

## **Biography – Mark Schenk**

Mark is the Managing Director of Anecdote International Pty Ltd. He left the Air Force in 1998 after a 20-year career as a logistics officer. His foray into the consulting world took a surprising twist when he stumbled across the incredible natural power of stories. This led to a major change of career to focus on discovering how organisations and leaders can tap into this power.

Mark doesn't consider himself a good storyteller...he just knows the power of using simple narrative patterns to achieve outstanding business results.

Anecdote was formed in 2004. The company is focussed on putting stories to work and helping restore humanity to the workplace. Being in such a niche market has provided many lessons in business, especially surviving two major market downturns and has required considerable experimentation with business models. Mark's time is divided between growing Anecdote's international Partner network which now includes over 50 Partners in 25 countries and delivering Anecdote's workshops and consulting projects. He is passionate about using stories to help leaders be more engaging, inspiring and influential and in help organisations make their strategies stick.

Mark is a regular golfer, an aspiring underwater photographer and dreams of one day catching an iconic Murray Cod in Canberra's Lake Burley Griffin. Cod stocks in the lake have not yet been impacted by his efforts.

