



DAN GREGORY

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- Imagine working in a culture where people were intrinsically motivated & showed up to be their best.
- What would it be worth to your organisation if your people developed a high-performance mindset?
- How would you feel if you could stop chasing customers and clients, and instead, they chased you?
- All of this success comes down to how well you understand what drives you... and the people all around you.

Dan Gregory is a **Human Behaviour Expert** who speaks on **Purpose, Performance & Personal Brand**.

The strategic lead behind the most successful new product launch in Australian history, Dan has delivered leadership development for global technology firms, personal brand programs for Small Businesses and Entrepreneurs and performance workshops for the Big 4 Banks and the Australian Navy. He's the author of four books on purpose, behavioural trends and the future of skills and has been a regular on ABC TV's Gruen series and is the co-host of "A show called BrandIn'" for LinkedIn Live.

Dan plays at the intersection of Business, Psychology and Stand up Comedy and his presentations empower individuals and teams with powerful tools to drive a culture on purpose, lift performance in individuals and teams and move customers, clients & communities to action through a powerful personal brand. All delivered in a practical, real and empathetic tone with a "let's not kid ourselves" sense of fun and humour.

WHO AND HOW DAN HELPS...

- For Leaders and Entrepreneurs who want to instil a sense of purpose in their people & culture and take their values “off the boardroom wall” and build them into people’s decision-making & behaviour.
- For Professionals and Managers who need to understand “the 3 environments of performance” and create a “bias towards success.”
- For Sales Teams, Professional Services & Customer Service Professionals who want to shift their energy from push to pull and become “the stand out” in their field and industry.
- Dan delivers insights and tools that make a tangible and practical impact on your teams’ beliefs, behaviours and sense of belonging.

DAN GREGORY BIO - LONG

AUTHOR | SPEAKER | TRAINER | COMEDIAN

Rated in “the top 25 C-Suite Speakers to watch” by Meetings & Conventions USA, Dan Gregory is a captivating speaker whose business acumen is matched by a rapier wit and rare human insight gained during three years on the road working on the US and UK stand-up comedy circuits – skills put to great use in front of millions of viewers as a regular on ABC TV’s “Gruen Planet” and Channel 7’s “Masters of Spin”.

He is also the co-author of: SHIFT - The trends shaping how we shift products, people and perceptions, SELFISH SCARED & STUPID - A guide to harnessing human nature & FOREVER SKILLS - The 12 skills to future proof yourself, your team and your kids.

He has created leadership strategies for global technology firms, designed performance strategies for sales teams and C-Suite executives and driven engagement strategies for organisations as diverse as Coca-Cola, Unilever, the Royal Australian Navy and the UN/UN Women in Asia.

Dan Gregory is a **Human Behaviour Expert** who speaks on **Purpose, Performance & Personal Brand**.

DAN GREGORY BIO - SHORT

Dan Gregory is a **Human Behaviour Expert** who speaks on **Purpose, Performance & Personal Brand**. He has developed leadership strategies for global technology firms, helped business owners and entrepreneurs build personal brands that punch above their weight and designed performance strategies for organisations as diverse as Coca-Cola, Unilever, the Royal Australian Navy and the UN/UN Women in Asia.

DAN GREGORY BIO - PLUS "CHOOSE YOUR OWN" INTRO

Your next presenter... (Choose the 3-4 most relevant points)

- Has trained leadership teams for multinational tech giants across multiple continents and cultures
- Won local and international awards for strategy and creativity
- Has worked with the UN and the Singapore government on strategies to reduce human trafficking in the region
- Developed the strategy behind the most successful new product launch in Australian history
- Directed one of the most extraordinary brand resurrections achieved anywhere in the world
- Served as a Partner at Thought Leaders Business School
- Co-created a graduate curriculum on "Business & Behavioural Performance" with the Schools of Psychology & Business at Western Sydney University
- Performed stand-up comedy around the world and across three continents
- Was voted by Meetings & Conventions USA in "the top 20 keynote speakers to watch."
- Appears as an expert commentator on TV news programs, in newspapers, magazines and on radio programs & podcasts around the world
- Was an inaugural cast member of ABC TV's Gruen Series
- Co-authored three books about - Behavioural Trends, Our Fundamental Human Drives & The Future of Skills & Intelligence
- Created & Co-hosted "A show called Brandin'" for LinkedIn Live
- Is the Co-Host with Kieran Flanagan on the "The Behaviour Report"
- He speaks on Culture, Performance & Personal Brand.

Please welcome... **Dan Gregory**

DAN GREGORY TOPIC 1.

#Purpose #Culture #Leadership

In this inspiring speech, Dan reveals the powerful connection between purpose, culture, values, and alignment in driving meaningful change. Discover practical insights on how to align your purpose with your actions and transform challenges into opportunities - driving lasting, positive change within your team and community. Transform beliefs into behaviours, create a sense of belonging and shift from storytelling to Story-Doing!

Takeaways

- Define and align your personal or professional purpose and discover the power of "non-cash currency."
- Discover how identity drives all human behaviour and helps you build a culture of the willing and unconscious competence.
- Learn how to create cultural artefacts, rituals and symbols that drive engagement and alignment.
- Some alternative presentation title options have included: "**Cultures of the Willing**," "**Beyond WHY**" & "**ID-ology**."

DAN GREGORY TOPIC 2.

#Performance #Mindset #Strategy

Unlock your potential with this powerful presentation on performance, mindset, strengths, and strategy. Dan explores how the right mindset can amplify your natural strengths and drive peak performance. Identify how to harness your unique talents, transform weaknesses into assets, and create a bias towards success. Equip yourself with the tools to elevate your personal and professional journey and transform challenges into opportunities for growth.

Takeaways

- Stretch your mindset beyond its limits by learning how to use “Impossible Thinking.”
- Create a social environment that lifts your entire team’s performance and engagement.
- Learn how to use the science of behavioural economics to create a bias towards success... and just as importantly, away from failure.
- A few presentation titles you might like to consider: **“The 3 Environments of Performance,” “How you can WIN” & “Unlimit Yourself.”**

DAN GREGORY TOPIC 3.

#PersonalBrand #ThoughtLeadership #Positioning

Also co-presented as a workshop with business partner Kieran Flanagan, in this presentation or workshop, you'll discover how build your personal brand, establish your thought leadership, and master the art of marketing and influence. Learn how to position yourself as an expert in your field, create authentic connections, and leverage your influence to drive success. Discover actionable strategies for amplifying your voice, growing your audience, and making a lasting impact.

Takeaways

- Discover your you-nique advantage - the unique combination of experience, passion, education and skill that defines where you can win... and where ONLY YOU could.
- Define your "enemy" and your righteous fight - the difference you were born to make in your world.
- Design "no-where-else" experiences that help your brand move beyond story telling, to story-doing!
- This presentation often has the following titles: **"The You-nique Advantage," "Start with WHO" & "The Stand Out."**

BUT ENOUGH ABOUT ME...
WHAT DO OTHER PEOPLE THINK ABOUT ME?

"Signs of genius."

SYDNEY MORNING HERALD

"Possibly the smartest person I've ever met."

COCA-COLA

"The unlikely lovechild of Simon Sinek & Ricky Gervais!"

THOUGHT LEADERS GLOBAL

"Comedy relief from down under with a huge helping of #knowledge!"

iMEDIA USA

"The psychologist and business person in me are in heaven."

THE ENTOURAGE, AUSTRALIA

"I learned a huge amount and the team feedback has been incredibly positive."

CA TECHNOLOGIES, ASIA PACIFIC

"We've had amazing feedback - Very grateful!"

XERO

"Dan and Kieran were the perfect way to kick off the IABC World Conference. They were pure engagement, captivating the delegates from start to finish. It was no surprise it topped the charts for the number one session."

IABC WORLD CONFERENCE, USA

"What a fantastic way to kick off the new year! (We've been) flooded with positive phone calls and emails!"

EXECUTIVE ASSOC. OF PHOENIX, USA

"An extraordinary ability to solve highly complicated and political problems."

UNITED NATIONS, SINGAPORE

"A highly engaging, entertaining and thought-provoking workshop around entrepreneurship, risk-taking and decision making within a highly regulated environment."

BAYER

"There was a real buzz in the air as Dan delivered practical advice and real world examples that were within reach of small or large business."

SMALL BUSINESS CENTRE

"Dan Gregory takes leadership to the next level. Scarily awesome!"

FUTURE OF LEADERSHIP

"He more that lives up to his own advertising!"

FUTURE OF LEADERSHIP

"Dan Gregory takes leadership to the next level. Scarily awesome!"

ASSOCIATION OF CORPORATE COUNSEL

"Just mind-altering."

CARAVAN INDUSTRY ASSOCIATION OF AUSTRALIA

"Funny and fact filled!"

B.I.G.

"Over 100 leaders in the real estate industry left our convention buzzing with possibilities."

PITTARD TRAINING

"The feedback from your presentation has been bombarding! Which is bloody awesome!"

PHONAK

"A unique ability of entertaining an audience with humour while giving them a wide range of strategies that can make a significant difference to their bottom line."

AUSTRALIAN FITNESS NETWORK

"We even colour-coded our internal emails based on Dan & Kieran's workshop! Conflict is down and our team's collaboration is up!!!"

CA, ASIA PACIFIC

"Rarely have I heard anybody articulate their thoughts with such clarity and vision. Their intelligence and insight provides a much greater understanding of how to engage your customers, your team and the community. I would whole heartedly recommend Dan and Kieran, you will never be disappointed."

HORTICULTURE AUSTRALIA

"Dan Gregory appeared at our annual top tier dealer network conference as our keynote presenter. Dan was engaging, entertaining and informative and we were so impressed that we are preparing to work with him again this year for another area of our business."

HUNTER DOUGLAS LIMITED

"I've started using The Core 4 at home too — it's transformed my relationship with my partner and my daughter."

WORKSHOP PARTICIPANT, UK

"It's like being able to see 'The Matrix.'"

WORKSHOP PARTICIPANT, AUSTRALIA

"Riveting! They kept a diverse audience engaged and wanting more."

NAVITAS, MALAYSIA

"When I wanted help with my personal brand and for the launch of my book "Unwritten," Kieran and Dan were my go-to team. They've also helped develop the next generation of entrepreneurs with me at The Entourage, running our marketing and brand training and innovation days multiple times. If you want practical, real-world advice that makes a significant difference to your bottom line, you need to work with Dan and Kieran."

JACK DELOSA, ENTREPRENEUR & FOUNDER OF THE ENTOURAGE

"Dan and Kieran's ground breaking personal branding work doesn't just make you laugh it makes you listen - the key to creating a movement not just a meme."

CREEL PRICE, FOUNDER INVESTIBLE

"I cannot recommend Dan and Kieran highly enough after working with them intensely on my business strategy and mentorship program. They provided an "intervention" like approach to identify key growth enablers. They bounce off each other like ballroom dancers, with an approach that is bespoke, that "tacks and jibes" to cover the complete end to end business planning process - from Operations through to strategy and brand direction. Their vast experience, combined with access to endless business building toolkits, result in methodologies that cut through the "waffle" and identity changes that make an immediate difference. Both Kieran and Dan's high intellect, big picture thinking and business smarts are equal to their genuine desire to see "David triumph over Goliath" above all else. Sometimes we all need a little slingshot in life. Dan and Kieran gave me that confidence whilst enjoying their creativity that sometimes left me laughing so much my stomach hurt. I feel honoured to have worked with them and feel excited for anyone that this dynamic duo feel is in need of their help."

MARNIE FLANAGAN, NATURALLY WILD PRODUCE

"Kieran and Dan are my absolute go-to team when it comes to all things branding, communication and marketing. They bring a unique and innovative perspective when it comes to amplifying your brand, your product or yourself."

GABRIELLE DOLAN, AUTHOR OF MAGNETIC STORIES

"As someone who works in the world of numbers and tax, topics like branding, target marketing, unique value proposition, etc. are unsurprisingly, a little foreign, and not natural to accounting professionals like myself. Via their trademark, laid back, personable workshops, my horizons were broadened, mind stimulated and business opportunities and clarity were brought to the fore. Long live the spirit of entrepreneurship and long live Kieran and Dan, the absolute definition of innovation and branding genius."

BRAD BULOW, DIRECTOR, SBB PARTNERS

"Best in the business."

NICK PEARDON, DIRECTOR, TREEINCARNATION

"Dan and Kieran are 2UP and play in the game of business. They have helped me in business and leadership, always prodding and poking, bringing me the clarity I need, to bring to the game of business. Especially when it comes to human behaviour, strategy, branding and entrepreneurship. They challenge my own thinking - because we all think we already know the answers - and help clear the 'headstuff' we accumulate on the journey. They always make me look good (as best they can) but can always point me in the right direction. I think that is priceless!"

TONY HARRIS, PROPERTY & FINANCE GURU

"Dan and Kieran are two brilliant minds with unique and cutting edge insights able to guide and lift your brand to the very top. I've known Kieran Flanagan and Dan Gregory for many years and in all those years I've been very impressed by how beautiful and razor sharp they present their excellent and very helpful content. Dream Team Dan and Kieran played a

big role in making my brand the 'Warrior Mindset' a national success. I can't recommend them highly enough to any entrepreneur looking to level-up their business and brand."

RALF BEHN, THE WARRIOR MINDSET, GERMANY