

THE WONDEROUS
KEYNOTES &
PIONEERING LEADERSHIP,
STRATEGY & CULTURE SERVICES
OF DR JASON FOX
{KEYNOTE SPEAKER OF THE YEAR 2016}

THE 2016
GUIDEBOOK



DRJASONFOX.COM



***"Dr Jason Fox is a
breath of fresh air."***

CEO of Swaab Attorneys

***"His work is
revolutionary."***

Founder of Thought Leaders Global

***"Incredibly practical
and clever."***

Director of Talent, Pepsico

***"The perfect guide for our
leadership forum... entertaining,
intelligent and deeply thought
provoking."***

Manager of Brand Strategy, Optus

***"Jason's understanding and
empathy for leaders looking to
change culture and drive
innovation within organisations
is unmatched."***

Manager of Development & Research
at The Australian Human Resource Institute

"Extremely refreshing."

Director at The CEO Forum

"Jason is world class."

Creative Director of 925 Design Finland



***"Jason brings a fresh approach to
strategy development...
thoughtful, practical and
progressive."***

Senior Leader of Performance,
Strategy & Optimisation at Suncorp

***"I wish all my speakers could be
as smart, talented and delightful
to work with as Jason."***

Senior Conference Producer at
The International Institute for Research

"A delight to work with."

Events Manager at Connective

***"...inspired our team to think beyond
the 'norms' of leadership."***

VP of Global Development, Engagement
& Culture at Beam Suntory



Hi.

Contents

Dr Jason Fox

A Short Video | 4

A Brief Bio | 5

A Couple of Books | 6

Keynotes & Events

Speaker 'Showreal' | 11

Keynotes & Workshops | 12

Motivation *for* Design | 21

Programs & Consulting

Pioneering Strategy | 27

Pioneering Leadership | 29

Pioneering Culture | 31

Onwards & Upwards

Let's Do This | 34

A Fee Guide | 35

Next Steps | 45



Watch



This short (90 second) video will give you
some insight into why I do what I do.



Wait—who is Dr Fox?

Dr Jason Fox is a modern day wizard-rogue, author and leadership advisor. With deep expertise in motivation design, Jason shows pioneering leaders around the world how to unlock new progress and build for the future of work.

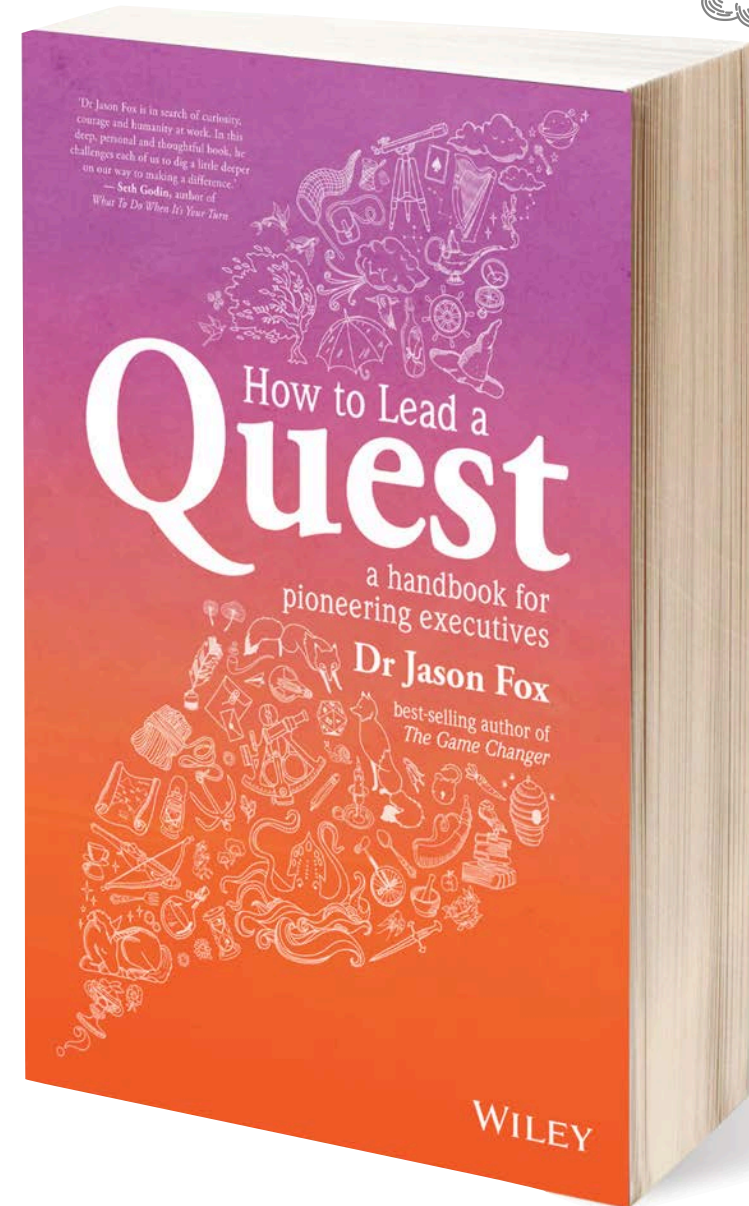
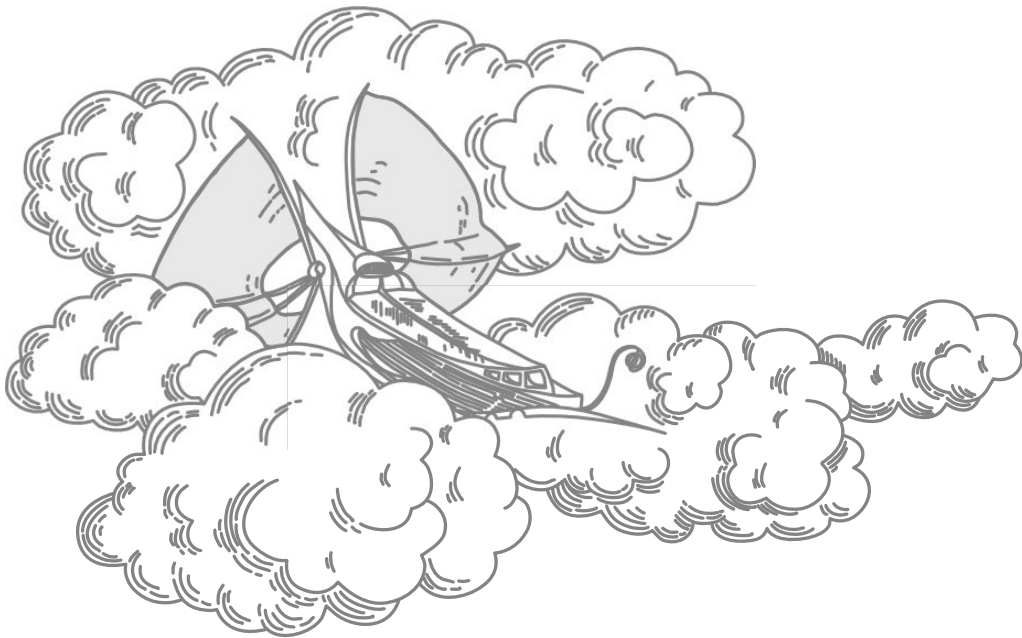
In 2016 he was awarded **Keynote Speaker of the Year** by Professional Speakers Australia, entering him into the Speaker Hall of Fame. Frequently booked over a year in advance, Jason works particularly well with sceptical audiences who have ‘seen it all before’. He delivers fresh thinking to instil new curiosity for future relevance, purpose and growth.

His clients include *Fortune* 500 companies such as *Microsoft*, *PepsiCo*, *McDonalds* and *Beam Suntory*, and other multinationals such as *Toyota*, *Honda*, *Sony*, *Gartner*, *Telstra*, *Macquarie Group*, *Johnson & Johnson*, *Commonwealth Bank*, *Red Cross*, *Suncorp*, *Singtel Optus*, *Origin Energy*, *AMP*, *ANZ*, *NAB*, *Xero* and *The International Institute of Research*.

Jason is the bestselling author of *The Game Changer*, and the author of the recently released book: *How to Lead a Quest*. His research has been featured in the likes of *Smart Company*, *BRW* and *The Financial Review*.

He is based in Melbourne, where the coffee is magic.

Stay Relevant.



*“**Insightful, funny and entertaining** aren’t words you’d often use to describe a business book ... and that’s because it’s not your normal business book. **Jason brings a different perspective to what it really means to be a leader in today’s world.**”*

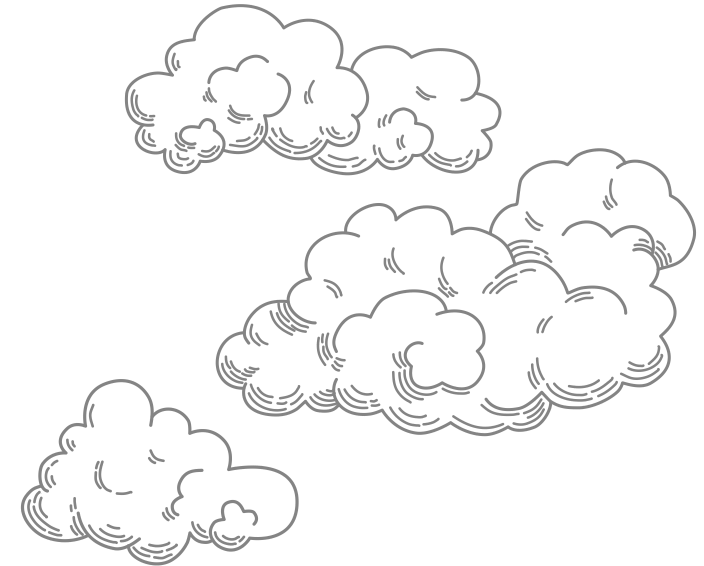
— Philip Goldie, Director of Partner Business & Development at Microsoft

*“When confronted with an area we must learn, most of us yearn for a friend who can lead us through this new space, gently and with humour, free of judgement or patronising tone. Jason serves that role for the business world, through the pages of each book. Pulling together insights and learnings from academia, case studies and pop-culture, you’ll be guided through ways to **make work more engaging, business futures less risky, and blind-spots smaller in magnitude.** His theme of a ‘quest’ helps you tie together these diverse ideas into a narrative thread that is both fun and informative.”*

— Andrew Fallshaw, CEO of Bellroy

*“Jason’s handbook for pioneering executives provides **a rich source of thinking and authentically different approaches to drive your business world.** We put them to the test and they created unexpected results. Unexpected in that it built **a unifying approach** to some of our challenges. While this seemed obvious at the end of the process, as a team it was not something we foresaw at the start.”*

— Brendon Riley, Group Executive at Telstra



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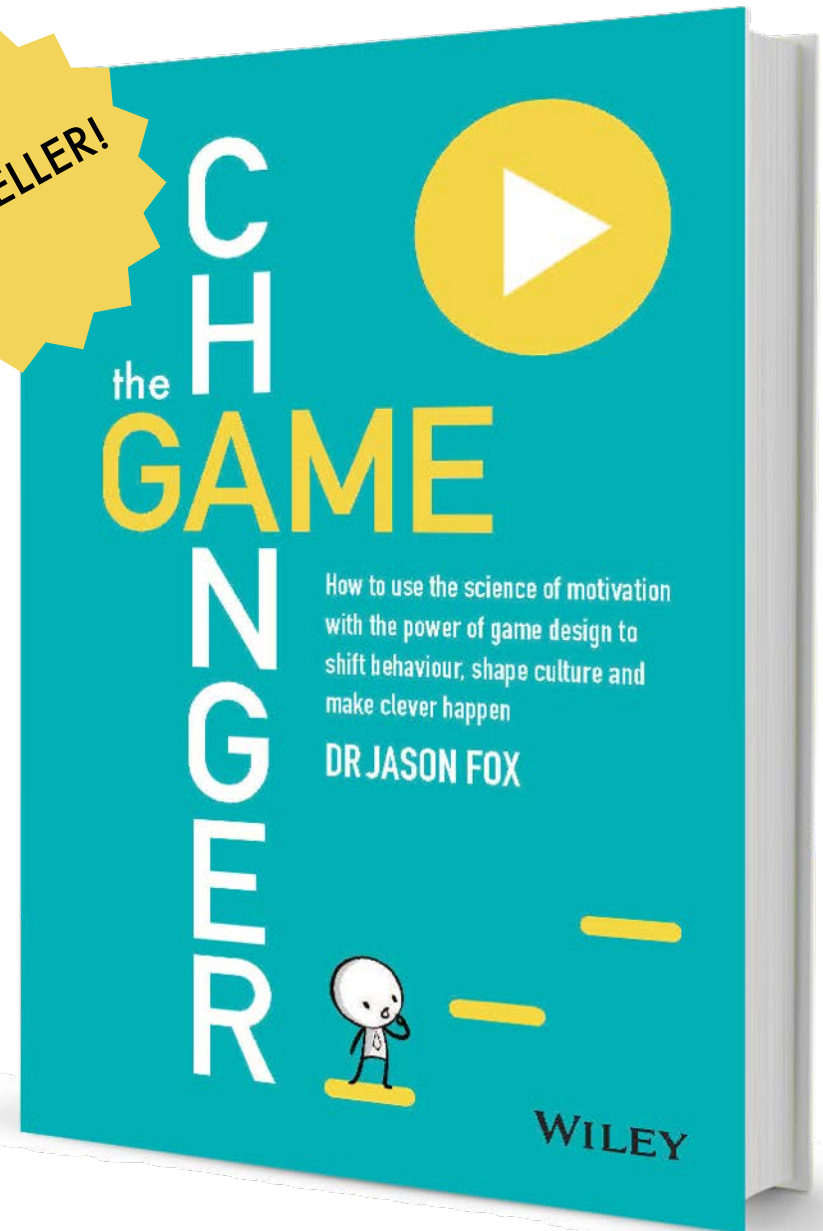
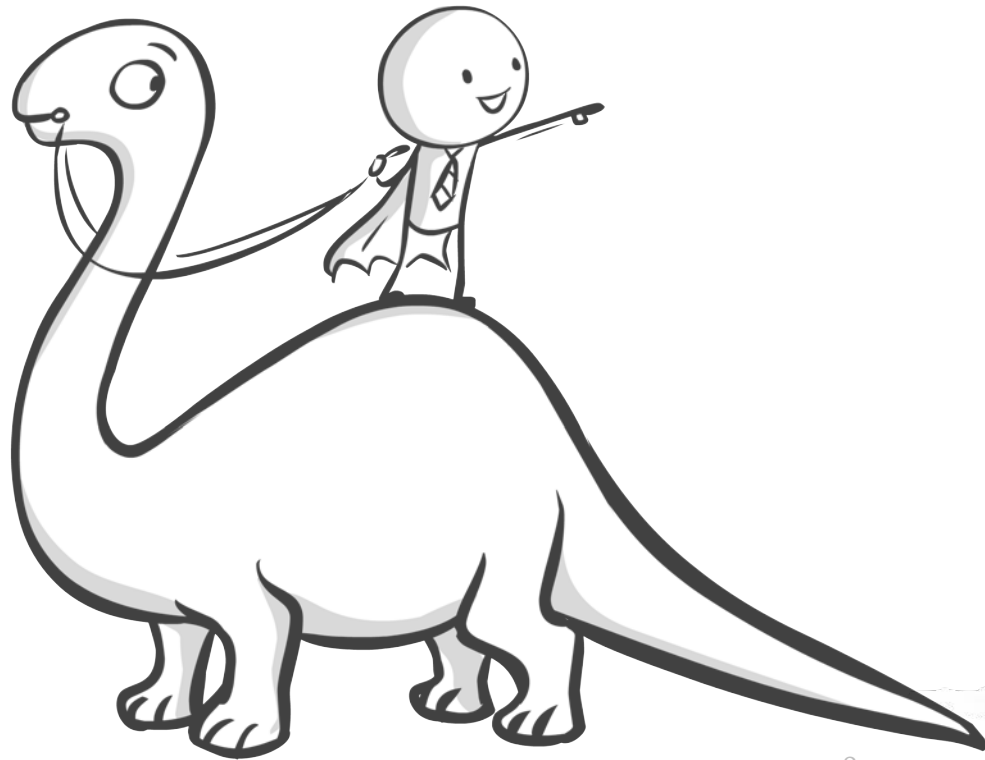
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Make progress
happen.



*"If you are fed up with management-speak, feel-good hucksterism and volumes that are jam-packed with exhortation—this book may interest you... This book **examines what really motivates people** and how the principles of game design can be used to create a happier, more motivated and productive work culture. Refreshingly, he uses simple language and anecdotes from his work to flesh out his ideas, which are **backed by research into what is effective.**"*

— Book Review, BOSS Magazine

*"Take the combined elements of the best work of all authors who have ever lived, and what you'll have won't even come close to the genius that is this book. My mind imploded under the weight of divine reason in this book, several times. I felt as though I had aged 100 years in wisdom, and yet simultaneously discovered the fountain of eternal youth. And that's just the first chapter. The whole book builds to a universal crescendo that will resonate through the ages. **I now know Kung-Fu, and understand the tightly-held motivational secrets of ninjas, whales and the noble pterodactyls.** Not for the faint-hearted, the ideas in this book are as heretical as they are true. If there is just one book you buy in this lifetime—make it this one."*

— Peter Cook, author of *The Thought Leaders Practice* and *Implement!*



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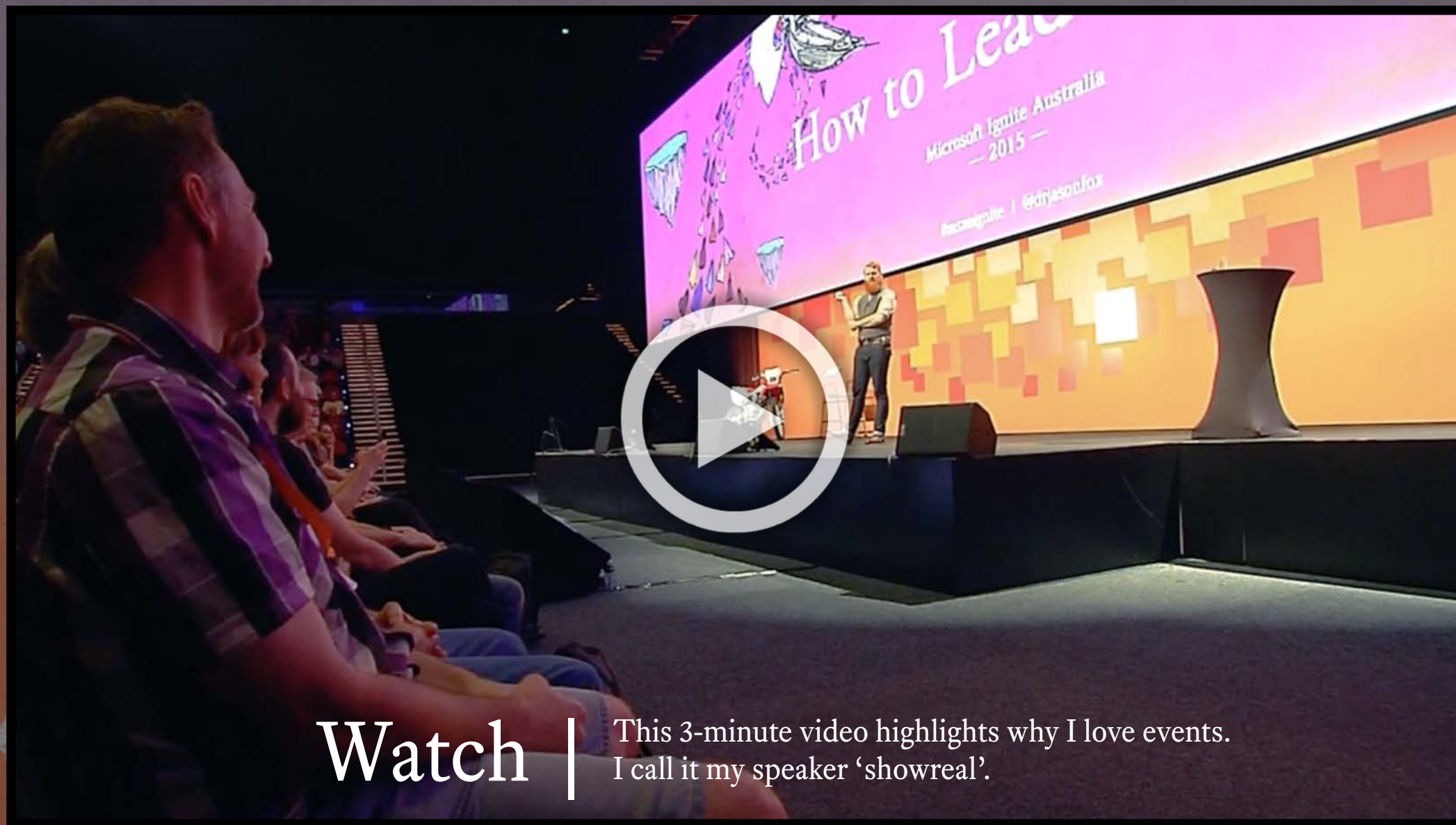
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KEYNOTES & EVENTS



Watch |

This 3-minute video highlights why I love events.
I call it my speaker 'showreal'.

Ah. Nothing—*nothing*—comes close to the catalysing effect of a well-orchestrated event. To take the savviest people within an organisation or industry and immerse them within a constructive context to explore new ideas and find better ways of working (together) is just...(!)

Words can't even describe it. It's magic.

Anyways, if you're planning an event, you'll probably want to know what I actually speak about. #prudent

And so the next few pages tour through the three main 'keynotes' on offer. All of these deliver my foundation of *motivation design*, but the focus shifts from strategy to leadership and culture.

**I LOVE A DISCERNING
AUDIENCE THAT HAS
'SEEN IT ALL BEFORE'**

My refreshing 'curiosity and reason-based' approach is ideal for skeptical audiences, critical thinkers and senior executives who don't suffer fools.

**INFORMED IRREVERENCE
IS PART OF THE PACKAGE**

If you're looking for someone to simply tout default motivational fluff and comfort your audience with all-too-familiar leadership cliches—I'm not your man.

LET'S BE STRATEGIC

Events don't exist in isolation—they serve a bigger context and momentum. I'm super happy to come and deliver a keynote—but I'm even happier when I can understand the *purpose* of your event, so that my contribution can serve that.

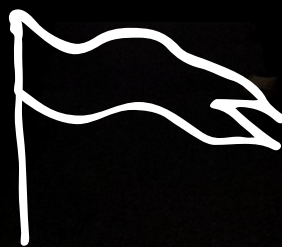
No 1



SOMETHING
PROFOUND!

OH GOSH...
I'M SO TWEETING
THAT...

LEAD a QUEST



& VENTURE BEYOND THE DEFAULT

"Every year we run a very important event that brings together our most senior leaders from 23 different countries.

These guys are all very switched on, and have seen a lot of the conventional 'change leadership' stuff before, but **Jason provided something that was incredibly fresh, clever and practical.**

This provoked **new thinking**, and stimulated very constructive discussions amongst our leaders. Jason **contributed greatly to the success of our event.**"

Director of Talent, Pepsico

Lead a Quest

—*venture beyond the default*

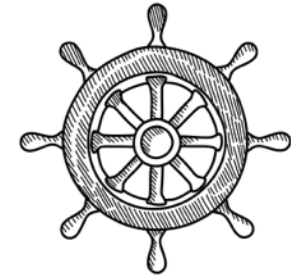
This keynote will get your people leaning into the challenge of making bold new strategy happen.

Defaults—established ways of doing things—are an important element of any enterprise. We *need* them. They save us a heap of time, and make us much more efficient.

But lo! Most organisations have now become Cursed with Efficiency and Default Thinking. We're all so busy, and so what happens is... more of the same. We seek quick fixes and familiar solutions that tick the right boxes and save us time—but in doing so lead us closer down the path toward *irrelevance*.

To stay relevant, we must know when (and how) to disrupt default thinking, so that we may pioneer new strategy—beyond the established path.

Your next event is the perfect opportunity for this.



DISCOVER:

- » How to find where default thinking is creating a 'Delusion of Progress'
- » How to cultivate the **curiosity and empathy** needed to pioneer new strategy into uncertain futures
- » How to craft personal and collective rituals to ensure that meaningful progress is maintained

PERFECT FOR:

- » Senior leadership teams that want to think differently and develop bold, breakthrough strategy (not just an incremental improvement)

TIMING:

- » Opening your event with this keynote will have your people more open to explore new ideas and pathways ahead
- » Also available as a workshop

No 2

MAKING
CLEVER
HAPPEN



MAKE ★ CLEVER ★ HAPPEN®

ADVENTURES IN UNCERTAINTY



*"We worked with Jason for our Regional Leadership Conference covering key leaders across Asia Pacific and South America with a brief to **inspire our leaders to deliver**. We were looking for a speaker and collaborator who could not only **inspire the team to think beyond the 'norms' of leadership** motivational theories, but someone to provide real, usable tools. **Jason definitely delivered on this and more**. His engaging style saw all of our leaders put pen to paper as they captured his ideas and insights. As we continue to develop our leaders across Beam Suntory, we will certainly look for Jason's input and continue to work with him where we can."*

*VP of Global Development, Engagement & Culture
at Beam Suntory*

Make Clever Happen®

—*adventures in uncertainty*

This keynote will inspire your people to lead new progress—uphill, through uncertainty and doubt.

Leading people to achieve clear goals or improve upon previous performance is actually (relatively) easy. It's when the goals are *complex* that things get challenging. Especially when navigating unprecedented work through uncharted territory (into an uncertain future).

It's here that we require a modern set of motivational tools, and different style of leadership. Something that is nimble, authentic and responsive—where change is the norm, experimentation is valued, and where the customer is placed at the heart of every decision.

To stay relevant into the future, we need to *pioneer*.

And this can start at your next event.



DISCOVER:

- » How to lead meaningful progress through uncertainty, whilst building for the future of work.

PERFECT FOR:

- » Organisations looking to refresh and inspire senior leadership through to middle management.

TIMING:

- » Opening your event with this keynote will produce braver conversations amongst participants throughout the event.
- » Closing your event with this keynote will ensure that people leave with more than just ideas—they'll leave with the motivation and leadership savvy to *make clever happen*.
- » Also available as a workshop

№ 3

"We engaged Dr Jason Fox to speak at our country-wide roadshow event, which lead to **an unprecedented amount of positive reception. The demand was so high that every city sold out**, and we had to find larger venues to fit hundreds of participants. Such a good problem to have! Jason offers a **genuinely fresh, relevant and modern perspective** to motivation and leadership. **His understanding and empathy for leaders looking to change culture and drive innovation within organisations is unmatched.** It has been an privilege to share the success of this event with Jason and to bask in the glowing feedback coming from our audiences across all of Australia. And it doesn't end there—**Jason and his team are a total joy to work with. We are incredibly happy!**"

Manager of Development & Research
at The Australian Human Resources Institute

CHANGE THE GAME

CRAFT A CULTURE FIT
for THE FUTURE OF WORK



Change the Game

—craft a culture fit for the future of work

Sometimes it's a question of *momentum*: how can an enterprise hold onto all the best elements of its culture whilst in rapid growth? Other times, it's a question of *direction*: how can we pivot our enterprise culture, so that it is more aligned with our strategy?

Either way calls for more than just a motivational pep talk. If you want your people to be on board as the champions of your enterprise culture, then they need to *understand* the science behind what drives collective behaviour.

And so, in this deeply insightful keynote, we do just that.

Your people will leave your event more than just motivated—they'll leave with the savvy required to intrinsically influence the culture of their teams and the enterprise, ensuring that it is fit for the future of work.



DISCOVER:

- » Why all enterprise cultures must become more networked and *responsive* if they're to survive the future—and how you can make this happen
- » How to use motivation design to establish the right structures, rituals and artefacts to shift behaviour and shape culture

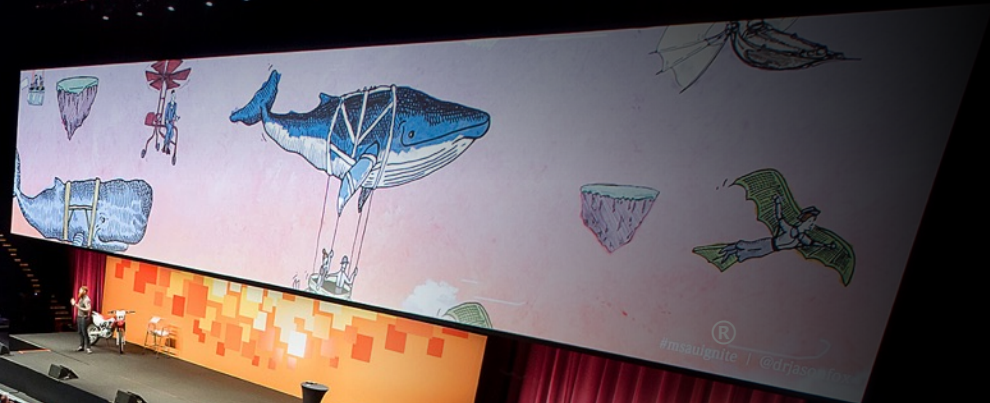
PERFECT FOR:

- » Senior leadership teams and people leaders who want to effectively influence more curiosity, empathy, agility, productivity and performance in their team and work culture

TIMING:

- » Toward the end of your event is a good time for this one. It's also available as a 1 or 2 day workshop.

NO X



The CUSTOM JOB

The Custom Job

—*where cleverness meets context*

The keynotes I deliver are constantly evolving, and always finessed to be the most relevant for your audience. But sometimes we can explore even further...

I'm *continuously* abreast of research in motivation design and the future of work. I also work with a diverse range of senior leadership clients, across multiple industries and countries. As such — *and with respect to NDAs* — I have a diverse field of potentially relevant savvy to call upon.

But knowing stuff is one thing. Making sense of it, and packaging the intelligence in a way that's elegant and succinct, and of practical relevance for your audience — ah... that's the fine art and science of keynote speaking.

I *relish* the opportunity to do custom work. Sure, it takes more time, but if there's a particular area you'd like my informed perspective on — and it's within my domain of expertise — let's talk and see what's possible.



HOW IT WORKS

If you feel that your audience could benefit from a much more *specific* application of my expertise, the first thing to do is email to my office outlining what you're looking for.

For example, you might be looking at how motivation design applies for online sales, what the responsive org movement means for you, or how leaders of remote teams can keep people engaged in pioneering work.

If we think we can contribute value, we'll tee up a chat. If not, we'll probably chat anyway and connect you with someone ace who can.

WHAT YOU GET

You'll get a brilliant keynote, tailored heavily to your context, along with any notes and recommended reading materials (to keep the learning going).



MOTIVATION DESIGN FOR EVENTS



DR JASON FOX
motivation strategy & design

*Interviewed by 925design
in Helsinki, 2014*

Watch |

Learn a bit about *Motivation Design*
in this short interview.

Motivation design makes the foundation of my expertise. Originally, I worked with organisations to redesign work to be purpose-driven and inherently motivating.

Now most of my consulting work is focussed on the application of motivation design to the field of pioneering strategy, leadership and culture change.

Having said that, events are an experience that can benefit *immensely* from motivation design. We don't need to resort to cheap tricks and familiar hacks —lame competitions, clunky conference apps and superficial engagement with sponsors.

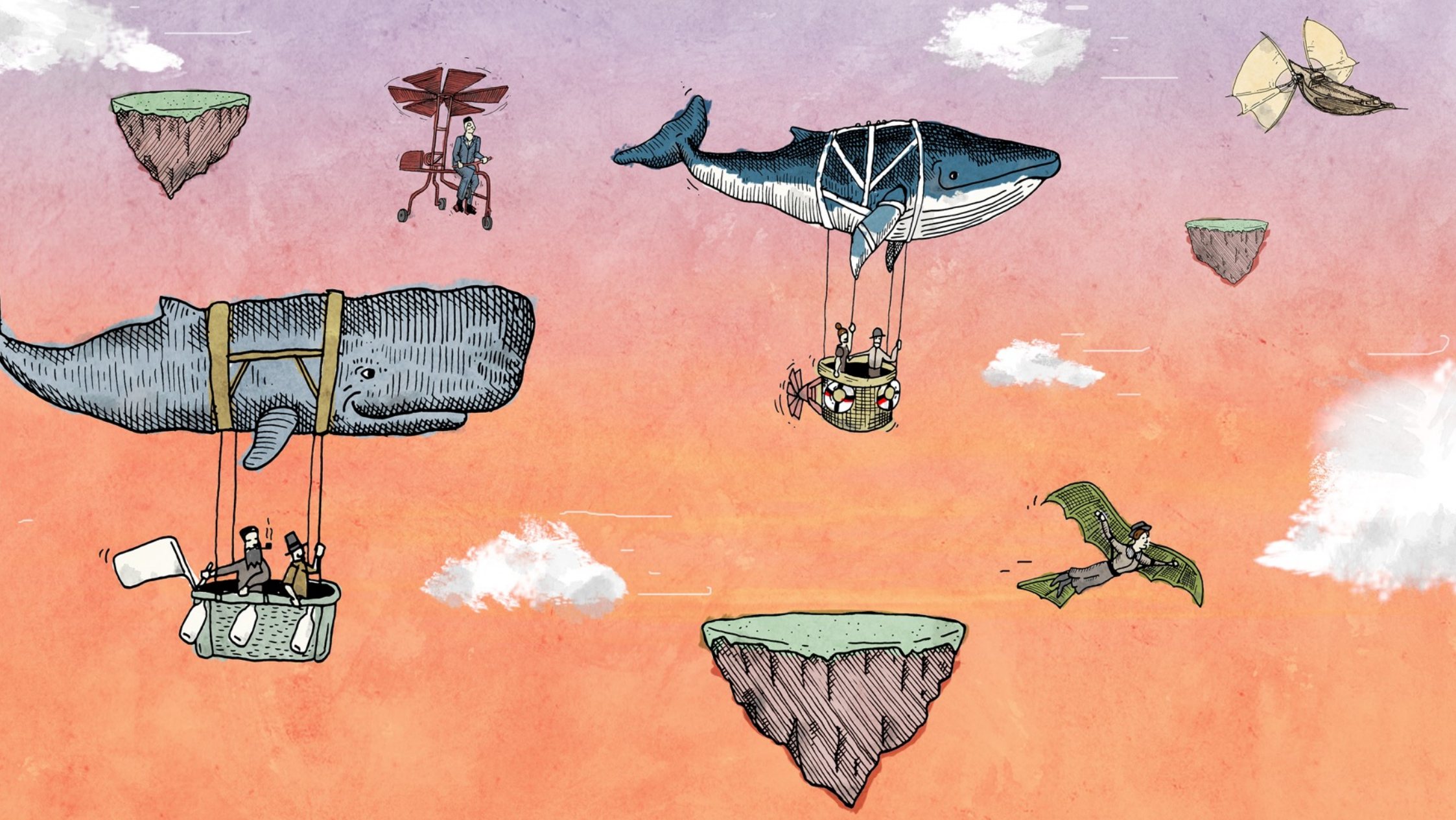
Instead, we can create an experience in which people are inherently motivated to engage in key behaviours, like: *registering early, spreading the word, participating in all sessions, networking beyond their immediate circle, genuinely engaging with sponsors, asking good questions, providing useful and timely feedback, promoting the event on social media and to their colleagues, and so on.*

And so, if you're booking me for a keynote at your next event, we may be able to arrange additional consulting to make the most of it.

HOW DOES IT WORK?

At the simplest level, we add 2-3 working sessions to any keynote booking. The first session is spent identifying the specific behaviours you'd like to see more of. Next, we get immersed in the participant experience of your event. We develop profiles for each participant segment, map out the various touch points they will likely encounter (such as your website, any online marketing, physical marketing, and so on), identify the friction that limits the likelihood of desired behaviours manifesting. Then, once we are aware of the challenges and opportunities, our second session is devoted to cleverly optimising the participant experience across each of these touch points, using motivation design. At the end of this session, your team will have some savvy things to implement. We can then chat a third time before your event to review progress, pace through the run sheet, and ensure that all is fab and well for your event.

And then I'm there with you at the event, everyone's having a great time, it's a huge success (as in, it's actually effective), and we debrief over coffee or whisky once it's over. Huzzah.



PROGRAMS & CONSULTING

The biggest threat facing any enterprise, is its inevitable *irrelevance*.

Of course, no one deliberately seeks to become irrelevant—but we find ourselves facing decline when we become complacent or ‘too busy’ to pioneer.

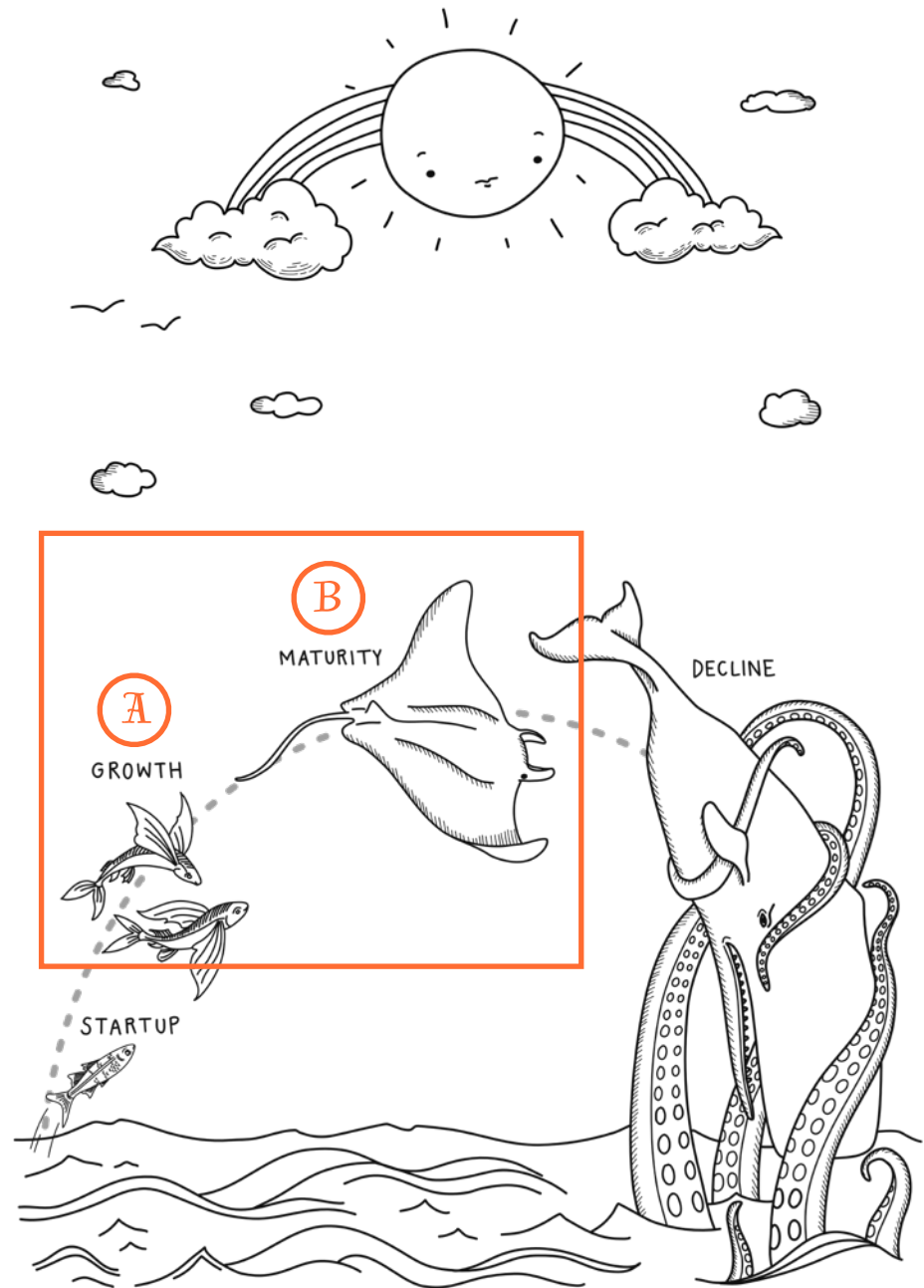
Leading and motivating people beyond established ways of doing things is challenging, particularly when we are venturing into uncharted and unprecedented territory. There’s complexity, uncertainty, paradox and doubt. It’s not easy—which is precisely why I *love* working with leadership teams courageous enough to embark upon such quests.

There are three main consulting streams I offer:

1. Pioneering strategy;
2. Pioneering leadership; and
3. Pioneering culture change.

I do this for two main markets:

- A. Medium to large enterprises in rapid growth
- B. Large and multinational enterprises in maturity

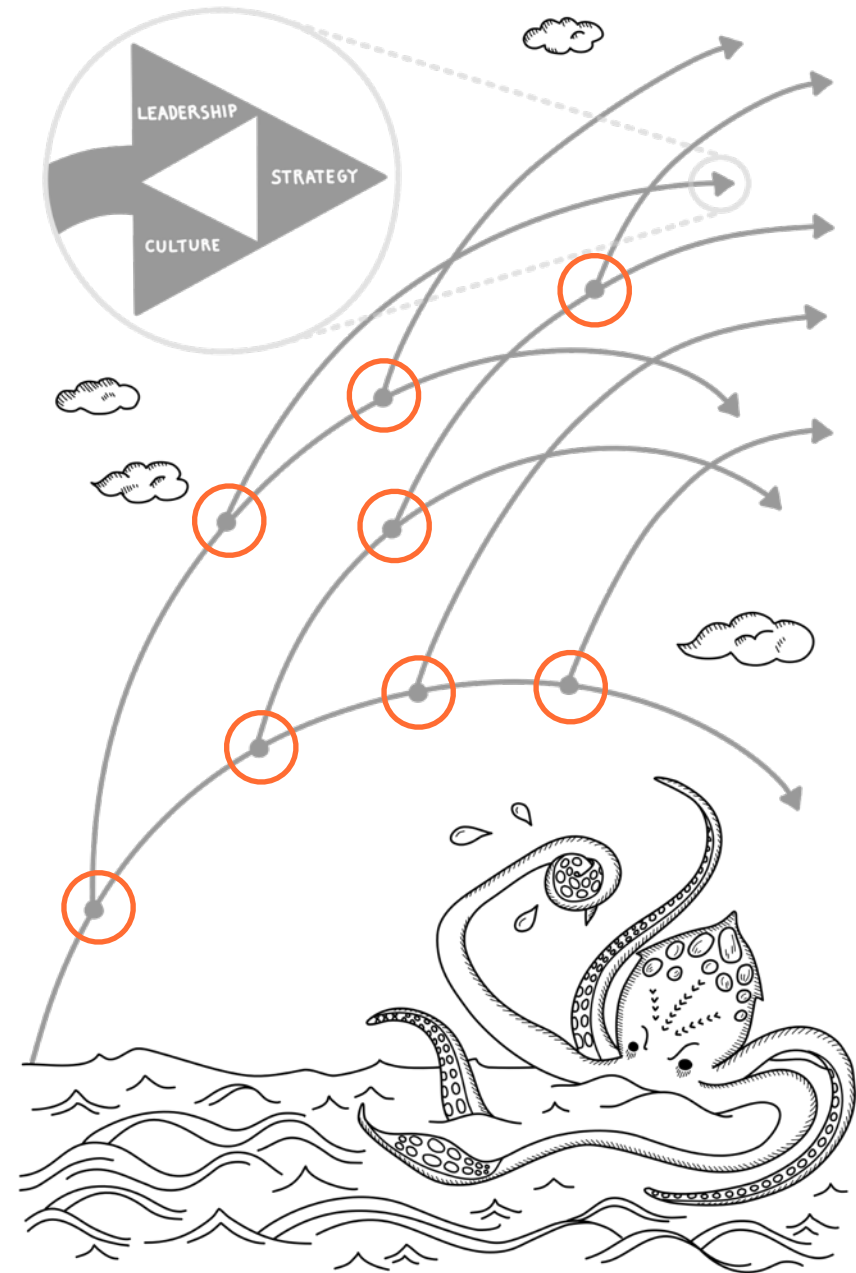


Achieving enduring relevance means meeting both the current and *emerging* needs of our market. This requires curiosity, empathy, and a willingness to *pivot* and pioneer beyond the established path.

I work with my clients as a leadership advisor and guide, helping them navigate the motivational complexities inherent when anyone attempts to deviate from the well-established path.

The next few pages highlight what my workshops and consulting packages can look like.

○ = A *pivot* to pioneering strategy, leadership and culture



PIONEERING STRATEGY

Every enterprise has a strategy. The question is: how *progressive* is yours?

When facilitating strategic development, I do not seek to *replace* your existing strategy. While that might be exactly what you need—it is far too drastic of an approach for many. Instead, we seek to *augment* existing strategy by questing beyond the default.*

On the next page, I'll show you how we can do this.

* 'Defaults' are the options we choose automatically in the absence of viable alternatives. Therefore, in order to break free of default thinking, we need to find viable alternative options. Hence: we quest.

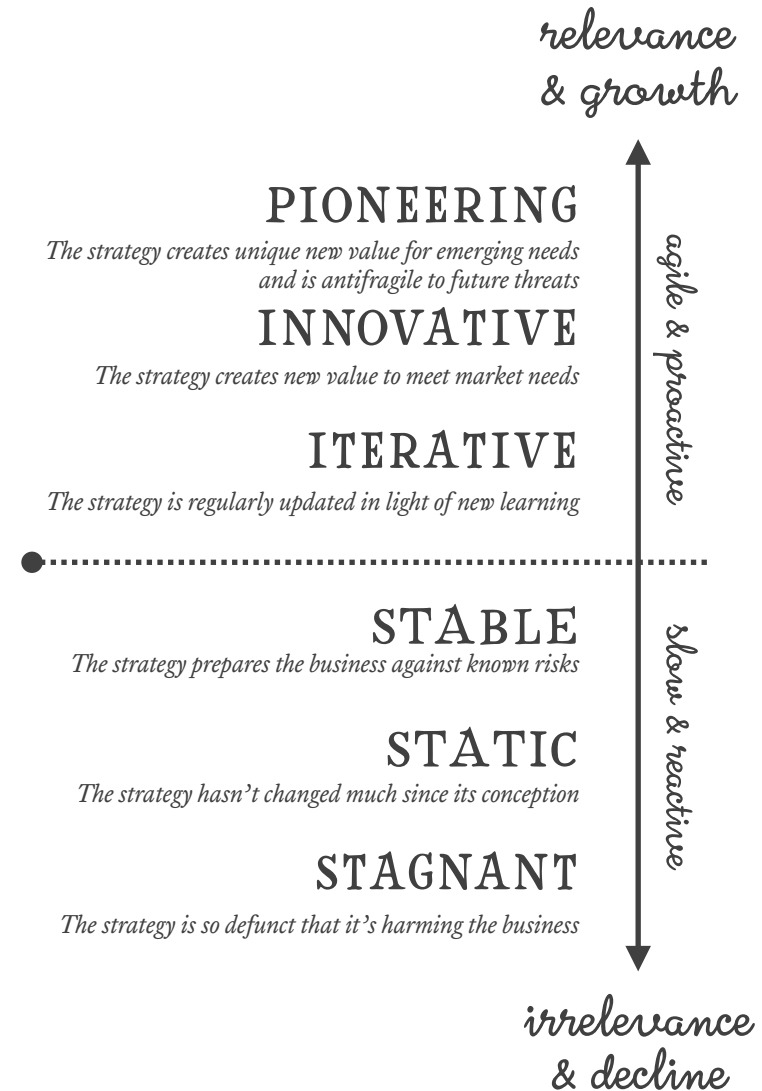


Figure 3: The Strategy Ladder

PIONEERING STRATEGY

A 2–3 MONTH STRATEGIC DEVELOPMENT PROGRAM

Make clever happen®

*“Every two years our whole research division meets together for a very important strategic planning day. Over the years, you experience a heap of facilitators, and you get used to the standard thing. But this year, we engaged Dr Jason Fox, and what he provided was very different—something **fresh, relevant, practical and compelling**. If you're looking to develop and progress new and important strategy, I highly recommend Dr Jason Fox.”*

Vice-President & Deputy Vice-Chancellor of Research,
University of New South Wales

Strategy mapping

1 day

This essential full-day immersion generates a renewed understanding of your current business model and strategy. Here we find the opportunities to strategically optimise your business today. We also identify areas of potential strategic risk, and opportunities to pioneer bold new value.



2-4 weeks

The Futures Forum *An exploration of trends and possibilities on the horizon*

2-3 days

Having mapped out the existing strategy—and identified possible areas of opportunity—we now venture well beyond the default. This *Futures Forum* is an immersive and informative experience facilitated over 2–3 days with a diverse mix of your leadership team, along with internal and external experts. This forum will enrich your senior leadership team with timely and relevant perspectives on key trends and opportunities within the industry. The result: a set of alternative strategic options.



2-4 weeks

Here we quest further, to cultivate strategic options

The Strategic Offsite *Selecting viable alternative options to augment existing strategy*

2-3 days

Now before you do a strategic offsite, you must first [READ THIS ARTICLE](#). Good. Now we make the most of it. Our intent with any strategic offsite is to make the quality decisions that lead the business toward new value and enduring relevance. This means we must review viable alternative options, and ensure that default thinking and cognitive bias do not get the better of us. The result of the strategic offsite is pioneering strategy, and a shared sense of the path ahead.



2-4 weeks

Comms & Progress

1 day

Developing pioneering strategy is one thing—ensuring that leadership behaviours are congruent with strategic intent, well—that’s another thing. This final session ensures meaningful progress through complexity. It also ensures that strategy is communicated brilliantly.

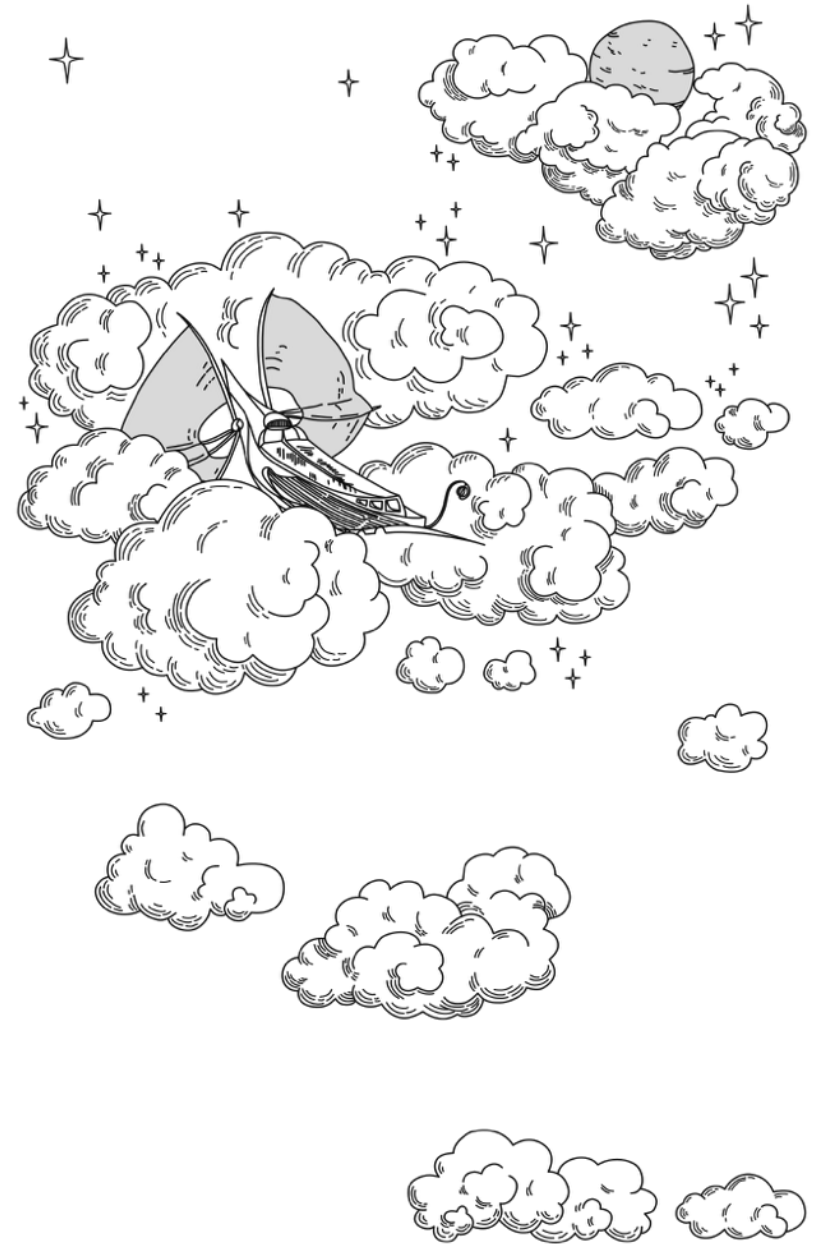
PIONEERING LEADERSHIP *elle*

Recall figure 2 of page 26. It depicts the **ultimate outcome of pioneering strategy: new value + enduring relevance.**

But it takes *pioneering leadership* to get there.

If you need the fundamentals of operational leadership, or if you are simply looking to improve upon previous performance—this isn't the program for you.

But if your strategy is taking you into unprecedented territory, and if you know your team could be more agile, more 'digital-first' and more congruent with a modern, fast and responsive organisation—then well! I may just be the right guide for you...



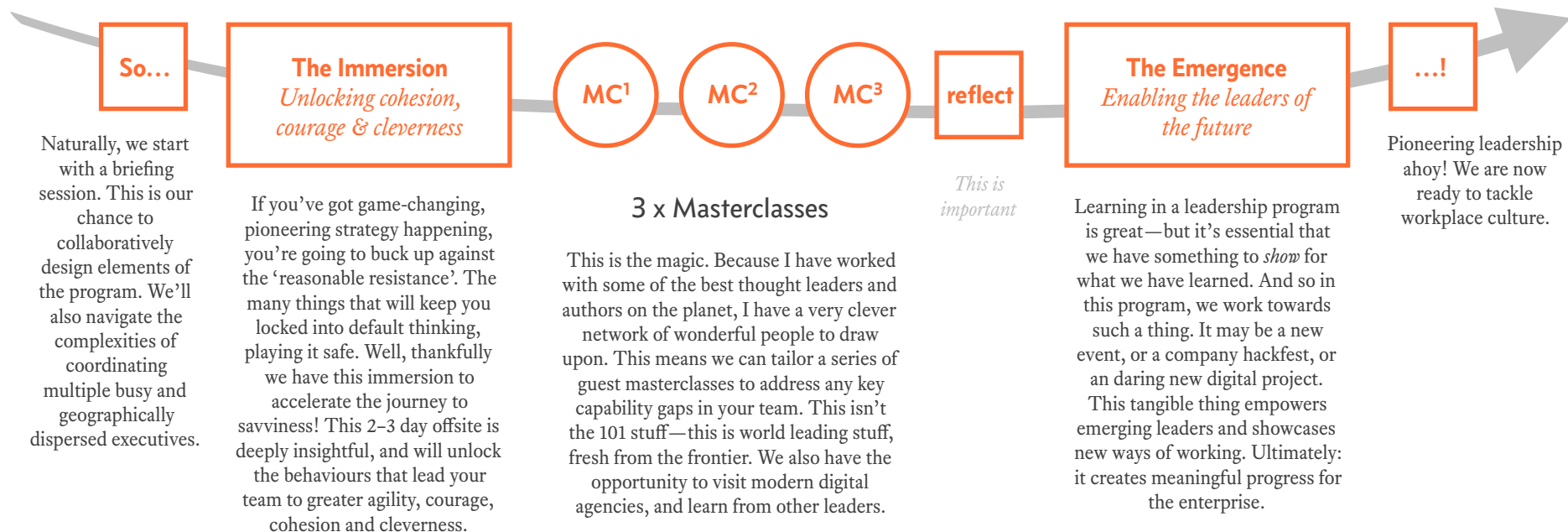
PIONEERING LEADERSHIP

A 3–6 MONTH **LEADERSHIP DEVELOPMENT** PROGRAM

Progress through uncertainty.

*“Jason was the perfect guide for our leadership—entertaining, intelligent and deeply thought-provoking. After just one day invested with Jason, we decided on new and innovative ways to take our leadership development to the next level. Jason’s involvement allowed us to make great progress in this new area of investment, and it really motivated people to get excited about the possibilities and future of the industry. I highly recommend Dr Jason Fox if you are looking to **progress great thinking and pave the way for real innovation.**”*

Manager, Brand Strategy & Communications, Optus



PIONEERING CULTURE

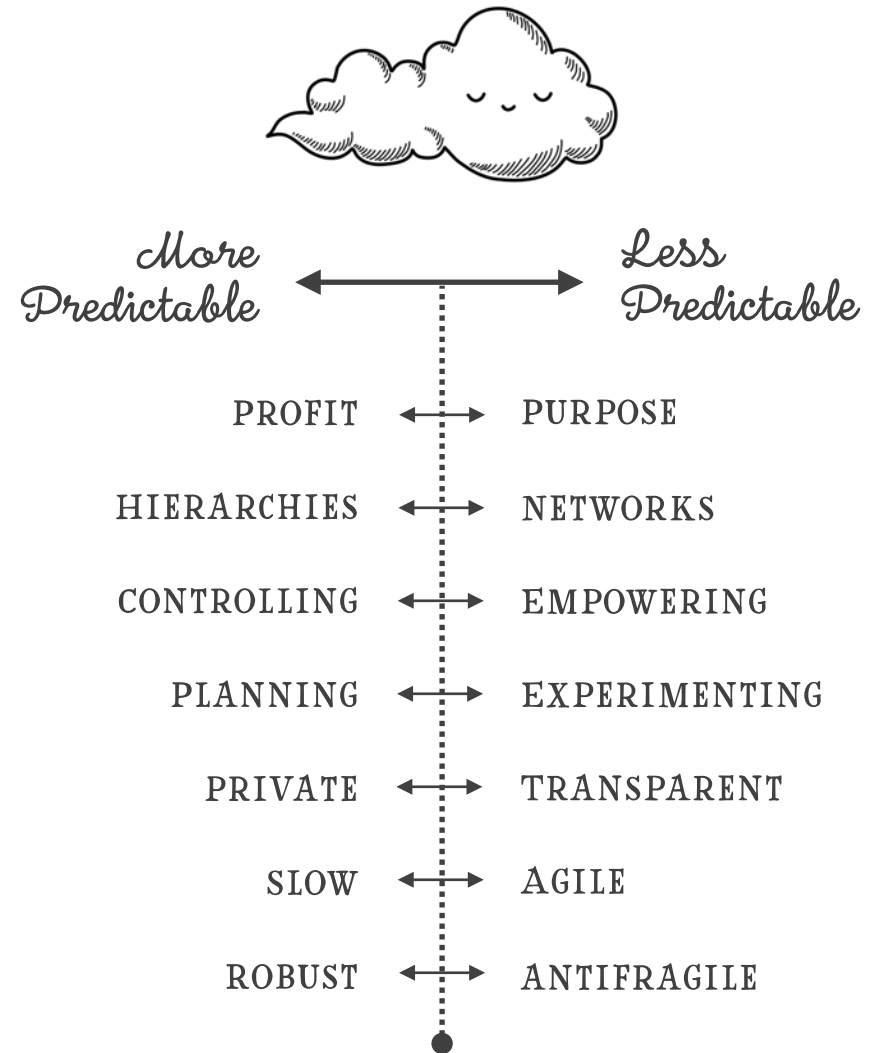
‘Culture’ remains one of the most confused concepts on the planet. For every person you’ll meet, you’ll get a new definition.

Here’s the one I use: *culture is a collective set of behaviours*. It’s shaped by structures, rituals, symbols and artefacts. It’s guided by values, and influenced by *motivation design*.

These are all things we can change.

Figure 4 (right) highlights the enterprise shifts required as we move into an increasingly volatile, uncertain, complex and ambiguous future. If we are to pioneer in this less predictable landscape, we need to be ready.

It’s time—*past time*—to build for the future of work.



PIONEERING CULTURE

A 12-18 MONTH **CULTURE CHANGE** PROGRAM
Build for the future of work.

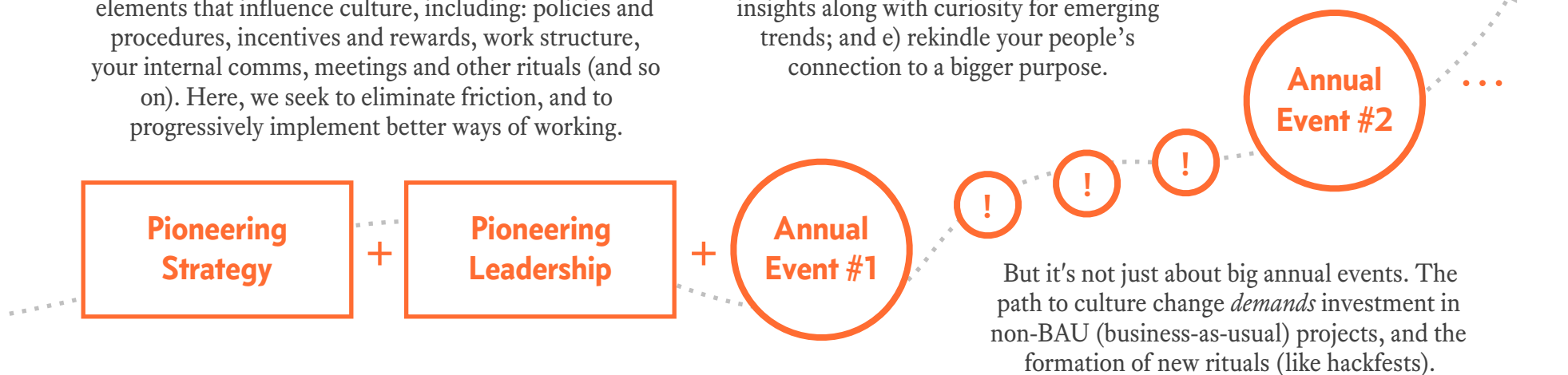
"Jason Fox has a unique and thought provoking approach to strategic and cultural change. He challenged us to think differently and was invaluable in assisting us to communicate change in a way that was engaging for our whole business, including franchisees, executives, and most importantly the managers and crew in our restaurants."

CEO of McDonalds Australia

Culture change is *so much easier* when we have a clear purpose and a worthy strategy for the enterprise. It also helps tremendously if senior leadership are already modelling the behaviours most conducive to meaningful progress. With this in place, we can then review the elements that influence culture, including: policies and procedures, incentives and rewards, work structure, your internal comms, meetings and other rituals (and so on). Here, we seek to eliminate friction, and to progressively implement better ways of working.

Your annual events are a very important ritual, and a great opportunity to: a) disrupt default thinking; b) communicate pioneering strategy; c) recognise great performance *and* great exploration; d) integrate customer insights along with curiosity for emerging trends; and e) rekindle your people's connection to a bigger purpose.

At the second annual event, we put the spotlight on the evolving narrative, and we showcase our richest learnings. This visibility of progress is essential.





ONWARDS & UPWARDS

Righto: let's do this

Here's how we can work together.

It all starts with a keynote or workshop

I'm frequently booked over a year in advance, so if you know you have an event coming up, [GET IN TOUCH](#). For clients within Australia and New Zealand, we prefer working *directly* with you (rather than via a proxy).

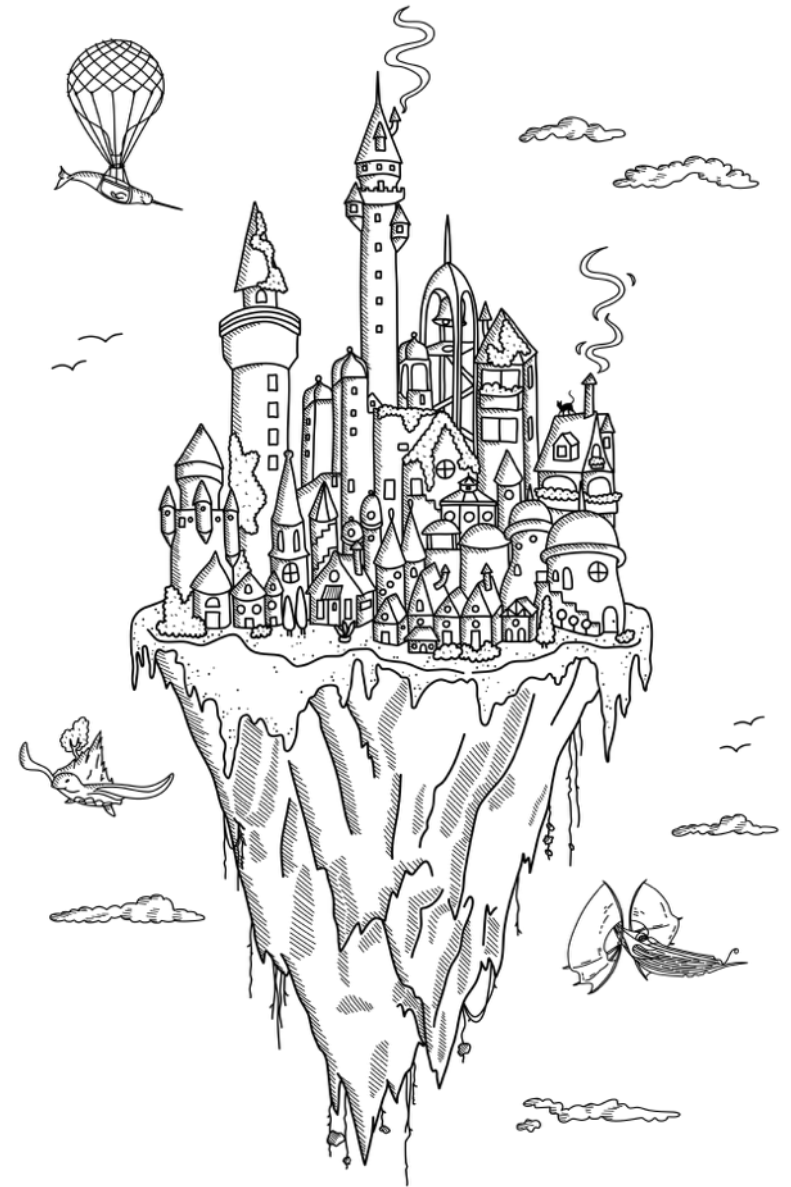
Then we do the initial part of a pioneering program

It'd be wonderfully foolish for you to commit to a full program without experiencing some value from me first. And likewise, it'd be silly to block out my calendar before seeing how cool and committed to pioneering you are. And so: we start with the first step.

And then: the everquest toward relevance!

My ultimate game is to make myself redundant. I want your enterprise to be savvy at motivation design for pioneering strategy, leadership and culture—so savvy that you no longer need any of my services.*

* We can then just become BFFs (best friends forever).



fee guide

Please note: professional services fees are provided as a guide for budgeting purposes only, and may vary according to your specific context or quest. The amounts quoted do not allow for personal expenses directly related to the activity (such as business class airfares, limo transfers and accommodation) and should be added where appropriate.

Special rates may apply for B Corps, education and purpose-aligned NFP organisations, and for bundled bookings and roadshows (let's be clever). All prices are quoted in Australian Dollars and apply to engagements within Australia & New Zealand only. International engagements attract a higher fee (but we can be savvy).



Events

(start here)

A Wondrous Keynote

The Custom Job
A Workshop (half or full-day)
Motivation Design for your event

\$9k+gst
\$15k+gst
\$15k+gst
add \$5k+gst

Pioneering Strategy

An Initial Strategy Mapping workshop
The Full Strategic Development program

\$15k+gst
\$60k+gst

Pioneering Leadership

An Initial Leadership Immersion
The Full Leadership Development program

\$30k+gst
\$120k+gst

Pioneering Culture

This varies, but here's a rough estimate

\$180k+gst

Btw, you're in good company. Here are a few clients...

TEDx



Happy clients

*"We first engaged Jason to facilitate an important strategic offsite with our senior leadership team. The opportunity for such offsites is rare, and the time senior leaders have together at such offsites is very precious. It was essential we engaged someone who could not only cover the agenda, but also provide space to explore new possibilities. **Jason did this and more.** He immediately built rapport with the team, and was able to **challenge us to think beyond our defaults.***

***The result was a strategy that was refreshing, courageous and differentiated, and a leadership team that was inspired to make it happen.** We couldn't have predicated this, but Jason's **unique approach** allowed it to happen.*

*We have since then engaged Jason to help us build momentum with our people. He delivered a keynote to our business in support of the strategy, and the **feedback was overwhelmingly positive.** We loved that he was able to tailor it serve the strategy.*

*Then, recently, we engaged Jason again to facilitate further strategic development. And **it just gets better and better!** We look forward to such experiences, and will be working with Jason again in the near future."*

Executive General Manager
of Personal Insurance Distribution at Suncorp

Happy clients

*"It was great spending time with you last week at our event in Chicago. You captured the conference themes and highlights in such a unique and special way that **exceeded our conference attendees' expectations.***

***I wish all my speakers could be as smart, talented and delightful to work with as you are.** Thank you for raising the bar even higher than we dreamed possible! It was **an absolute pleasure** working with you on this event. On behalf of the entire IIR team, thank you again for **making the main stage legendary** (and memorable and FUN)!"*

Senior Conference Producer
for The Institute for International Research, New York

Happy clients

*“We were facing some serious challenges across the CSIRO, and as a result we were forced to make some tough decisions about what programs and positions could continue. This, coupled with redundancies and **a climate of uncertainty** meant that the morale of our researchers and staff wasn’t at its highest.*

*The leadership team organised an important event to present our vision and strategy for progress to over 400 of our people. We wanted to solicit input from them to shape the strategy—but **it was critical that the day was facilitated delicately, with good thinking and deliberate design.***

*And so **we hired Dr Jason Fox to ensure this important event was a success.** Serving as our facilitator and closing keynote speaker, Jason maintained a buoyant and practically optimistic tone throughout the day. **His use of humour and intelligence was masterful—he had everyone constructively contributing to our strategy, connecting and collaborating at a level we rarely see.** And finally, his expertise in motivation design was exactly the pragmatic yet strategic perspective our people needed to move forward.*

I recommend Dr Jason Fox for any organisation wanting to progress important strategy in challenging times—his work is magic.”

Director of Advanced Manufacturing at CSIRO

Happy clients

"We had the goal of bringing together key stakeholders and leaders from our industry to focus on prioritising long-term research for future innovation. Anyone who has attempted this will know that it can be a challenge, as the tendency is to focus on existing priorities or at least those which we can see more clearly. To get people truly thinking to the future requires a different approach, and we are very fortunate to have engaged Dr Jason Fox for this.

*He has **a unique and refreshing approach that just works.** His expertise and experience were invaluable. **Jason partnered with us from the start,** working and mentoring us through concept development, communication design and progress management. This all lead to an inaugural 'Futures Forum' event that **facilitated real breakthrough thinking,** and left us with a refined set of priorities and areas to focus on.*

*Jason's involvement allowed us to make great progress in this new area of investment, and it really motivated people to get excited about the possibilities and future of the industry. **If you're serious about exploring new opportunities for innovation and competitive advantage, you can't go past Jason Fox.**"*

General Manager of R&D Investment, Cotton Research & Development Corporation

Happy clients

"We at FIBS invited Jason as a keynote speaker to RATKAISUN PAIKKA, the leading Corporate Responsibility event in Finland, in May 2015. In total 700 business and sustainability professionals participated in the event, and Jason was our star speaker.

*Jason couldn't be there in person, so we arranged a video-connection for his presentation. **Even via Skype and limited time Jason was an inspiration and captured the audience with his talent, wit and authentic style, sharing much needed, to-the-point and out-of-the-box insights and tips on how to truly get people motivated and engaged at work. Working with Jason and his team was a pleasure from the beginning till the end, and we're very much looking forward to future collaboration with him.** Thank you!"*

Manager of Operations & Programs at FIBS CR Network (Finland)

Happy clients

“Our Commercial Claims team spent time reviewing our strategy and needed a way to share the work we had done with our teams. We were originally going to bring Dr Jason Fox in to contribute his expertise in progress design (he came highly recommended), but after our initial discussion we realised we could go a whole lot deeper and Jason could help us deliver the ‘why’ as well as the ‘how’.

Jason not only helped us to understand how we could translate our strategic intent into the behaviours and work culture that would make it happen—he worked with his partner Kim to produce a hand-drawn ‘visual narrative’ video to communicate the story behind our strategy to the wider business. Instead of producing another PDF report that lives buried away in the intranet, this approach has been a hit and everyone knows what we’re working towards, and why.

I highly recommend Jason’s input for any organisation looking for a fresh approach to strategic development. Jason was really easy to work with. His input was thoughtful, practical and progressive—he really helped us to rethink the way we communicate strategy.”

Senior Leader of Performance, Strategy & Optimisation at Commercial Claims, Suncorp

Happy clients

“We made two great decisions when we were choosing keynote speakers for our annual Australasian Research Administrators Association Conference this year. The first was to have Jason Fox open the conference, and the second was for him to close it!

Jason’s relevant, engaging, and (occasionally) irreverent presentation incorporated pop culture, motivation science, mixed media and had our delegates engaged and keen to hear more from the outset. Most importantly, his closing keynote provided a visual summary of key ideas from our meeting, and his illustrations continue to be a memorable and humorous keepsake for delegates well after the event.

Jason offered our delegates unique insights into our profession, a mirror to assess our motivations, tools for reflection on our professional practices, and easy strategies for making things happen after the event ... not to mention being seriously funny.

Highly recommended for conference organisers who want to keep delegates engaged and finish their event with an hilarious bang!”

Conference Convenor *of the* Australasian Research Administrators Association

Happy clients

*"I initially approached Jason to deliver a keynote to our business for our annual conference so that he could, in his own persuasive, inimitable way, hold a mirror up to some of our less-than-helpful work practices, and create a case for thinking differently about making progress and working on things that matter. Given Jason's experience in workshop facilitation, **his role quickly expanded beyond the keynote to facilitating an entire day of our conference where he played the role of consultant, mentor, guide and contributor.** Jason helped us navigate our way through thought-provoking activities that challenged our people during the event, and delivered practical tools and constructs for continuing the analysis and experimentation process afterwards. **Jason is a leader in the field of motivation science, but crucially he understands the importance to businesses of linking theory to practice so that thinking differently becomes part of one's daily toolkit, rather than something we do only once per year at an event.** I look forward to learning more from Jason in the years to come."*

Group Manager of Enterprise Digital & Social at Origin Energy

Happy clients



"We had Jason speak at our 925 festival in Helsinki —an event designed to empower Finland business leaders to think bravely and work smarter.

*The Finnish audience is very discerning, and we've worked with some of the best thought leaders from around the world—and I can honestly say **Jason is world-class**. He provided insight that was **fresh, bold and very pragmatic**.*

***The audience loved his wit, passion and highly original style**, including hand-drawn slides.*

*As a bonus, he was **a pleasure to work with**."*

Creative Director & Founder of Idealist Group, Finland

next steps...

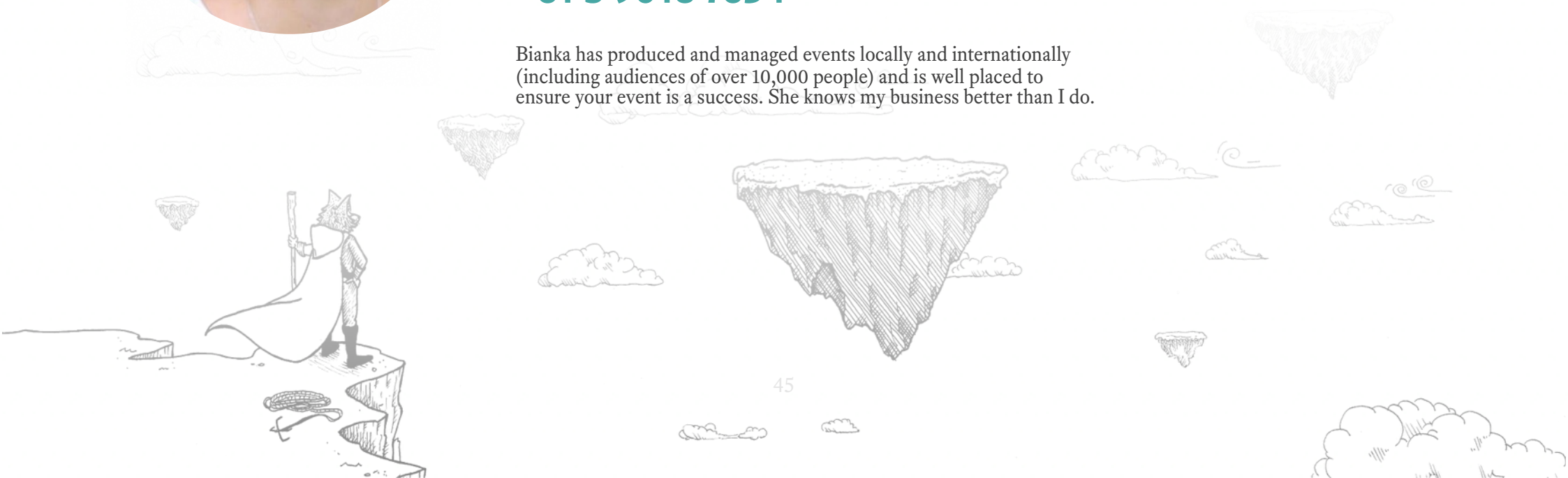


*Just call or email my wonderful
business manager Bianca
to get the ball rolling...*

hello@drjasonfox.com

+61 3 9018 7654

Bianca has produced and managed events locally and internationally (including audiences of over 10,000 people) and is well placed to ensure your event is a success. She knows my business better than I do.





Not sure yet?

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