

ANDREW  GRIFFITHS
Enterprises
THE ENTREPRENEURIAL FUTURIST

SPEAKER KIT 2025



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 ORPHAN TO VISIONARY: FORGING THE FUTURE OF BUSINESS AS THE ENTREPRENEURIAL FUTURIST

Andrew Griffiths stands as Australia's #1 small business author and global authority on future-proofing businesses. With 40 years of entrepreneurial wisdom, 14 bestselling books published in 65 countries, and over 1,000 presentations delivered across 25 countries, Andrew brings a rare combination of street-smart experience and profound business insight to every stage.

What sets Andrew apart isn't just his impressive credentials – it's his ability to see the human element in an increasingly digital world. Renowned as one of the greatest storytellers in the speaking profession, Andrew weaves masterful narratives drawn from his vast bank of personal experiences and business observations, delivering powerful lessons that resonate long after the presentation ends.

As an entrepreneurial futurist, he champions the power of human intelligence in business, helping organisations and leaders navigate change while staying authentically connected to their customers. His gift for storytelling transforms complex business concepts into memorable, actionable insights that inspire real change.

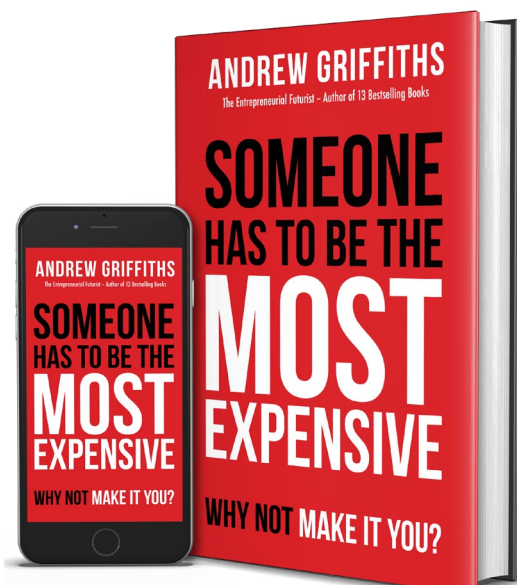
Drawing from his extraordinary journey from orphan to international business authority, Andrew delivers more than just insights, he shares battle-tested wisdom that has helped both Fortune 500 companies and small business owners thrive. His presentations blend powerful storytelling with practical strategies, delivered with an authenticity that can only come from someone who has lived the entrepreneurial journey in all its ups and downs.

Organisations around the world including the European Union, CBS, Hewlett Packard and Hertz have trusted Andrew to deliver not just inspiration, but actionable wisdom that creates lasting impact. His unique ability to hold a mirror up to audiences, showing them both challenges and opportunities comes wrapped in his signature style of unapologetic honesty and quick wit.

Andrew specialises in helping audiences:

- Look at their business from a global trend perspective
- Embrace human intelligence as a competitive advantage
- Use storytelling in a strategic way to connect and influence
- Build deeper customer connections in a digital age
- Navigate price increases and value positioning
- Transform their definition of success
- Create bulletproof brands that stand the test of time
- Feel inspired by global stories of innovation in business

When Andrew takes the stage, he doesn't just leave a warm impression, he catalyses real change. His mission is to help people of substance build businesses of substance, ensuring they remain relevant and resilient in an ever-evolving marketplace.





OVER 1000 PRESENTATIONS DELIVERED IN 25 COUNTRIES

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

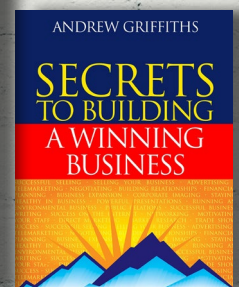
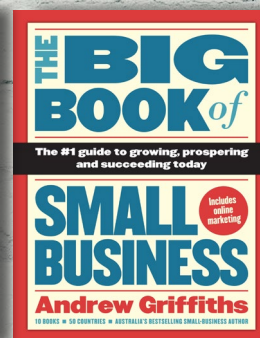
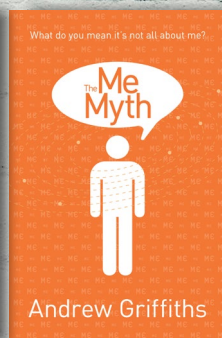
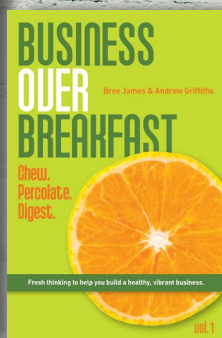
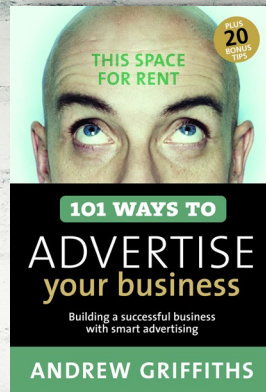
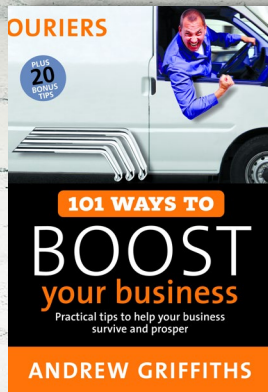
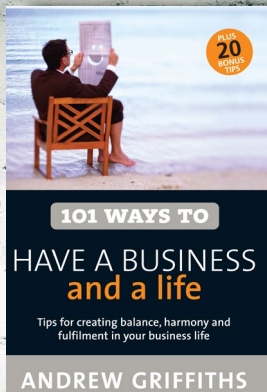
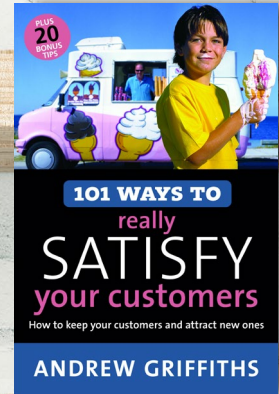
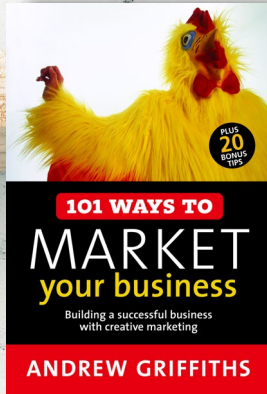
‘After an intensive and challenging three-week tour of England, with a wide range of varied events throughout the country, the audience net promoter average across Andrew’s events was 9.7/10 – it was, without a doubt, the highest of any presenter we had ever had. A truly extraordinary result from a truly 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 GRIFFITHS 2025 PRESENTATION TOPICS

The following list showcases the current range of speaker topics offered by Andrew Griffiths, all of which can be delivered as keynote presentations as well as workshops and even virtual presentations.

1. EMBRACING HUMAN INTELLIGENCE: **YOUR TRULY UNIQUE COMPETITIVE EDGE IN AN AI WORLD**

Your single greatest weapon to stand out from the crowd at a time of intense competition. In a world obsessed with artificial intelligence and automation, Andrew reveals why deeply human qualities are becoming more valuable than ever.

2. IT'S TIME TO START CHARGING WHAT YOU'RE REALLY WORTH: **OVERCOMING OUR OWN LIMITING THINKING IN ANY INDUSTRY.**

With rising costs and economic pressures, understanding and charging your true worth isn't just an option – it's a necessity for survival and success. Andrew provides a practical framework for confidently raising your prices while strengthening customer relationships.

3. REDEFINING THE CONCEPT OF TRUE SUCCESS: **REWRITE YOUR OWN RULES AROUND WHAT SUCCESS LOOKS LIKE FOR YOU.**

Break free from traditional success metrics and define success on your own terms. In this groundbreaking keynote, Andrew challenges conventional wisdom about success and provides a framework for defining achievement on your own terms.

4. A 40 YEAR ENTREPRENEURIAL REFLECTION: **HARD-WON LESSONS FROM THE BUSINESS BATTLEGROUND**

Drawing from an extraordinary journey that started as a 17 year old business owner and led to becoming Australia's #1 small business author and a globally acknowledged business authority, Andrew shares the critical lessons that only experience can teach.

5. BECOMING AN ICONIC BRAND: **THE ART OF BUILDING AN UNSTOPPABLE BRAND**

Discover how to build a brand so powerful it becomes your ultimate competitive advantage. Andrew reveals the proven methodology he's used with thousands of businesses to create brands that don't just survive but thrive in any market condition.

6. ARE YOU BRAVE ENOUGH TO BE THE MOST EXPENSIVE?: **ONLY IF YOU'VE GOT THE COURAGE TO BE THE BEST.**

Based on Andrew's latest bestselling book, 'Someone has to be the most expensive why not make it you?', this keynote will show why someone always needs to be the most expensive option in every market – and why it should be you.

7. THE EXPERIENCE REVOLUTION: **TURNING EVERY CUSTOMER INTERACTION INTO AN UNFORGETTABLE STORY**

Discover how to move beyond mere satisfaction to create remarkable customer experiences that drive word-of-mouth marketing. Andrew shows how small innovations in customer interaction can create massive competitive advantages and loyal brand advocates.

ANDREW GRIFFITHS 2025 PRESENTATION TOPICS

8. THE EXTRAORDINARY POWER OF STORYTELLING: YOUR SECRET WEAPON FOR BUSINESS SUCCESS.

Master the art of storytelling to solve your biggest business challenges and realise your biggest business opportunities. Learn why storytelling is the most under-utilised tool in business and how to harness its power for everything from marketing to team building.

9. EMBRACING OLD-SCHOOL MARKETING IN A NEW SCHOOL WORLD: ZIG WHEN EVERYONE ELSE IS ZAGGING.

Explore why traditional marketing wisdom is more valuable than ever in our digital age. Andrew reveals how to combine old-school marketing principles with new-school tools to create marketing that actually works.

10. THE POWER OF CUSTOMER PROXIMITY: WOULD YOUR CUSTOMERS FIGHT TO SAVE YOUR BUSINESS?

Transform satisfied customers into passionate brand warriors who would fight for your business survival. Learn how to build such strong connections with customers that they become active advocates for your brand.

11. WE ALL NEED A DEEPLY ENGAGED COMMUNITY: BUILDING A MOVEMENT AROUND YOUR BRAND

Create a tribe that feels many business needs now and into the future. Discover how to build and nurture a community that becomes an unstoppable force for your business. Andrew reveals the principles of community leadership that turn followers into passionate advocates.

12. REDEFINE YOUR VALUE: SHIFTING HOW CUSTOMERS SEE YOUR WORTH

Learn the psychology of value perception and how to fundamentally change how customers view your worth. Andrew provides actionable strategies for elevating your perceived value and commanding premium prices and how to put your prices up the right way.

13. THE RELEVANCE IMPERATIVE: STAYING ESSENTIAL IN A FAST-MOVING MARKET

Future-proof your business by staying perpetually relevant. Explore why staying relevant is the ultimate business challenge and how to ensure your business evolves with your market. Andrew shares his framework for maintaining market leadership through constant adaptation.

14. CREATING A BUSINESS FOR GOOD: BUILDING A BUSINESS OF TRUE SUBSTANCE

Create a business that generates both profits and positive impact. Discover how to build a business that creates meaningful change while driving strong financial results. Andrew reveals how purpose-driven business models are becoming the most profitable and resilient.

15. THE GROWTH MANDATE: IF YOU'RE NOT GROWING YOU'RE DYING.

Transform your business by transforming yourself. Learn why personal growth is the hidden driver of business success and how to accelerate both simultaneously.

16. THE BIGGER BUTTON: HOW TO EMBRACE CHALLENGES, CROSSROADS AND OPPORTUNITIES

Learn why life's biggest challenges are actually disguised invitations to level up. Andrew reveals how successful entrepreneurs and leaders consistently find the "bigger button" – the hidden opportunity within every crisis that catalyses massive personal and professional growth.

17. HOW TO STAY SANE WHEN IT FEELS LIKE THE WORLD IS GOING CRAZY

Building unshakeable resilience in turbulent times. Andrew shares battle-tested strategies for maintaining peak performance and mental clarity despite external chaos. Learn practical techniques for building professional and personal resilience, managing overwhelm, and making clear decisions in unclear times.

Each keynote will be customised for your specific audience and event goals. Andrew's masterful storytelling and four decades of entrepreneurial experience ensure these presentations deliver both powerful insights and practical, actionable strategies.



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



A POWERFUL 2025 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.

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



5. RE-WRITE
YOUR STORY



7. THE
REWARD



2. KNOW
THE VILLAINS



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



6. IT'S GOING
TO COST YOU



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





NOW MORE THAN EVER, WE NEED TO EMBRACE OUR HUMAN INTELLIGENCE

In a world driven by speed and technology, it's time to reconnect with what truly sets us apart, our human intelligence. This keynote emphasises the power of embracing what makes us uniquely human to build deeper connections, inspire loyalty, and create resilient and strong businesses.

Learn how to stand out by tapping into your uniqueness, crafting marketing messages that zig while others zag, and positioning your customers as the heroes of your story. We'll explore the art of meaningful storytelling, reducing barriers to customer connection, and slowing down in a fast-paced world for long-term success.

Key Takeaways:

- **Leverage your uniqueness to lead with authenticity and stand out.**
- **Zig when others zag with powerful, memorable marketing messages.**

- **Elevate your customers as heroes, fostering lasting loyalty.**
- **Master storytelling to create deep, genuine connections.**
- **Reduce barriers to connection and make your brand more approachable.**
- **Understand the value of patience for greater long-term impact.**
- **Cultivate wise evolution to stay ahead of the curve in business.**

This keynote will inspire audiences to rediscover their human intelligence and use it as a superpower to thrive in times of change. Andrew will show the power of human intelligence through thought provoking video, a well structured framework and a lifetime of learned experiences shared throughout this engaging presentation.

IT'S TIME TO EMBRACE OUR HUMAN INTELLIGENCE

1. EMBRACE
YOUR UNIQUE



3. REWRITE YOUR SCRIPT TO
MAKE THE CUSTOMER THE HERO



5. REDUCE THE BARRIERS
TO CUSTOMER CONNECTION



7. DEVELOP A CULTURE OF
CONSTANT, WISE EVOLUTION



2. THE SINGLE BIGGEST
MARKETING MISTAKE



4. CRAFT MORE STORIES
THAT MATTER



6. DON'T BE AFRAID TO
GO SLOW IN A FAST WORLD



“Feedback from your keynote presentation was exceptional. This is an audience used to seeing speakers over many years and direct feedback that we received said things like - ‘extraordinary’, ‘the best speaker I’ve seen in 35 years’, ‘a master class in speaking’, ‘an empowering presentation on so many levels’ and ‘so refreshing to see such an experienced and wise entrepreneur telling us to embrace the things that make us human.’”

AUSTRALIAN HAIRDRESSING COUNCIL - 2024 SUMMIT



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 thought 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

1. DEFINE
YOUR SUCCESS



3. BECOME THE
SUCCESSFUL YOU NOW



5. RECOGNISE
CROSSROADS



7. SUCCEED
WISELY



2. BEWARE OF BECOMING
A SUCCESSAHOLIC



4. RETHINK HOW
YOU GROW



6. RECONNECT WITH
YOUR INTUITION



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 IS AMAZING”

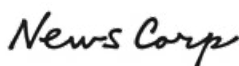
**“HE IS EASILY THE BEST SPEAKER
I’VE SEEN IN 35 YEARS”**

**“ANDREW DELIVERED AN
ABSOLUTE MASTERCLASS IN
PROFESSIONAL SPEAKING”**

AUSTRALIAN HAIRDRESSING COUNCIL SUMMIT - SYDNEY 2024



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

ADDICTED2
Success

AFR

anthill



CBS Interactive



Entrepreneur

FLYINGSOLO
MICRO BUSINESS COMMUNITY

foundr
A MAGAZINE FOR YOUNG ENTREPRENEURS

good morning

HUFFPOST

Inc.

inside small
business

Kochie's
BUSINESS
BUILDERS

The Courier Mail

MINDFOOD
SMART THINKING

Money

news
.com.au

Business

QANTAS



sky NEWS
BUSINESS

SMALL BUSINESS BIG
MARKETING SHOW

SmartCompany

SOUNDCARTEL

The Sun-Herald

the SundayMail

weekend
sunrise

TEDx

THE
AGE

THE
AUSTRALIAN

ticker

TODAY

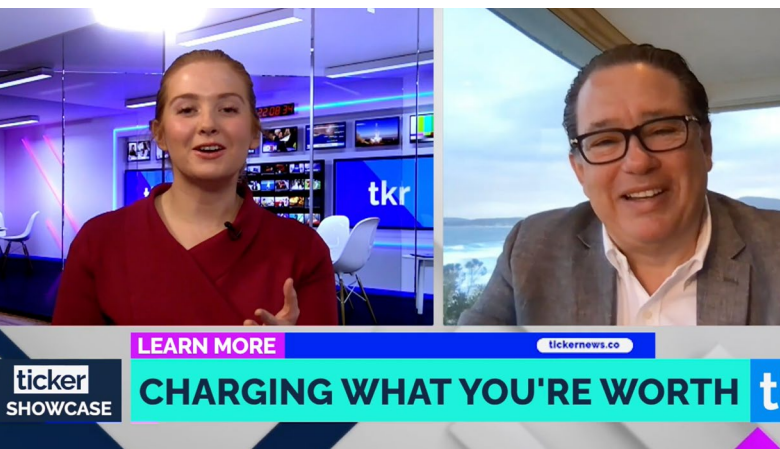
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ANDREW IS REGULARLY FEATURED IN THE MEDIA GLOBALLY

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?

The best way to get started is to drop me an email at ag@andrewgriffiths.com.au or call me directly on 0409 264 293 and we can start to explore the option of working together.

ANDREW  **GRIFFITHS**
Enterprises
THE ENTREPRENEURIAL FUTURIST

AG@ANDREWGRIFFITHS.COM.AU • 0409 264 293 • WWW.ANDREWGRIFFITHS.COM.AU