: Can you present multiple programs on the same day?

A: Sure! I've often delivered a keynote, then a break-out session or a panel discussion (even on different topics) in the same day – which is why my fee is for the entire day, not just a keynote. Many clients find this is a great way to get creative and optimize their investment.

Q: What kinds of audiences do you speak to?

A: Everyone from executives to front line workers. I work hard to adapt my style to the unique audience and circumstances of the event. I like to be as "real" as the situation allows, but my commitment is always to be appropriate. A CEO once told me I was "controversial in just the right way". That balance seems to shake things up without offending.

Q: Are you a right fit for any situation?

A: No. I will only accept speaking engagements when I can guarantee to successfully exceed expectations. We'll know by the end of our initial discussion. Our reputations (both yours and mine!) are worth far more than settling for the wrong fit.

"Our members loved the insights about Disney, Ritz-Carlton, Harley-Davidson, and others. Mark has an amazing collection of life experiences—as well as a rich source of pragmatic tools to help them realize the business excellence they join our association to achieve."

- American Society of Association Executives



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Booking Mark is as easy as 1, 2, 3...

1. Consider the purpose and reason for your event
2. Review Mark's background and topics and contact Mark to discuss possibilities and availability
3. Confirm the booking

Mark Promises To...

- Be dynamic & engaging
- Be accessible
- Share proven tools
- Be responsible
- Be prepared
- Keep you in the loop
- Be your advocate
- Exceed expectations
- Make you a hero!

That's it! Mark and his team will take it from here!

Once Mark is booked...

- Mark will arrange/confirm all arrangements (airfare, hotel, etc.) and forward all relevant documentation for your records
- Mark will coordinate pre-event interviews/research/publicity as needed
- Mark will maintain contact with you as needed to ensure that you are fully "in the loop"
- Mark will finalize all approvals regarding the content of the presentation and will complete all related collateral well before the event.

Contact us about your dates and check Mark's availability for your event.

As a result of this simple process, your group gets exclusive world-class insights, powerful examples/data as well as relevant, actionable tools to implement immediately into their own operation.

"We've had consultants come and go, but none have been as impactful as Mark David Jones. Where other speakers talk about operations, Mark has really done them. Anyone can read a book. With Mark, we got proven, real-world tools - and my division is still buzzing about how exciting his session was. We're already planning to have him return for our next event!" — NASA

Gain an Unfair Competitive Advantage!

Contact Us Today. We are eager to serve you and way we can. Please contact us to discuss your event - there is no obligation whatsoever. Thank you for your consideration. We look forward to making you a hero!

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