



TONY ROBINSON OBE OAP
The Micro Business Champion, presents,
on his never ending (hopefully) tour;

LET'S GET ENTERPRISING: THE MICRO MYTHS AND MAGIC SHOW

Who is it for?

In one hour, Tony guarantees to give you everything he has learned in over 20 years of research, interviews, observation and experience that will help you survive and thrive, happily, as a micro business owner (0-9 employees). This talk is for **everyone thinking about, preparing for, starting or running their own business, and those helping others to do so.**

What's he selling? What's it about?

Nothing is being sold - not even the fictional satire, 'Freedom from Bosses Forever' on which this talk is based.

Tony believes that 9 out of 10 speakers and writers on enterprise are promoting the 'American Dream' way of starting up and scaling up your own business. It usually involves a big dream, a passionate business idea or format business opportunity, a business plan, a mentor or investor, a pitch and gaining funding - often a loan. Tony doesn't say this is wrong but believes this way is **for the few** and there is a better way **for the many**, proven by 30 years of research and practical experience. This is a talk about what he believes will work best for the 5 million UK micro business owners **in the future** and draws on his observations of real business owners, some very famous, whom he has met. He explains what they do, all ages and backgrounds, to succeed and be happy.

What do people say?

'Mad as a box of frogs'

Tina Boden, co-founder, with Tony, of the annual #MicroBizMatters Day

'Hair's too long and he'll be wearing a hat'

Clare Francis, Tony's business partner since 1986

'Book it before he kicks the bucket'

Eileen Robinson, Tony's wife since 1978

'Often misunderstood'

Sinead Robinson, Tony's daughter

'Likely to fall off the stage'

Carl Robinson, Tony's son

'Tony is a mind of well-researched information but he delivers it in story form so the lessons are memorable. I love it'

Janice P Gordon, The Problem Solver

'Avuncular advice told with a twinkle in the eye'

Tom Evans, best selling Mindfulness author

'A refreshing take on entrepreneurship'

Armando Pardo, ACBBA

'Absolute business truths'

the late Stefan Topfer, global digital entrepreneur and one of the absent friends to whom this show is dedicated

What's the damage? (the small print)

The talk is £850 + VAT plus expenses. However, up to a maximum of 2 per month, Tony's #MicroBizMatters Day pledge is to deliver the talk for free to UK charities and social enterprises (minimum 50 delegates) as long as rail fare and hotel (if necessary) are paid upfront. The one hour talk can be fitted into a longer conference, seminar or event. Conference organisers are asked to provide all A/V equipment and to ask delegates for any questions to Tony in advance of the talk. Tony incorporates the answers into his talk which makes each show unique. **Book it now!**
Email tonyrobinsonobe@gmail.com

Further details on the show and about Tony can be found at **TonyRobinsonOBE.com**

#MicroBizMatters Day
recognition • action • learning
Friday 11 January 2019

Tony is proud to be Co-Founder, Enterprise Rockers CIC and #MicroBizMatters Day Patron, John Cracknell Youth Enterprise Bank; Director, Yorkshire in Business, Founder & Co-Owner SFEDI Group and Co-Founder IOEE, Chair, The Business Advisory Bureau Limited (est. 1986) and the recipient of two lifetime achievement awards for enterprise.

