

# PROFESSIONAL SPEAKING FOR IMPACT

***With Mags Boland Murphy,  
The Profit Planner & Founder at Bofin Consultancy.***



## Profile Brief

- Award winning and recognised business mentor and executive coach.
- Works with SMEs nationally and internationally.
- Developed a *profit planning approach* to building sustainable business success and revenue growth.
- Board member.
- Connector of leaders and opportunity.
- Funding evaluator and advisor.
- Speaks from the heart.
- Passionate about *helping others to reach their full potential* in business and in life.
- Mammy of 1, wife of 1 and dog owner of 2, loves a strong cup of tea, a nice pair of shoes, a walk in fresh air and the craic of life.

## The Promise to You

You need a speaker who does more than just show up.

You need a partner who understands the stakes.

Having worked as a National and International Event Organiser once upon a time, I know exactly what you need: a seamless professional who engages the room, stays on brief, is relevant and delivers value that attendees can use the moment they walk out the door.

### No "Canned" Speeches.

Just high-energy, qualified expertise, and practical solutions tailored specifically to your audience.

## Why Mags?

- **20+ Years Real-World Experience:** Grounded, commercial, corporate experience.
- **A Trusted Authority:** Recognised mentor with Intertrade Ireland, Fáilte Ireland, and the LEO Network.
- **The "Double Lens":** As both a business mentor and a former event organiser, I understand both the content your audience needs and the logistics you require.
- **Zero "Fluff":** Real-life, commercial experience.
- **Engagement:** Interactive sessions that wake up the room (even after lunch!).
- **Customisation:** I don't deliver "bog standard" scripts. Every keynote is tailored to your theme.

**Speaking Support options: Keynote, MC & Panels**

# Signature Topics

*Ignite your audience with energy, insight, & real-world experience.*

Fully bespoke keynotes, seminars, and masterclasses including:

- © **People, Place, Price, Promotion & Profit:** The Hospitality & Tourism Blueprint.
- © **Authentic Female Leadership** - Leading with Purpose.
- © **Business Beyond Challenge & Change** - Overcoming Challenges & Empowering Progress.
- © **The People Piece:** Retaining talent and empowering excellence.
- **Driving Cash Flow... Consistently:** Practical financial discipline.
- © **Empower Success & Excellence Everyday.**
- © **Plan the Profit Path:** Strategy for sustainable success.
- © **Success is a choice** - The action you need to take.



## What the Audience Says:

"Mags delivered a talk filled with energy and passion... She woke us up and made us sit up! No mean feat after a delegate lunch!"  
Anthony, SME Owner

"The only talk I attended recently where I didn't want to fall asleep or leave. The speaker was inspiring and confirmed exactly what I need to do."  
Ciara, SME Owner

## Trusted by:

Bank of Ireland | Credit Unions of Ireland | Construction Summit |  
National Food & Drink Conference | The Best You Expo (UK) |  
Women's Inspire Network | Chambers Ireland | LEO Network



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