

# Tony Robinson OBE OAP is THE MICRO BUSINESS CHAMPION



## THE MICRO IS MAGIC SHOW

"Business Truths" : "Fearless" : "Funny" : "Practical & Valuable"

*"Find out more about the living legend that is Tony Robinson OBE and book his show in your town or city!"*

Paul Lancaster, Founder/Producer, Newcastle Start-Up Week

### Who is it for?

The one hour show is a 'must' for those thinking of, preparing for, starting up or running an enterprise or helping others to do so. Leaders wishing to understand business owners in the UK will enjoy the show too and many can benefit from adopting a 'Small is Beautiful' approach to developing their organisations.

### Why is this show unique?

The show provides essential enterprise truths from 20 years research, 30 years of experience as a business owner and over 2000 interviews with entrepreneurs, many famous. Tony explains why the 'Micro is Magic Way' of starting and running a business is more successful, fulfilling and sustainable than the 'American Way'.

Tony tips his fedora to Dickens, Orwell, Penn & Teller, EF Schumacher's 'Small is Beautiful', Barbara Ehrenreich's 'Smile or Die', Oliver Burkeman's 'The Antidote' and his fictional satire 'Freedom from Bosses Forever'. His story as a founder of enterprise support movements, as a campaigner (e.g. #PayIn30Days) and advocate of an enterprise culture for the many, not the few, is woven into the show.

Delegates learn an inspiring and alternative way to 'avoid the snakes' and 'choose the ladders' for future enterprise success.

### 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

*"Thank you so much for making 'Open for Business' buzz with your 'Micro is Magic' show at Ilfracombe Landmark theatre. Catch Tony's show wherever you can!"*

Robert Zarywacz, Chairman, Combe Business

### Mission: Enterprise for All

Tony, while running his businesses, has held many NED and Vice President positions for national organisations which support enterprise and entrepreneurs. In 1996 he founded the SFEDI Group - the Sector Skills Body (includes the Institute of Enterprise and Entrepreneurs) for Enterprise, which he co-owns. He is Patron of the John Cracknell Youth Enterprise Bank, Director of Yorkshire in Business and is a judge for the Great British Entrepreneurs Awards. Tony is the co-founder, with Tina Boden, of the #MicroBizMatters movement and annual #MicroBizMatters Day.

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

Tony was honoured in 2001 with an OBE for services to small firms and is a recipient of two Lifetime Achievement Awards for Enterprise. He is in the top 100 of UK influencers on Entrepreneurship. He has written five business books, three fictional satires including 'Freedom from Bosses Forever' and one novel - 'Loose Cannon'.

### How to book the Show for your Conference, Event or Exhibition

Tony is exclusively represented by The Brand Activators Creative Agency.

Contact Paul Clark, Director, at [paul@thebrandactivators.co.uk](mailto:paul@thebrandactivators.co.uk) and 07506 019114.

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