

ANDREW GRIFFITHS

Enterprises

EMPOWERING ENTREPRENEURS GLOBALLY

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2016 BIOGRAPHY

AUSTRALIA'S #1 SMALL BUSINESS AUTHOR -
12 BOOKS NOW SOLD IN OVER 60 COUNTRIES.

Author • Mentor • Presenter

From humble beginnings growing up as an orphan, to global entrepreneur, keynote presenter and international bestselling author, Andrew Griffiths is a powerful inspiration to business owners around the world.



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60 COUNTRIES
AUSTRALIA'S #1
SMALL BUSINESS AUTHOR



It has been 15 years since Andrew's first book '**101 Ways to Market Your Business**' (Allen & Unwin) first hit the shelves. The way we do business has evolved furiously during this time – in an age where we are drowning in information but thirsty for wisdom, Andrew now has **12 bestselling titles** which are **sold in over 60 countries**. This is clearly testament to the fact that he continues to offer relevant advice as an author and business commentator.

Starting life as an orphan in Western Australia and growing up all too quickly in the seedy red light district of Perth, Andrew learned to become a survivor. The lessons learned in his battle for survival – in life and in business – have made him one of the most successful and highly sought after authorities in the small business and entrepreneurial space.

As a keynote presenter, Andrew's authenticity is one of his greatest assets. He has the rare ability to hold a mirror up to people and show them the metaphoric parsley stuck in their teeth, with unapologetic honesty and a quick wit.

Andrew imparts wisdom generously, but with clear expectations – he doesn't just want to leave a warm and fuzzy lasting impression on his audience, he wants to have a lasting impact on the way they choose to live, work and do business as a result of what they have learned.

Andrew is a bestselling business author and presenter not just because his personal story is moving and his narrative is unexpectedly humorous, or because he is exceptional at breaking complex issues down into bite sized pieces (although that certainly helps). After **30 years as a business owner** in industries as diverse as **tourism, advertising, retail and consulting**, he has been there and done it and paid close attention to what works and what doesn't.

Andrew's advice is a combination of street smart wisdom, practical concepts and productive triggers, derived from the hard learned lessons in his own trial and error, as well as years of close observation and identification of the characteristics shared by the uber successful.





Today Andrew shares the stage with leaders and inspirational thinkers, from celebrity entrepreneurs including **Richard Branson**, to the up and coming young entrepreneurial elite like **Daniel Priestly**, to game changing politicians, famous authors, inspirational individuals who have done extraordinary things and many more.

In the literary world as an entrepreneurial commentator, Andrew's peers include the likes of **Malcom Gladwell** and **Seth Godin**. As the only Australian columnist for US-based entrepreneurial resource **Inc.com** (a network attracting more than 18 million visitors per month) Andrew is considered an authority in his field. He is also a columnist for **Flying Solo**, the largest 'solopreneur' community in Australia.

Andrew's versatility and ability to speak a language that crosses cultural and geographical boundaries has made him one of the most in-demand consultants in today's highly sceptical market, acting as trusted advisor to a client list of multi-nationals and corporate giants such as the **CBS network**, alongside ambitious small businesses and aspiring entrepreneurs around the world.

In addition to his own business, Andrew is also International Director of Publishing for the highly acclaimed **Key Person of Influence entrepreneurial program**, a global 40 week program. In this role Andrew mentors business owners and entrepreneurs through the authoring and publishing of their own book, imparting his wisdom as a highly successful author to help them to leverage their position as leaders in their chosen field. This program operates in the England, USA, Australia and Singapore.

Andrew is an active philanthropist and passionate campaigner for Not For Profit organisations which create better living opportunities for others, including an Ambassador role with **Act for Kids** and fundraising support for the **Salvation Army**, the **Red Cross Blood Bank** and the **RSPCA** to mention a few.

Described by many as the big man with the big heart, Andrew is on a mission to share the entrepreneurial rites of passage that he has learned to help others set themselves apart from the crowd. His desire is to help the people he works with to grow personally and professionally by challenging their beliefs and to develop and build the business they desire and deserve, the one that exceeds their own expectations in every way.

Andrew appears regularly in various national and international media including:



CBS Interactive

Inc.



KEY PERSON
of Influence

FLYINGSOLO
MICRO BUSINESS COMMUNITY



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