



Brett Rutledge

Linguist, Communicator, Social Commentator

Exploring real-world issues through the power of language

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Key messaging

Communicate ideas, raise awareness, challenge existing narratives, foster understanding, evoke emotions, spark meaningful conversations, and inspire change.

There is nothing more important to any organisation than language. Language allows us to express what we think but also shapes our thinking. It's not only the tool we use to help someone understand something; it's also the tool we use to understand something. That's why we say if the language is wrong, so is everything else. When we struggle to articulate or explain something, we don't fully understand it.

Words can't be relied upon to universally describe what we're trying to say. They can't be used as labels. Organisations and leaders must take the time to explain what they mean. We must explain our context to other people because if we don't, they'll bring their own.

Unfortunately, people don't explain context very well. There is a tendency to assume that everyone intuitively understands the words we are using to describe something, but even the most basic words will have multiple interpretations. Oftentimes, even the person using those words doesn't truly understand what they mean by them. And if they don't understand them, why would anyone else?

The job of a linguist is to help you articulate and communicate what you really mean. Linguists help you take control of your context. They help you understand the importance of language and how to unlock its power.

Brett Rutledge is a former World Champion of Public Speaking and Australia's foremost business linguist. Spend 30 minutes with him, and you will never think about business or communication the same way again.



Brett's BIO

Brett Rutledge is an internationally renowned business linguist, strategist, and communication expert. His impressive achievements include winning the World Championship of Public Speaking, a highly competitive annual event organised by Toastmasters International. Brett competed against thousands of participants from around the world and emerged as the winner, becoming one of only five winners outside of North America in the competition's history at that time.

Brett's extensive experience in linguistics and communication is a game-changer for businesses and individuals looking to improve their leadership, culture, and brand. He understands that language is universal, but its meaning is not, so he helps client's control and contextualise their language for maximum impact. With his unique blend of irreverent humour and insightful analysis, Brett is an engaging and enlightening speaker and social commentator.



Topics

- Language and AI
- Language and Marketing
- Language and Identity
- Language and Branding
- Language and Culture
- Language and Negotiation
- Language and Business Ethics
- Language and Market Research
- Language Technology and Business
- Language and Leadership
- Language and Advertising
- Language and Diversity
- Language and Communication
- Language and Thinking
- Language and Sustainability
- Language and Generations



Testimonials

“Brett Rutledge was the star of the show. His delivery and timing were excellent, his jokes just right for the audience and his impersonations flawless.”

Motor Traders Association

We have started receiving evaluations from the AMP Annual Convention and the feedback on Brett is unanimously saying: “Bring him back next year”.

AMP

The humour was pitched at exactly the right level, and I had tears rolling down my face from laughter. The feedback that we have received since has been nothing but positive.

NZ Pork Industry Board

“Brett was great, really managed to cover a very wide audience in terms of ages and kept them all laughing which is a great achievement at that time of the morning.”

Adelaide Convention and Tourism Authority

“We have had many conferences and guest speakers over the years and your presentation was simply superb.”

J. D. Edwards



"Your talk was again excellent and very funny. Thanks again, your contribution was enormous!"

Primary Distributors Limited

"There is no doubt that the highlight of the conference was your address, and we certainly recommend your services to any other organisation looking to take a unique and innovative approach to these types of events."

Fisher & Paykel Communications

"Our sincere thanks ... not only did you deliver a captivating speech with tremendous impact but being available to talk to our guests before and afterwards was perceived by Opal as value added."

Opal Consulting Group

"Our guests loved the message and have told us we have set a precedent impossible to beat next year. Thanks Brett!"

STIHL Limited

"Everyone was greatly impressed by the elegant structure of your brilliant performance as well as the subtle mix of the humour and seriousness it contained. You have a great talent and it was our pleasure to be able to see it in action!"

Life Education Trust



"We all thoroughly enjoyed your talented mimicry and superbly crafted speech which reflected the many hours of preparation and research put in, thus providing excellent entertainment and humour on our special occasion."

Pharmaco

"An excellent end to the evening. I don't think I have ever seen people enjoy themselves so much at a company function."

Carter Holt Harvey Forests

"Brett was excellent! He certainly put in the homework and the results spoke for themselves."

NZ Institute of Management & Control

"Your presentation was outstanding and all the feedback I have had post the event has been positive. I can assure you that this alone is a major feat considering the difficult nature of the group you addressed – Well done!"

Tip Top Ice Cream

"Brett is no ordinary speaker. His presentations ring with laughter – his impact memorable! He uses his multiple personalities to highly entertain with fun and laughter to punch home the message!"

The Business Network



"Your professionalism is exceeded only by your brilliance!"

Export Institute of New Zealand

"Brett is a thoroughly entertaining speaker who sticks to his brief, guarantees audience involvement and ensures a very good overall performance!"

Nestle Ltd

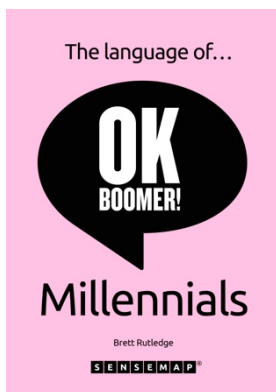
The language of... Series of eBooks

The "Language of..." series offers a captivating collection of eBooks that explores the fascinating connections between language and various aspects of human life. Each instalment delves into a specific domain, unravelling the intricacies of how language shapes and influences our understanding of different subjects.



The language of Identity

What binds us together is what sets us apart. Understand why identity is the key to unlocking your purpose, difference, value, strategy, culture & brand.



The language of Millennials

A plain English guide to help old people understand why young people don't think old people understand them, and how old people could understand young people better even though young people will never believe old people understand anything.



The language of Safety

An exploration of the power of language in shaping our perceptions of safety. It challenges our assumptions and explains how language creates a world where safety is not only determined by physical circumstances but also the words we choose to describe them.

www.sensemap.com.au/ebooks



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