

Richard McCann

Award Winning International Speaker.

1

Inspiring educators since 2005.

Because when they're inspired, your whole school feels it.

2

**Meet Richard McCann:
The Speaker Who Never
Should Have Made It.**

Born into trauma. Labelled "at risk." Placed in care after the murder of his mother by serial killer Peter Sutcliffe. Raised in chaos. Written off by the system.

But one teacher saw something different. He encouraged Richard to enter a school public speaking competition. Richard won. It was the first time he'd felt seen and it changed the course of his life.

That spark turned into something extraordinary.

Today, Richard is one of the UK's most sought-after inspirational speakers, having moved more than **500,000 people across 3,000+ events** including sharing the stage with the very teacher who once believed in him.



Hi Richard, I've been a Head and CEO for 23 years and have heard thousands of speakers. Today, you delivered one of the best presentations I've ever had the honour to hear. To hear your bravery and gratitude to your teachers was truly inspirational. You are an incredible human being."

Adrian Rogers, CEO, Chiltern Learning Trust

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SPEAKER OVERVIEW

Richard's early years were marked by instability, poverty and frequent labelling as a "problem child." Teachers often saw the impulsivity but not the pain underneath, a pattern Richard now understands through the lens of his later ADHD diagnosis and his discovery that he had experienced all ten of the original Adverse Childhood Experiences (ACEs).

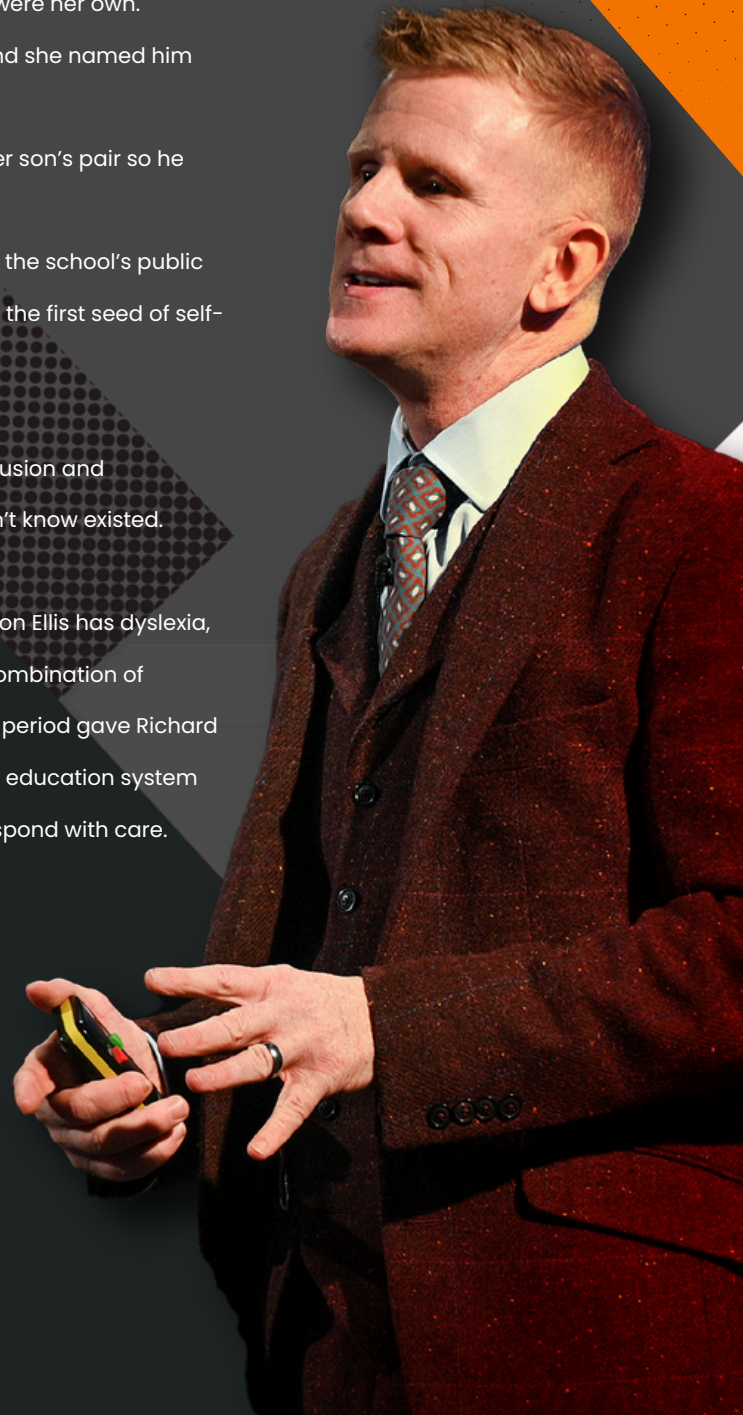
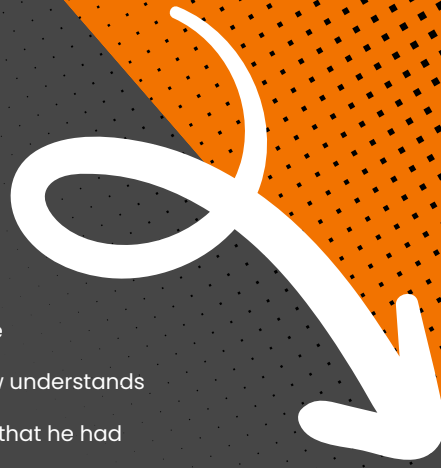
Amid the challenges, there were educators who saw beyond his behaviour and changed the trajectory of his life.

- **Miss Carr**, his new teacher after his mum's death, didn't need specialist training to care for Richard. She simply treated him with kindness and humanity, as if he were her own. Decades later, now retired, they have been reunited. She has a son, and she named him Richard.
- **Mrs Birkenshaw**, noticing he didn't have football boots, offered him her son's pair so he could play. Forty-four years later, they are still friends.
- **Mr Hill**, a teacher who looked past the disruption, entered Richard into the school's public speaking competition, which he went on to win. That moment planted the first seed of self-belief.

These were not small gestures. They were turning points, moments of inclusion and equity in action, where a teacher's belief opened a door that Richard didn't know existed.

Richard's message is further shaped by his experiences as a parent. His son Ellis has dyslexia, and his youngest daughter Isla spent six months out of school due to a combination of conditions, most notably separation anxiety. Supporting her through that period gave Richard new insights into the everyday struggles faced by families navigating the education system and the crucial role that schools can play when they listen, adapt and respond with care.

Richard's work now brings together his lived experience, research into ACEs and practical tools for resilience and inclusion. His keynotes help educators see behaviour through a trauma-informed and neurodiversity-aware lens, reminding them of the transformative power of positive relationships.



WHY SCHOOLS BOOK RICHARD

- ✓ Because his story moves people.
- ✓ Because his message stays with them.
- ✓ Because right now, your staff don't just need new strategies, they need heart, hope and a reason to keep going.



RICHARD'S SESSIONS DO THREE THINGS:

#1

Inspire with raw honesty and emotional depth

#2

Educate with insight into trauma, adversity and post-COVID mental health

#3

Empower staff to reconnect with the impact they make every day

DELIVERED WITH:

✓ HUMOUR ✓ HUMILITY ✓ HOPE

Whether it's NQTs or Trust leaders, Richard connects at every level, creating lightbulb moments that last long after the applause ends.



Without doubt, your presentation has been the most moving and powerful experience I've had in 30 years in education.

Stephen Ball, Headteacher

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WHAT RICHARD DELIVERS



Especially coming out of lockdown, it was exactly what our staff needed – uplifting, emotional, but also full of practical ways to support our children.

Emma Haddon, Deputy Head

READY TO INSPIRE YOUR STAFF?

BOOK RICHARD. CALL:

0113 4268426

- ✓ INSET day keynotes
- ✓ CPD sessions
- ✓ Designated Teacher & Pastoral staff events
- ✓ Whole-school or Trust-wide inspiration
- ✓ Pupil talks focused on resilience and agency

TOPICS RICHARD POWERFULLY COVERS:

- ✓ Emotionally-based school avoidance & school refusal
- ✓ Anxiety & low confidence in pupils
- ✓ Adverse Childhood Experiences (ACEs)
- ✓ Emotional dysregulation & behaviour that challenges
- ✓ The science of hope, belief & motivation
- ✓ Creating psychologically safe classrooms without burning out staff

STAFF LEAVE WITH:

- ✓ A deeper understanding of trauma and behaviour
- ✓ Practical tools to use the very next day
- ✓ A renewed sense of purpose
- ✓ Strengthened morale and team spirit

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EDUCATION CONFERENCES RICHARD HAS SPOKEN AT

PRIMARY & SECONDARY SCHOOLS / TRUSTS / HEADTEACHER CONFERENCES: **iCan ACADEMY**

Achieving for Children Headteachers Conference
Arthur Terry Learning Partnership MAT Conference
Ascent Academies' Trust Staff Conference
Association of Headteachers and Deputies in Scotland Annual Conference
Beyond Schools MAT
Beverley School Teacher Conference
Black Pear Trust
Enfield Headteachers Conference
Bulwell Academy Staff Conference
Carr Hill Secondary School Staff Inset Day
Crompton House MAT Conference
Delta Academies Trust Conference
Durham School Leaders Conference
Falkirk Primary Schools Cluster Conference
Great Learners Trust Conference
Greenfield School Merthyr Tydfil Staff Conference
Halton Association of Primary Headteachers
Harlow School Staff Conference
Harrogate Primary Headteachers Conference
Hartlepool Teachers Conference
Holly Primary School (cluster event), Nottingham
Hounslow Leadership Conference
Lancashire Headteachers Conference

Lanarkshire Primary Schools Cluster
Lincolnshire School Governors Conference
Minster Schools Nottingham Staff Conference
North Lincolnshire School Governors Conference
Nottingham Association of Governors Conference
Headteachers Conference
Oaktrees MAT
Oldham Alliance of Heads Conference
Redcar Headteachers Conference
Ribblesdale High Staff Conference
Rochdale Education and Learning Trust
Sefton Heads Conference
Sefton Education Business Partnership
Stockton Primary Heads Association
Stockton Teaching Alliance Conference
Swallow Hill School (now Dixons Unity Academy) Staff Twilight session, Leeds
Teach First Conference
TeachMeet, Nottingham
The Consortium MAT Conference
The Learning Partnership Headteachers Conference, Wales
Tri-borough Alternative (Education) Provisions Staff Conference
Wakefield School Governors Conference
Wakefield School Improvement Service Conference
West Sussex Primary Leaders Conference
William Henry Smith School Staff Conference



FURTHER EDUCATION (FE) / COLLEGES / UNIVERSITIES

East Kent College Grimsby Institute Staff Conference
Hugh Baird College Staff Conference
Kirklees College Staff Conference
Leeds City College Staff Conference
Macclesfield College Staff Training Conference
Nelson & Colne College: Teaching in FE Event
New College Durham Staff Conference
Open University Staff Conference
Pearson Education Staff Conference
Preston College Staff Conference
Scottish Colleges Conference
South Cheshire College Staff Conference
Southport College
Sparsholt College Staff Conference
Sunderland College Staff Conference
Wakefield College Staff Conference
Wey Valley College Staff Conference
Wolverhampton College Staff Conference

LOCAL AUTHORITIES / COUNCILS / SOCIAL CARE SERVICES

Blackburn & Darwen Children's Services Children and Young People's Service (North) Leaving Care Conference
Coventry Looked After Children's Services: Teachers, Social Workers, Foster Carers
Dorset Education Conference (moved from general to Local Authority)
Hampshire County Council School Administration Conference
Hartlepool Foster Carer Conference
Isle of Wight Safeguarding Children's Board Annual Conference
London Borough of Barking and Dagenham SEMH / Behaviour Conference
Middlesbrough Children Matter Conference
North Lincolnshire: Children's Social Care Conference
Rotherham Council Whole Service Conference
Staffordshire County Council LAC Conference
Wigan Council Corporate Parenting Conference



SEND / SEMH / INCLUSION / SAFEGUARDING

Calderdale Inclusion Conference Hampshire

Music Service Teachers Conference

Lancashire Schools Business Managers
Conference

London Borough of Barking and Dagenham
SEMH / Behaviour Conference

Midland SEMH Schools Conference

National BESD 'Inspire' Conference

Special Education Services Staff Conference,
Norwich

Success in School Safeguarding Conference,
London

Sunderland Designated Teachers Conference

Surrey Safeguarding Conference

Surrey Virtual Heads Conference

EDUCATION NETWORKS & LEARNING PARTNERSHIPS

Association of Physical Education Teachers
Conference

Every Child a Reader Conference
(Nottingham)

Headteachers Conference Reading

Knowsley Partnership of Learning Conference

Learning and Innovation Network for Schools
Conference, Cardiff

National Association for Managers of Student
Services Conference

National Association of Headteachers
Conference, Staffordshire

Northstar Community Trust Conference

Partnership in Learning Conference



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A MESSAGE THAT MOVES PEOPLE — AND MOVES THEM TO ACTION



Richard's unique blend of neuroscience, lived experience and emotional storytelling helps schools understand their pupils and their purpose more clearly.

Whether speaking to 30 Headteachers or 1000 Trust-wide Staff, Richard creates more than inspiration he creates momentum.



One teacher changed Richard's life. Imagine what your team could change with the right inspiration.



**READY TO
INSPIRE
YOUR STAFF?**

**BRING RICHARD
TO YOUR NEXT:**

- ✓ INSET day
- ✓ CPD programme
- ✓ MAT conference
- ✓ Staff wellbeing event
- ✓ Pupil resilience workshop



Richard's keynote was nothing short of exceptional. Staff were still talking about it weeks later. It's rare to see something so personal, relevant, and professionally useful in one session."

Jon Lees, Director, Specialist Education Services

BOOK TODAY

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