

ANDREW  GRIFFITHS
Enterprises
THE ENTREPRENEURIAL FUTURIST

SPEAKER KIT 2024



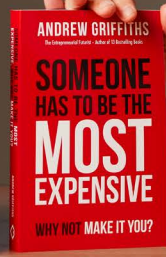
AUSTRALIA'S #1 ENTREPRENEURIAL AUTHOR AND SPEAKER

**“I HELP PEOPLE
OF SUBSTANCE TO
BUILD BUSINESSES
OF SUBSTANCE.”**

ANDREW GRIFFITHS



ANDREW GRIFFITHS - AUSTRALIA'S #1 SMALL BUSINESS AUTHOR



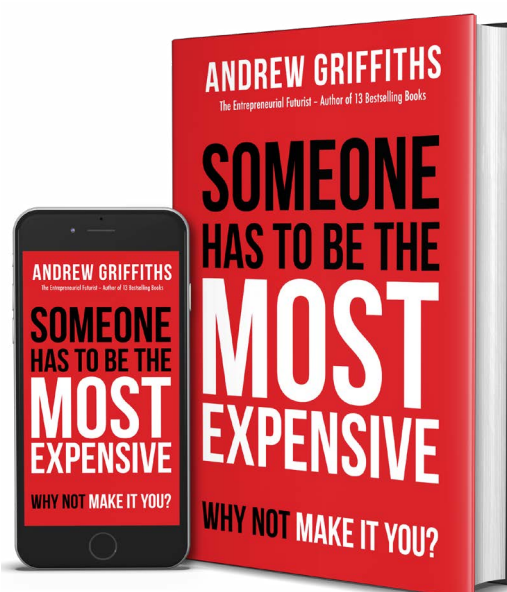
FROM HUMBLE BEGINNINGS GROWING UP AS AN ORPHAN TO INNOVATIVE ENTREPRENEUR, GLOBAL SPEAKER AND INTERNATIONAL BESTSELLING AUTHOR, ANDREW GRIFFITHS IS A POWERFUL INSPIRATION TO BUSINESS OWNERS AND ENTREPRENEURS AROUND THE WORLD. HIS PASSION IS FUTURE PROOFING AND HE BRINGS HIS OWN UNIQUE AND ENTERTAINING STYLE TO THIS VERY BIG AND VERY RELEVANT TOPIC.

Andrew Griffiths is best described as an entrepreneurial futurist - in other words he specialises in future proofing businesses across virtually every industry and in every corner of the planet. With 13 bestselling books sold in 65 countries (and he has just released his 14th book) and a client base that includes organisations such as the European Union, CBS, Hewlett Packard, Hertz and Telstra, to mention just a few of the 500 organisations he has worked with, he is clearly sought after to provide advice and wisdom for the smallest of businesses to the largest of organisations.

Andrew is able to share his observations, experiences and research from around the world to identify the exact steps any organisation needs to take to become future proof. And he delivers his advice in a down to earth, simple and often hilarious way. Andrew has been a commentator on all things business for many years for organisations including INC, CBS, Newscorp and Flying Solo. He has created thousands of sharp, relevant and insightful articles, videos and podcast episodes as well as being interviewed hundreds of times by various media around the world.

Andrew's advice is a combination of street smart wisdom, practical concepts and productive triggers, derived from the hard learned lessons with his own trial and error, as well as years of close observation and identification of the characteristics shared by both the really successful and the really unsuccessful. Andrew started his business world at the age of 18 as a commercial diver, he taught bush survival skills in the outback of Western Australia, ran his own travel business, his own SCUBA school, an advertising business and most recently a marketing consultancy.

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 and to stay relevant with their customers for a lifetime. In a world where simply keeping up is proving the greatest challenge, hearing about what is happening with both the big business world and the small business world, from someone with 40 years of entrepreneurial experience, is highly beneficial.





ANDREW'S EXPERIENCE SHINES THROUGH ON ANY STAGE

IT'S ABOUT CREATING LASTING IMPACT WITH ANY AUDIENCE

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 the information he shares and the stories he tells.

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

Andrew is considered one of the greatest storytellers in the speaker profession. He has an endless bank of his own personal experiences to share with audiences as well as countless anecdotes and observations. Andrew delivers these in energetic storytelling mode that help impart meaningful and significant lessons to any audience.

NOT ONLY A SAFE ENGAGEMENT BUT ALSO A WISE ONE

Thoroughly engaging, a masterful speaker with decades of experience on stages around the world, and one of the leading entrepreneurial speakers in Australia, Andrew is the man that over 500 organisations, in 25 countries, have trusted to help inspire, challenge and engage their audiences. At the same time he is extraordinarily easy to work with and the consummate professional in all that he does. Voted the best speaker at events time and time again, booking Andrew for your next event is not only a safe engagement, but also a wise one.



WHAT PEOPLE SAY ABOUT ANDREW GRIFFITHS

‘Andrew Griffiths has a unique gift. He is one of the greatest communicators of our time. Part philosopher, part futurist and part advocate for entrepreneurs everywhere.’

SHELLEY WILD, CEO, PEOPLEHQ AND FOUNDER OF THE HUMAN LEARNING COLLECTIVE

www.humanlearningcollective.com.au

‘Anyone can be the cheapest, the art is being a brand and service that is highly valued. In Andrew’s new book he takes you on a journey that makes you think bigger, bolder and braver than ever before to create an offering that is memorable, referable and loveable. This book is a total game changer!’

KEITH ABRAHAM, MULTI-AWARD WINNING GLOBAL SPEAKER, FIVE-TIMES BEST SELLING AUTHOR

www.keithabraham.com

‘Andrew Griffiths is real, raw and relevant.’

THE SUNDAY MAIL

‘Andrew Griffiths is the eighth wonder of the world. He embodies authority, integrity and authenticity when it comes to doing business, and the success of the people he works with is mirrored around the planet. Those of us in his community are loyal, grateful and fiercely willing to support his extraordinary entrepreneurial work.’

DARREN FINKELSTEIN, THE ACCOUNTABILITY COACH, AUTHOR AND MENTOR

www.tickthoseboxes.com.au

‘There is no one else like Andrew Griffiths. He’s larger than life, totally driven to help others, and he makes doing business a blast.’

ANH DOH, COMEDIAN, AUTHOR AND SPEAKER

‘Andrew Griffiths – we salute you.’

WEEKEND SUNRISE

‘Andrew Griffiths is one of the best authorities I know on how to do business better. He is a never-ending source of smart information and powerful inspiration.’

BRIAN HAVERTY, FORMERLY EDITORIAL CONTENT MANAGER, CBS INTERACTIVE

‘You know what I like most about Andrew Griffiths? His energy, enthusiasm and ability to see the best in something (business and life). Add to that a depth of business knowledge that is simply incredible and you get someone who knows their stuff and can deliver it in a way that people just get. That brings out the best in all of us.’

ROWDY MCLEAN MBA, FAIM, CSP, 2019 KEYNOTE SPEAKER OF THE YEAR

www.rowdymclean.com

‘Andrew Griffiths is a very unique human being. He is one of those very rare souls that you only meet once or twice in your life who really cares about everyone around him, who gives and keeps on giving selflessly without ever expecting anything in return. And behind his fun-loving, self-deprecating wit is a sharp mind, a warm wisdom and attention to detail that creates powerful insights and incredible bolts of inspirational magic, time and time again.’

BUSHY MARTIN, GET INVESTED AUTHOR AND PODCAST HOST

www.knowhowproperty.com.au

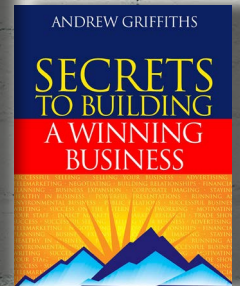
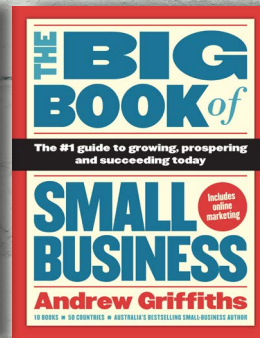
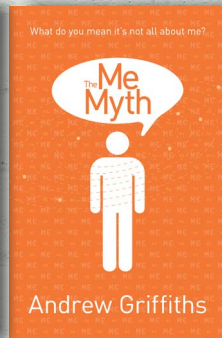
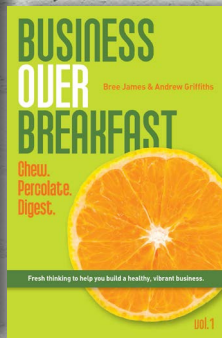
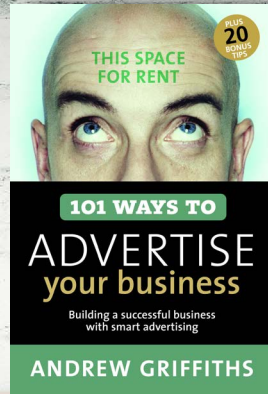
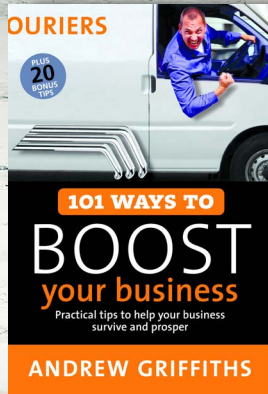
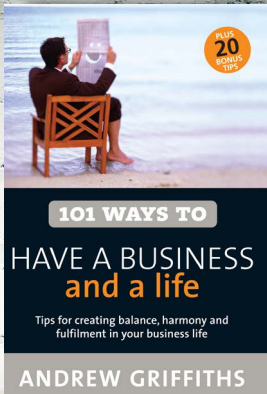
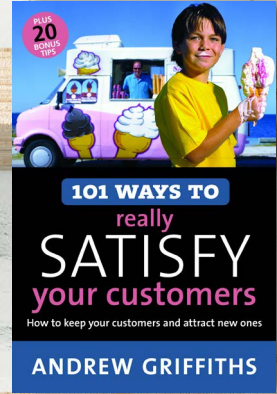
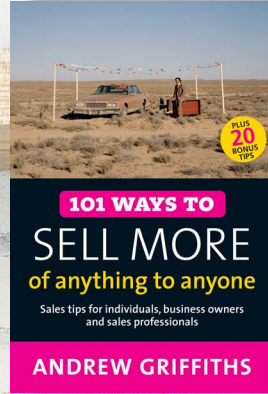
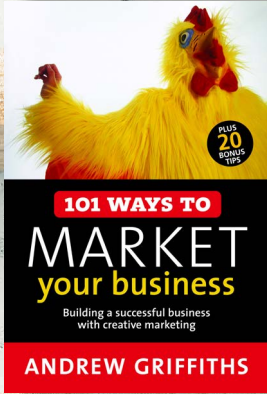
‘After an intensive and challenging three-week tour of England, with a wide range of varied events throughout the country, the audience net promoter average across Andrew’s events was 9.7/10 – it was, without a doubt, the highest of any presenter we had ever had. A truly extraordinary result from a truly extraordinary speaker and authority.’

LUKE RENEHAN, FORMER HEAD OF MARKETING AND EVENTS, NEWABLE

www.newable.co.uk

ANDREW GRIFFITHS IS OFFICIALLY AUSTRALIA'S #1 SMALL BUSINESS AUTHOR

WITH 14 BESTSELLING BOOKS SOLD IN OVER 65 COUNTRIES



THE SINGLE MOST COMMON BUSINESS
MISTAKE?



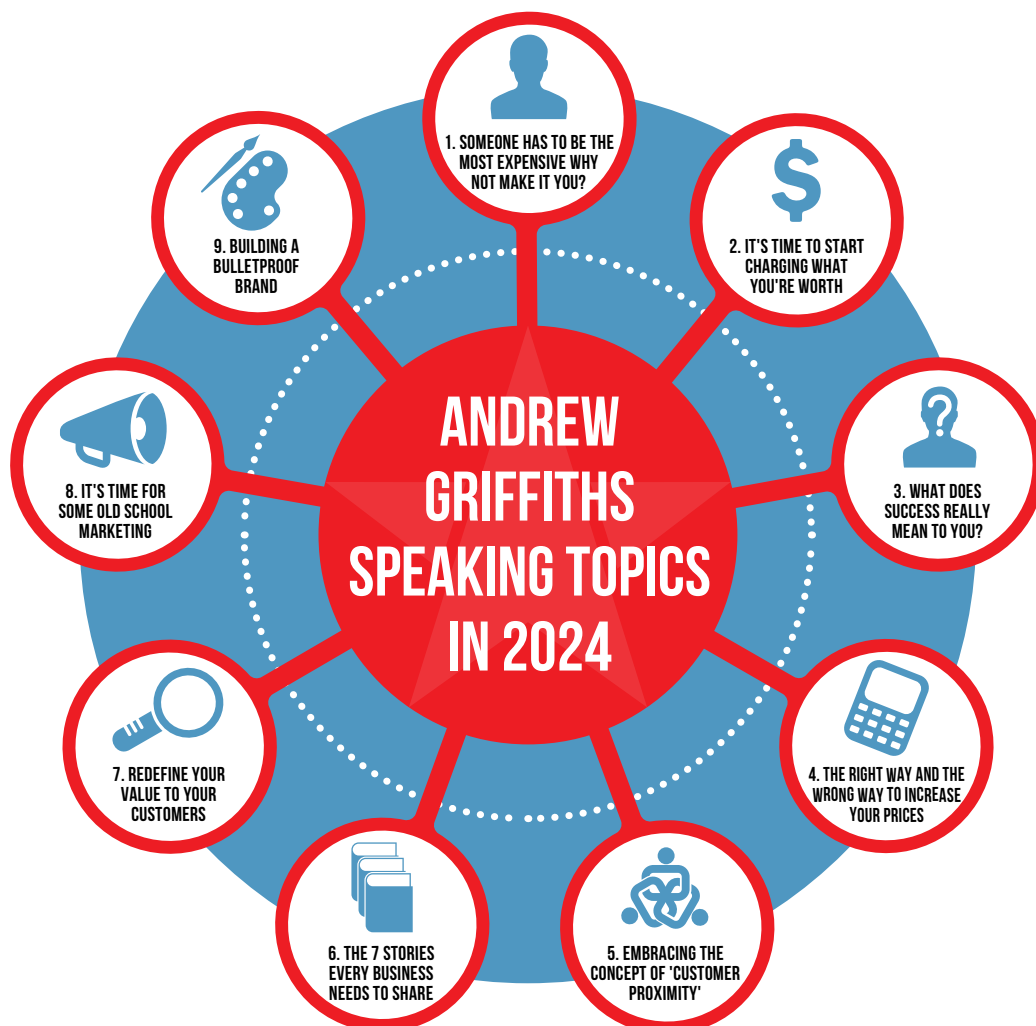
1000 PRESENTATIONS ACROSS 25 COUNTRIES GLOBALLY FOR OVER 500 ORGANISATIONS



ANDREW'S CURRENT SPEAKER TOPICS

Andrew is clearly highly experienced and knowledgeable around most business related topics, but his real strength lay in inspiring business owners and encouraging them to take the right actions that will increase their chances of success. Every presentation he delivers is customised to suit the audience, with a strong lean towards meaningful storytelling and practical examples. As a man who has led a full life, he draws on many of his experiences to illustrate key learnings.

The following list will provide some guidance on the specific topics Andrew can deliver. Please note that all material delivered will be extremely current, contemporary and relevant to your audience. You don't succeed as a professional speaker for over 25 years without learning how to stay relevant by delivering the right information to the right audience.





IT'S TIME TO START CHARGING WHAT YOU ARE REALLY WORTH

A POWERFUL 2024 KEYNOTE FOR ALL BUSINESS AUDIENCES

There is no doubt that business owners everywhere are under pressure to increase their prices as they face sky rocketing costs. This is unlikely to change in the near future with a grim economic outlook, but not every business owner has the confidence to increase their prices. The longer they hold off, the less profitable their business becomes.

This keynote presentation is designed to showcase what the benefits are to the business owner when they start to charge what they are truly worth. Andrew addresses the overall impact this has not only on the business but also on their life overall.

Andrew does a deep dive providing both the inspiration and the practical advice on the following -

- **Why now is the right time to start charging more.**

- **What stops business owners from charging what they are worth (the villains).**
- **Rethink and redefine how customers value a business**
- **Understanding that you can't just triple your prices tomorrow**
- **Being clear that there is a cost to this process, but it's a cost most business owners are prepared to pay.**
- **Focusing on the reward at the end of the process.**

The feedback from organisations that have engaged Andrew to deliver this keynote in the last 12 months has been extraordinary - with testimonials including "the best keynote we've seen in 30 years of running our conference" and "now our businesses have the confidence and the pathway to start charging more for what they do - and they are excited about it".

IT'S TIME TO START CHARGING WHAT YOU'RE TRULY WORTH

1. RIGHT HERE, RIGHT NOW



3. KNOW YOUR VALUE



2. KNOW THE VILLAINS



4. YOU CAN'T JUST PUT LIPSTICK ON A WOMBAT



5. RE-WRITE YOUR STORY



6. IT'S GOING TO COST YOU



7. THE REWARD



I just wanted to thank you for your excellent presentations. We have had amazing feedback from our delegates. Your engagement with the audience and storytelling left them inspired and ready to take action.

NATIONWIDE JEWELLERS





WE NEED TO REDEFINE THE CONCEPT OF SUCCESS

THE PERFECT TOPIC DURING A TIME OF DRAMATIC CHANGE

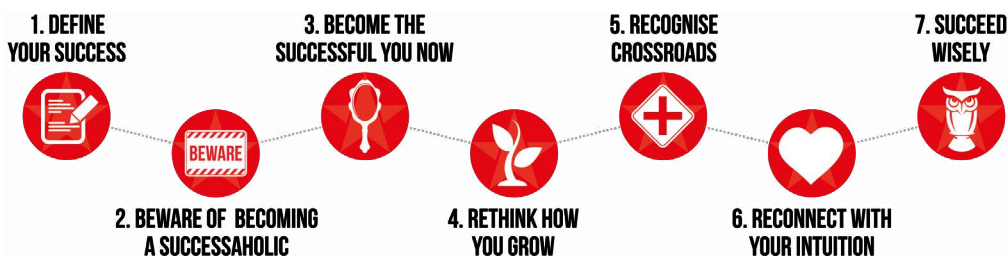
What does success mean to you? This is a big question and traditionally most responses lean towards the predictable responses of a nice car, a big house, holidays, education for the kids and so on. But the last few years have caused many of us to stop and take stock of our lives as they are and our lives as we want them to be.

Andrew is known globally for helping people to become successful as business owners. It's a topic that's been over 40 years in the making for him. But now he wants business owners to stop passively striving for a success that doesn't really give them what they want. Instead he's pushing for people to redefine success and build a business and a life that meets their new needs and expectations in a rapidly changing world.

In this though provoking keynote Andrew will -

- Challenge conventional definitions of success.
- Warn of the challenges of becoming a “successaholic”.
- Show the audience how to adopt a life of success right now.
- Explain the importance and the opportunity of crossroads.
- Discuss the need to reconnect with our intuition to be deeply successful.

SUCCESS



“ I think we are often guilty of thinking about ‘Success’ through one lens - the lens that the gurus perpetuate when they talk about what ‘success’ should look and feel like. And so it was so impactful for me to listen to Andrew Griffiths’ powerful keynote, which completely debunks the myths I had bought into (for literally my whole life) about what ‘success’ is. I had swallowed the whole cookie cutter approach to ‘success 101’ and it was liberating to hear that success is actually something a whole lot different. This is one of the most powerful and personally impactful keynotes I have heard - I have rewritten my success story and I am so grateful to Andrew.

KATE CHRISTIE - BESTSELLING AUTHOR, SPEAKER AND FOUNDER OF TIME STYLERS

ANDREW HAS DELIVERED PRESENTATIONS TO WELL OVER 500 ORGANISATIONS AROUND THE WORLD



ANDREW HAS HUNDREDS OF TESTIMONIALS BUT THIS ONE CAPTURES EXACTLY WHAT MAKES HIM SUCH AN EXTRAORDINARY PROFESSIONAL SPEAKER



“In the last 10 years I have run over 1500 events across the globe. Andrew is, without doubt, one of the best presenters I have ever worked with. I pitched Andrew on a roadshow of events for Newable, the Department of International Trade UK and the Enterprise Europe Network.

British audiences are far less interactive and very different to Australian audiences. Yet Andrew has this extraordinary ability to win a room within the first few minutes on stage, with his real life experience and business knowledge, which he shares so powerfully with his masterful storytelling.

That particular roadshow consisted of a 14 event series, including a story telling keynote at a diversity conference for 500 women entrepreneurs, a full day content marketing workshop for my event team of 16, a 2 day presenter training workshop for 70 hard-nosed International Trade Advisers and 11 one day workshops on branding for international sales, conducted throughout England.

Each event had a different format, location, content and audience but the one thing that was consistent throughout the roadshow of events was Andrew’s ability to connect with each and every audience, to inspire, motivate and educate. No mean feat in light of the challenging times being faced with business uncertainty around Brexit.

The audience net promoter average across Andrew’s events was 9.7/10 – it was the highest of any presenter we had ever had. A truly extraordinary result from a truly extraordinary speaker.”

LUKE RENEHAN
FORMER HEAD OF MARKETING AND EVENTS, NEWABLE
WWW.NEWABLE.CO.UK



ANDREW IS REGULARLY FEATURED IN THE MEDIA GLOBALLY



ABC
Australian
Broadcasting
Corporation



anthill



CBS Interactive



Entrepreneur

FLYINGSOLO
MICRO BUSINESS COMMUNITY

foundr
A MAGAZINE FOR YOUNG ENTREPRENEURS

good morning

IHUFFPOST

Inc.

inside small
business

Kochie's
BUSINESS
BUILDERS

The Courier Mail

MINDFOOD
SMARTTHINKING

Money

news
.com.au

Business

QANTAS



sky NEWS
BUSINESS



SmartCompany

SOUNDCARTEL

The Sun-Herald

the SundayMail



TEDx

THE
AGE

THE
AUSTRALIAN

ticker

TODAY

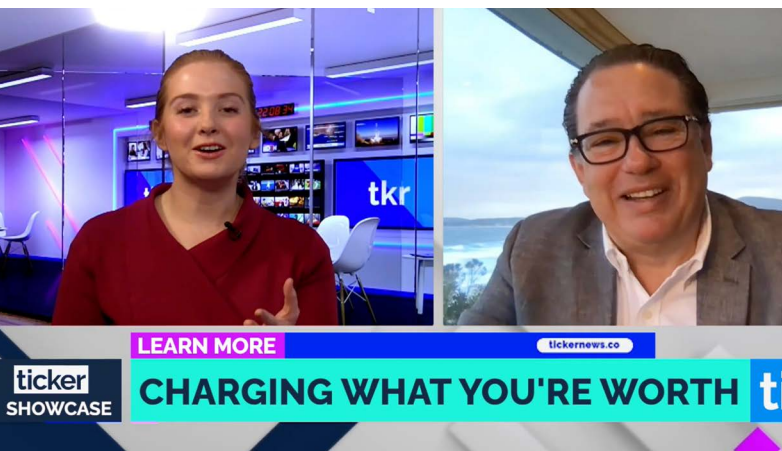
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virgin australia
voyeur

ANDREW IS REGULARLY FEATURED IN THE MEDIA GLOBALLY

YOUR AUDIENCE NEEDS A CREDIBLE SPEAKER

When it comes to credibility Andrew's experience shines through - as well as being a successful entrepreneur, having written 14 books for major national and International publishers and speaking at over 1000 events around the world, he continues to have a growing media presence. Andrew has been interviewed hundreds of times for radio, television, newspapers, podcasts and many other online platforms.



MY WIKIPEDIA PRESENCE

Andrew Griffiths is an Australian small business author and has written 14 books which have been sold in over 65 countries globally. He has been published by Allen & Unwin and Simon & Schuster and now he works closely with Publish Central. Andrew's books have been translated into 12 languages, from Russian to Chinese and he has worked with hundreds of organisations around the world teaching, training and presenting on all things entrepreneurial.



OTHER SERVICES OFFERED BY ANDREW GRIFFITHS

1 PLAN AND DELIVER SPECIALIST TRAINING

I run training programmes teaching everything from how to communicate, engage and sell to small business owners, to creating content and articulating messaging for a small business market. Typically I do this to corporate sales and marketing and communication teams.

2 SMALL BUSINESS AMBASSADOR

Could your organisation create leverage and engagement by utilising a small business Ambassador? This is something I've done a considerable amount of in the past. Ideally, we need to develop a strategy around this, but there is no doubt it is a great way to engage.

3 PLAN, DEVELOP AND DELIVER ENGAGING AND RELEVANT WEBINARS

I can conduct interactive, engaging webinars either as one off, topic specific or as a series done over a selected period of time, generally on a bigger topic or part of a training programme. I do webinars all over the world on a regular basis.

4 CREATING ENGAGING VIDEOS FOR YOUR SMALL BUSINESS AUDIENCE

Perhaps you would like a training programme developed as a video series that can follow a theme, teach a specific skill set or some other form of online learning. Videos can also be done as one off topic specific content.

5 GROUP OR INDIVIDUAL COACHING

Conducting one to one or group coaching sessions online, either as one off problem-solving or support sessions through to ongoing coaching as part of a programme. Some companies buy coaching packages to give as prizes in competitions targeting their small business customers.

6 DEVELOP A SPECIFIC PODCAST

Podcasting is a great tool, that is often under-utilised, to create engagement and educate. These can be short term topic specific themed podcasts used to deliver training and support either focusing around a specific topic or sector or as an ongoing connectivity tool. These can be a set number of episodes or an open ended podcast series that ends when the need for the show ends.

7 VIRTUAL WORKSHOPS/SUMMITS

Virtual workshops can be conducted either for a few hours or even expanding into a multi-day event. These can be themed and developed according to the needs of the specific organisation and the relevant target market. I can source others to be involved in large events as speakers as well.

8 WRITTEN CONTENT

Written content created as one-off blog posts right through to ongoing regular content either as a stand alone piece or as part of a large content platform. I can also source other specific topic experts and authorities to provide combined content for a platform. I have written approximately 3000 articles to date.

9 CREATING EBOOKS/WORKBOOKS

Create ebooks, training workbooks and other collateral that can be used in conjunction with a specific theme or to support some other campaign.

10 PROGRAMME DEVELOPMENT

I can develop topic specific programmes that incorporate a range of the above products, once again as one-off topics around a central theme or longer programmes set over several months.

11 MASTER CLASSES

I can develop, plan and manage Master Classes on a broad range of topics to suit various markets. These can be used as incentives, sales tools or rewards.

12 BUILD COMMUNITIES

Through my connections, I can assemble a group of credible, knowledgeable small business authorities to build an online advice based community, present an event or summit or have as guests for podcast shows, a webinar series or media appearances.

13 MC YOUR NEXT EVENT

Andrew is a highly experienced event MC. He can not only ensure your event runs smoothly, but he brings a sense of playfulness and fun to help event attendees have a great time.

“I WORK WITH PEOPLE OF SUBSTANCE TO BUILD BUSINESSES OF SUBSTANCE”

ANDREW GRIFFITHS, THE ENTREPRENEURIAL FUTURIST



WOULD YOU LIKE TO WORK WITH ME?

If you want a MC for your event, I can certainly make sure it runs smoothly, but also ensure that there is a playful and engaging atmosphere to help attendees not only learn but also have a great experience.

ANDREW  **GRIFFITHS**
Enterprises

THE ENTREPRENEURIAL FUTURIST