

ANDREW GRIFFITHS

Enterprises

THE ENTREPRENEURIAL FUTURIST

13 BESTSELLING BOOKS
20 YEARS - AUTHOR
SOLD IN 65 COUNTRIES

OVER 500 PRESENTATIONS
35 YEARS - SPEAKER
DELIVERED IN 25 COUNTRIES

AUTHOR • SPEAKER • COACH
35 YEARS - ENTREPRENEUR
GLOBAL SMALL BUSINESS



ANDREW GRIFFITHS SPEAKERS KIT

THE ENTREPRENEURIAL FUTURIST



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 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 a client base that includes organisations such as the European Union, CBS, Hewlett Package, Hertz, Telstra and NewsCorp, 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 to 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 an entrepreneurial commentator for many years, sharing both his observations and his realisations with audiences including INC.com out of New York, American based media giant CBS, NewsCorp and many others.

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 stories he tells.



It has been 20 years since Andrew's first book, the iconic '**101 Ways to Market Your Business**' (Allen & Unwin) first hit the shelves. The success of his this book led to a suite of other business titles, media interviews (over 500), podcasts, shows and much more. Andrew's books have been translated into languages as diverse as Nigerian, Chinese, Indonesian, Russian and Indian.

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 35 years of entrepreneurial experience, is hugely beneficial.

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 have trusted to help inspire, challenge and engage their audiences.

THE SINGLE MOST COMMON BUSINESS
MISTAKE?



DELIVERING OVER 500 PRESENTATIONS ACROSS 25 COUNTRIES GLOBALLY

CHECK OUT THESE VIDEOS:

THE *Art* OF STORYTELLING



At an early morning event, Andrew shares his own unique take on the Art of Storytelling to an audience of 500 entrepreneurs in Sydney.

★ [Click here to play](#)

AVOIDING *Business* ISOLATION



Business isolation is a big issue for business owners, especially as more entrepreneurs tend to operate from home. In this interview with Robert Gerrish, Found of Flying Solo, Andrew provides a number of insights into the concept of business isolation and most importantly what we can do about it.

★ [Click here to play](#)

ZERO *to* HERO



Some might say that mine is a 'rags to riches' story, and I guess that's true. But, if you're thinking I shot to fame in some kind of overnight success, you couldn't be further from the truth...

★ [Click here to play](#)

TEDx *Talk*



I had the great pleasure of being invited to do a TedX talk recently. The theme was "curiosity" and my talk was titled "Imagine if we were 33% less angry". To find out why 33% you will need to watch my talk.

★ [Click here to play](#)

ANDREW *Who?*



Find out all there is to know about me!

★ [Click here to play](#)

A BRIEF LOOK AT ONE OF MY *Events*



Just after the GFC, Cairns was in a state of depression, the economy was dreadful, unemployment was the highest in the country. I got sick and tired of hearing the negativity so I put on an event called BE INSPIRED. This is a brief summary - and the reaction of those who attended at the end.

★ [Click here to play](#)



I'VE BEEN PRESENTING AROUND THE PLANET FOR 35 YEARS

I've been delivering keynote addresses around the planet for almost 20 years. In that time I've presented on a huge range of topics, for every industry imaginable. I always like to make my presentations engaging, current, I share many stories and experiences, and I give my audience valuable take home advice that they will be able to use immediately. My audiences vary from Small Business owners and entrepreneurs, to corporations, industry groups and special interest groups.

Over the next few pages I outline the kinds of keynote presentations I am offering. Please note I always tailor make my presentations, so if you have a specific topic in mind, that isn't in the following information, please let me know and I'll do my utmost to accommodate your request.

THE TYPES OF THINGS I TALK ABOUT





SOME OF THE PRESENTATIONS TOPICS I DELIVER

★ THE FUTURE OF BUSINESS - 2030

There is little doubt that the world is changing at a ridiculously rapid rate, with direct impact and resultant consequences on all of us. Nowhere is this being felt more than in the world of business. We are seeing industries struggling to keep up and old, well established businesses disappearing from the face of the planet, simply because they are unable to evolve to survive and thrive in the new world. In this presentation, I share what I have observed to be the most important considerations and focus for businesses of all kinds to future proof themselves as hurtle towards 2030.

★ WOULD YOUR CUSTOMERS FIGHT TO SAVE YOUR BUSINESS?

This is a big question and one that few of us would be able to respond to with a resounding “yes”. But why not? How do we become one of those organisations that has such deep connection with our customers that if we did get into some kind of trouble, they would actually be the ones fighting to keep us going? In this presentation I’m going to share some stories about businesses that have achieved this exactly this and really clarify how they have been able to achieve this extraordinary relationship.

★ SOMEONE HAS TO BE THE MOST EXPENSIVE, WHY NOT MAKE IT YOU?

Someone has to be the most expensive - why not make it you? But if you’re going to be the most expensive, you have to be the best - simple as that. Do you really charge what you are worth? Or are you like most businesses with the strategy of simply trying to be the cheapest to buy business? The reality is that this strategy is not a good one, especially when we are living in a world that is more accepting of paying for quality than ever before. There are many examples to support how this strategy is working, and how consumers are more accepting of paying for quality than ever. Now really is the time to start charging what you are worth. Someone has to be the most expensive, why not make it you.



SOME OF THE PRESENTATIONS TOPICS I DELIVER

★ WHAT INNOVATION IN BUSINESS REALLY LOOKS LIKE AROUND THE WORLD

In this thoroughly engaging presentation I share many stories about the face of innovation around the world - what it really looks like and what it means for the rest of us in business. This is a great opening keynote for any event with an innovation theme, or an energetic presentation for later in the day when you want to get your audience laughing, engaged and thinking about the things that matter.

★ MAKE THE MOVE FROM CUSTOMER TRANSACTIONS TO CUSTOMER EXPERIENCES

One of the single biggest shifts in the business world in recent years has been the shift for consumers, where they are moving from accepting transactions to demanding experiences, whenever they spend their money. Customer service means a whole different thing today to what it meant 10 years ago and most businesses are struggling to adapt to their customers expectations. Failing to master this is a sure fire recipe for disaster.

★ 7 STRATEGIES FOR REAL BUSINESS SUCCESS IN 2020

There has never been a better time to do business, there has never been a tougher time to do business. I get to travel the world and meet and work with all kinds of entrepreneurs - some doing great things, and sadly many who are struggling. I get to see what the common characteristics of the successful ones are, the trends they work with and the strategies that they develop - and share these with my audiences to help spell out exactly what we all need to be doing to survive and thrive in the rapidly evolving world that we live in. A positive and inspiring keynote that is perfect for any business audience.



SOME OF THE PRESENTATIONS TOPICS I DELIVER

★ IT'S TIME FOR SOME GOOD OLD SCHOOL MARKETING

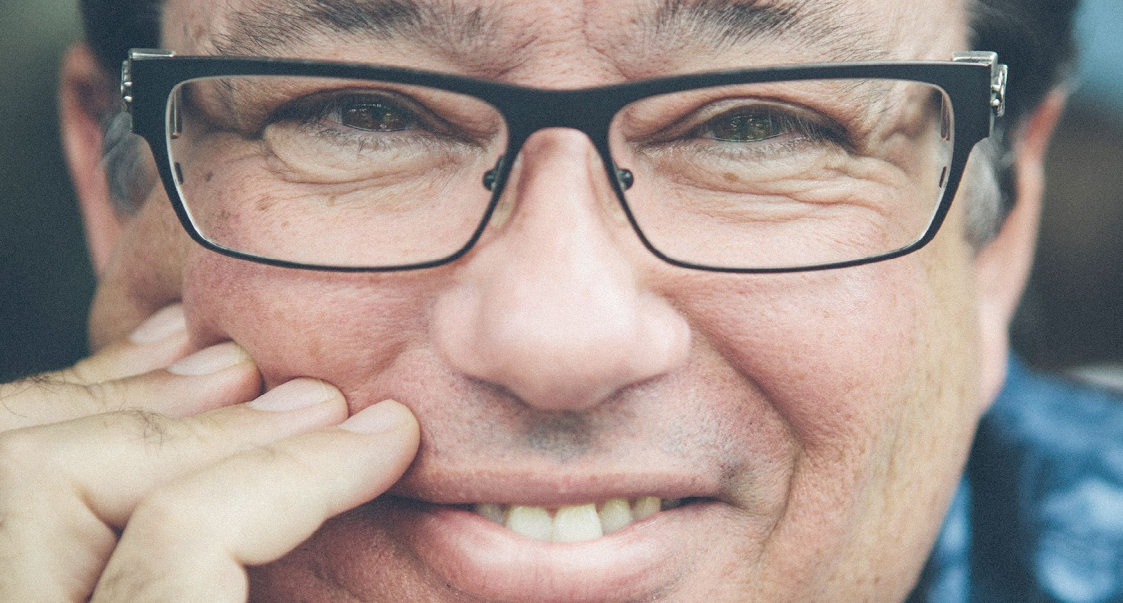
In a world obsessed with all things digital, marketing has in many ways become very challenging when it comes to standing out from our competitors. I've been a fan of old school marketing for a long time (since writing the iconic 101 Ways to Market Your Business in 2000 in fact), and I believe that it has more relevance today than ever. Now don't get me wrong, I'm not saying digital is wrong, far from it, I'm saying that if we mix digital marketing and old school marketing we can get far more cut through - which can only be a good thing.

★ WHAT I'VE LEARNED FROM 35 YEARS AS A BUSINESS OWNER

Being a successful Small Business owner for 35 years means I have definitely learnt a thing or two along the way. Today, as a bestselling business and entrepreneurial author, with 13 books sold in over 65 countries, I compare not only my own learnings, but also the experiences of hundreds of thousands of Small Business owners around the world, to share what are the key lessons to succeed in business. These are not what you think - and they will certainly challenge traditional thinking.

★ THE ME MYTH - WHAT BECOMES POSSIBLE WHEN WE CHANGE OUR FOCUS

This presentation really showcases my story - starting life as an orphan and overcoming the often predictable life that comes from an unusual beginning. I talk about the key learnings I've had in my life, everything from near death experiences as a commercial diver, through to becoming a global bestselling author and speaker. It's inspirational, funny, uplifting - and a great story of overcoming adversity.



SOME OF THE WONDERFUL ORGANISATIONS I HAVE HAD THE PLEASURE OF WORKING WITH IN RECENT YEARS



A LOT OF HAPPY CUSTOMERS

“Andrew Griffiths brought incredible insight to our Mastermind Community. His message was strong and his values aligned perfectly with our organisation. Everyone present walked away with new goals and a growing desire to “Give”. Andrew himself was inspiring, engaging, on message and fun. He demonstrated to our group of entrepreneurs what it takes to be successful and discussed his views around individuality, being the best, seeking opportunities, innovation and making mistakes.

He was the perfect model and we would welcome him back at any time.”

**Sharon Pearson, Founder,
The Coaching Institute**

“The Program Development Committee spent 15 months finding the right people to create a memorable program. Clearly they made a great choice in selecting YOU.”

**Jennifer A Borislow, President,
Million Dollar Round Table, USA**

“Hi Andrew - it was great to meet you last week - we really appreciated your outstanding conference hosting/MC skills - I understand how much effort and energy goes into these processes (so to the audience it looks simple and flows seamlessly!”

**Stephen Chapple ACECd,
National Chair, Economic
Development Australia**

“Hello Andrew - It was an absolute pleasure to work with you this morning. In the lead up to the event you were clear and helpful in regards to your requirements. As someone who works on the technical side of conferences, I found it comforting to know we had a professional on board who appreciates how to work as part of a team.

Having now heard you present on several occasions I was looking forward to your keynote today. You certainly didn't disappoint. In spite of the early start you took to the stage with your trademark enthusiasm, good humour and insightful wisdom. I could see the entrepreneurs throughout the room wearing out their thumbs taking notes on their phones.

In my dealings with you I am constantly impressed by your generosity of spirit, humility and kindness. I hope to be able to refer you to my clients so that others may benefit from your presentations.”

Geoff Anderson, Sonic Sight

“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, CBS Interactive



A LOT OF HAPPY CUSTOMERS

“Inspirational, gutsy, dynamic and creative are just a few words that I use to describe Andrew Griffiths. He brings a flamboyant verve to the corporate keynote speaking circuit. Not only does he have extraordinary information to share with his audiences but he holds his own by bringing passion to the stage and more importantly, he balances the strength of his presentations with authenticity and a warm generosity that is appreciated by his audience. I highly recommend his ‘gigantic’ performances and look forward to accessing his skills again and again and again.”

Shelley Evans-Wild, Managing Director, Neuropower

“The feedback from everyone who attended your session was excellent. And best of all, everyone was inspired to take action.”

Michael Paul, CEO, Pack & Send

“Our conference delegates were unanimous in their genuine praise of Andrew’s style, delivery and insights into small business and how to solve problems and improve results! Andrew is inspirational and motivational but in a practical way with a very hands on and pragmatic approach.”

Joanne Wood, General Manager Retail Operations

“Despite being asked to present the last session of the day for two hours straight, Andrew delivered a dynamic presentation titled “Presenting Like a Pro, amateur hour is over.” Andrew delivered clear, strong and practical messages in a most engaging manner with great use of humour to keep the groups attention.”

Peter Mancell, Managing Director, FYG Planners

“A short but very sincere note to thank you for a mighty presentation at our recent conference in Cairns. It was important for us to have our delegates inspired on the second morning of the conference and you certainly managed to achieve that objective. But you also left us all with a lot to think about, during the conference and beyond.”

Mike Canon, Executive Director, Association of Australian Convention Bureaux Inc.

“Andrew Griffiths showed a group of our clients how important it is to market their small business. He was able to provide them with the practical skills to help them connect with their clients. It was brilliant to watch and wonderful to see the lights go on around the room. The feedback after the event was exceptional.”

Mark Thompson, L’Oreal Special Events

“Andrew Griffiths provided the Keynote address to our National Members Conference in Melbourne in Feb 2011. At this time, traditional retail was suffering serious problems with consumer confidence and increasing loss of sales to overseas online retail. The overwhelming feedback from our members was that Andrew helped them refocus on core business issues and also to value forgotten personal traits that lead them to start and successfully build their businesses in the first place.

Andrew had done his homework on us as he managed in 75 mins to turn the meeting’s general mood from lackluster to positive, providing excellent examples regarding how our strengths could overcome what is arguably just another retailing challenge.”

Kevin O’Hanlon, CEO, Independent Sports

“It was wonderful to hear you present at our conference earlier this week. I’ve received a lot of feedback from managers and it seems unanimous – your presentation was the highlight of their day. Some have already read a lot of your book too. Well done in delivering such powerful messages so simply, so clearly. It’s our challenge to remain mindful of these learnings and put them in to practice.”

Kevin Cass-Ryall, Ramsay Health Care

“Andrew Griffiths is an incredibly gifted author and international speaker who is able to take complex business issues and make them easy to understand and even easier to implement. It is no wonder that top business people in 50 countries read and apply his material. Quite simply, the value he provides is immense.”

Blake Beattie – Author, BULLSEYE and Founder of Pay it Forward Day

“As a weekly regular on our morning show, Andrew is a wealth of amazing practical strategies to get ahead in life. Totally inspirational.”

Liam Renton Program Director, 96.5FM Brisbane

“There is no doubt that your presentations were 100% on target. The attendees loved you, your messages and the passionate way that you delivered them. I have never had such positive feedback regarding a presenter at any of our conferences.”

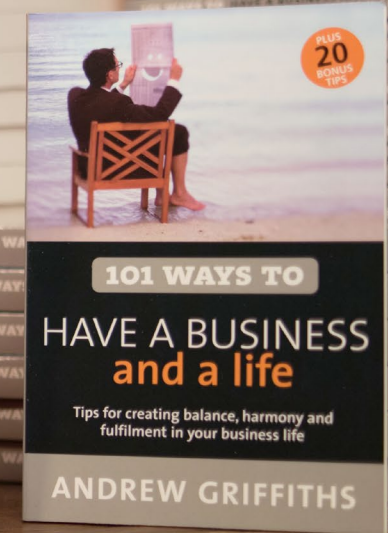
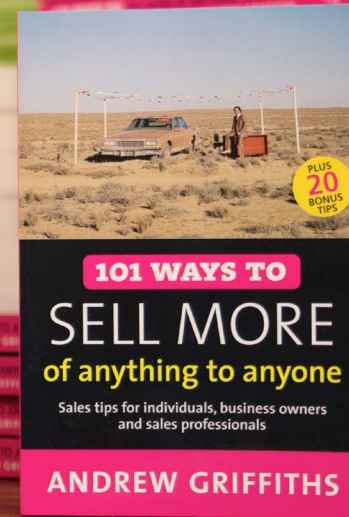
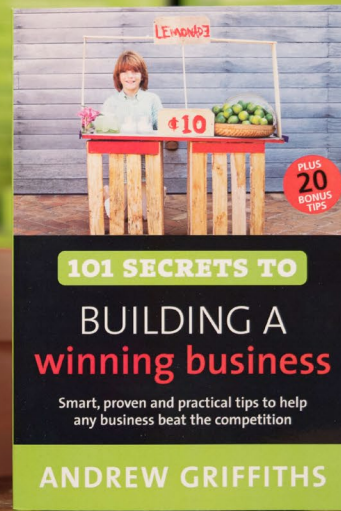
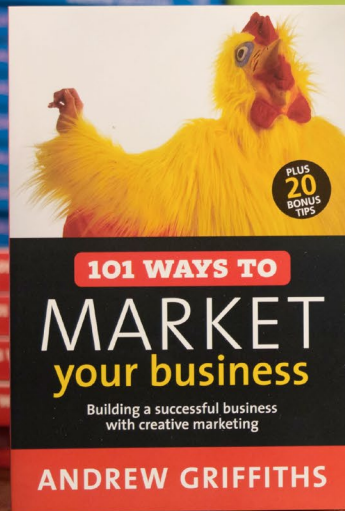
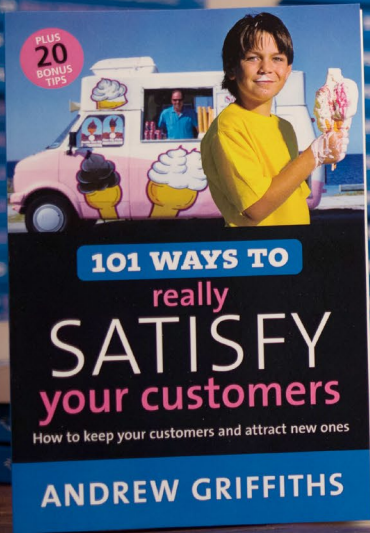
Paul Golan, Australian Mortgage Brokers

“Andrew Griffiths – we salute you.”

Weekend Sunrise

“Andrew Griffiths is real, raw and relevant.”

The Sunday Mail



A LOT OF HAPPY CUSTOMERS

“Wonderful to have you as part of the day yesterday. Your presentation was terrific, 100% spot on with our group. You shared a lot of very good tips which were relevant and practical for all attendees. The feedback has been excellent. Thank you.”

John Bignell, The Mortgage Gallery

“Andrew Griffiths is a leading presenter and mentor at our events, where we have up to 700 people attending. He is an extraordinary presenter, passionate, engaging and funny. He is the essence of everything we promote in the Key Person of Influence entrepreneurial program.”

Glen Carlson, Director, KPI Australia

“Andrew Griffiths knows his stuff.”

Ross Gittins, Economist, Journalist, Author

“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, Bestselling Author

“Big on knowledge. Big on passion.”

Robert Gerrish, Flying Solo

“Andrew has presented workshops and keynote presentations for the Bendigo Bank in Queensland. The feedback is always excellent, he has a very down to earth style that he backs up with an enormous amount of credibility and experience. When it comes to getting a group of people to think differently and to leave the room energised, enthused and ready to take action, Andrew is your man.”

David Pollock, Regional Manager QLD, Bendigo Bank

“Delegates have confirmed the insights you shared were invaluable. To give you an example, of some formal feedback from your main platform session, ‘exceptional and powerful speaker, reflection is vital, excellent and very inspirational’. We also appreciated your assistance with the Great Ideas session and your valuable insights and wrap up of the day. I thought this worked a treat to integrate your message and link everything together, fuelled by your buoyant personality and enthusiasm.”

Allison Dummett, Matrix Planning Solutions

A FEW REASONS TO BOOK ME FOR YOUR NEXT EVENT

Andrew Griffiths

I have presented around the world in America, Japan, Malaysia, Thailand, Singapore, New Zealand, the United Kingdom, Hong Kong, India, Fiji and Iran.

I have been a part of Richard Branson's presenting team at the Financial Education Summit.

And I have spoken at the exclusive Million Dollar Round Table Conference in the USA.

TEDx

In 2015 I became a TEDx presenter, one of the toughest speaking gigs to get.

Past clients include the likes of Telstra, Optus, HP, St George, Bank SA, Bank of Melbourne, Hertz, L'Oreal, ING, CBS, Stockland, European Union and many, many more.

I am an Expert Contributor for Flying Solo.

I have a pile of testimonials from very happy and very satisfied clients.

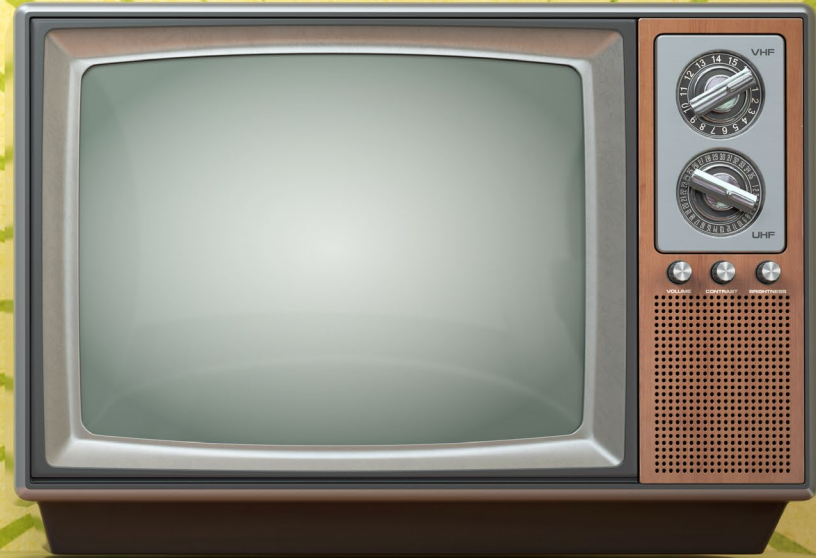
I am the only Australian columnist for Inc.com (one of the leading entrepreneurial sites with over 18 million visitors per month).

I have been featured in lots of media, including Sunrise, Good Morning NZ and many more.

I am Australia's #1 small business and entrepreneurial author with 13 books now sold in over 65 countries.

Last but not least, I am really easy to work with. No prima donna speaker syndrome here.

**IF YOU WOULD LIKE
TO SEE ME IN ACTION,
GO TO THE SPEAKER PAGE
ON MY WEBSITE:
WWW.ANDREWGRIFFITHS.COM.AU**



BRAG PAGE

PRESENTING AT MILLION DOLLAR
ROUND TABLE IN CALIFORNIA -
ABOUT THE FUTURE OF MARKETING.



PRESENTING ON “THE FUTURE OF WORK”
FOR GRIFFITH UNIVERSITY.



DELIVERED A “POWER OF STORYTELLING”
FULL DAY EVENT IN LONDON.



OVER 500 PRESENTATIONS IN
25 COUNTRIES OVER 35 YEARS.



TALKING ABOUT “CREATING
EXTRAORDINARY CUSTOMER
EXPERIENCES” IN IRAN TO 700
IRANIAN ENTREPRENEURS IN TEHRAN.

WORKED ON JOINT VENTURE PROJECTS
WITH CBS AND HEWLETT PACKARD
IN CHINA, KOREA, INDIA, KOREA
AND SINGAPORE.



BEING ENGAGED BY THE EUROPEAN
UNION TO DO A TOUR OF ENGLAND
TO HELP BUSINESSES “BRAND
FOR INTERNATIONAL SELLING”.



PRESENTED TO THE TOP SELLING
BUSINESSES FOR L'OREAL IN
AUSTRALIA AND THAILAND.



AUSTRALIAN TOUR FOR ING, TELSTRA,
ST GEORGE BANK, SMARTLINE AND
MANY OTHERS.



DELIVERING A TEDX TALK “IMAGINE
IF WE WERE 33% LESS ANGRY”.



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THE ENTREPRENEURIAL FUTURIST

Now, if you are convinced that I am the person to present to your audience – fantastic. I will do everything I can to make your next event a huge success. To confirm my speakers fee and to make a booking, you can either contact me directly or book through your preferred speaking bureau (the price will be the same).

Email: ag@andrewgriffiths.com.au • Telephone: 07 3105 2883 • Website: www.andrewgriffiths.com.au

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