

A photograph of John Hale, a man in a dark striped shirt and jeans, standing on a stage and pointing towards a large screen. The screen displays a cityscape with a prominent tower. The stage is lit with blue light, and an audience is visible in the foreground.

John Hale

THE STRATEGY GUY

Motivational Keynote for Corporate Leaders and Business Owners

CREATING A STRATEGIC MINDSET

Sixty years ago, the life of a top 500 company was 60 years. Today that lifespan is 12 years. Globally 75% of firms fail in 3 years, and 96% fail within a decade. Despite this, today 76% of leaders don't make time to do strategy, and 67% don't have the strategic mindset needed.

For leaders without a strategic mindset, the future will always be inconvenient. John will help future-proof your leaders with a presentation that surprises and delights. He will unpack the steps needed to create a Strategic Mindset. Your leaders will learn to build future perspectives, navigate in the era of disruption and allocate resources strategically.

Your audience will

- Appreciate the limitations of the human brain to avoid blindspots and pitfalls
- Better sense their environment and see the future before their competitors do
- Connect deliberately with stakeholders to create profitable unfair advantages
- Combine focus and influence to enjoy better results even faster
- Learn the mega-trends and radical uncertainties to leverage for success
- Cultivate the ability to manage the present and lead the future

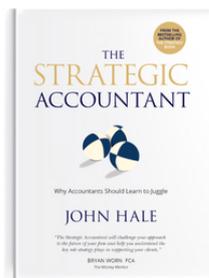
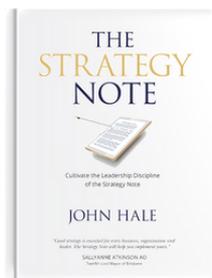
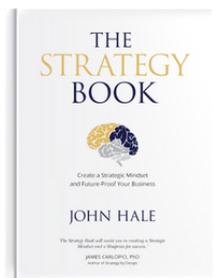
www.thestrategyguy.com.au





John Hale delivers fifty presentations a year on strategy at national and global conferences. John has worked as an early-stage investor, strategic advisor, and business educator and has advised some of the world's biggest firms.

John is a Visiting Professor who has taught in five business schools and is the author of four popular books on Strategy.



Arriving 2023

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www.halecg.com/store

WHAT CLIENTS SAY

"Working with John was an absolute pleasure. He brought so much energy and professionalism as a speaker at our National Conference.

He walks in with a huge smile on his face and makes everything super easy for the organisers. He works around everything that is happening and is adaptable and flexible. Nothing is too much trouble.

John was early, calm, prepared and delivered a really insightful session that not only had the entire room singing and laughing but also debating some serious ethical questions. Is there anything he can't do?"

Wendy Smith
 National Conference Manager
 Financial Planning Association of Australia

"I really appreciated the experience of working with John in bringing together an insightful session at the 2021 National Accounting Online Conference for CA ANZ. John connected powerfully with an audience comprising over 400 live online delegates from within Australia, NZ and around the Globe.

John's session was entertaining and motivating. He made, the at times confusing topic of strategy very understandable, and explained the process of future-proofing strategies for firms and accounting careers during his session.

I really look forward to hearing more from John in the areas of Strategy and Leadership."

Pranish Rai
 Content Lead Consultant
 Chartered Accountants Australia and NZ

"Our entire team and network thoroughly enjoyed John's Keynote on "Creating a Strategic Mindset" at our recent National Conference. John connected extremely well with the audience and made the often-challenging topic of strategy easy to understand and apply, at both a business and personal level.

John's level of care and professionalism in preparing for our event was also excellent."

Peter Hedge
 B&D National Dealer Manager
 Dulux Group

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