

Richard Sauerman The Brand Guy

Richard has the experience, insights, honesty,
and energy to connect with his audience in a
unique and powerful way.



Richard Sauerman is The Brand Guy and has been ranked in the Global Top 30 Brand Gurus since 2014 (currently ranked 9th).

He has created and worked on brands at some of the world's greatest advertising agencies (Saatchi & Saatchi, Ogilvy & Mather, DDB, McCann Erickson) as well as in his own business, from established global brands (Coca-Cola, Microsoft, Levis, Nescafe, Vodafone) to Australian brands (CSIRO, QBE, Arnott's, Tourism Australia, Lifestyle Solutions, Surf Lifesaving) to start-ups (LeukBook, T-shirt Ventures).

Richard has developed an intuitive sense of what makes people tick over his branding and communications career and has been using his experience and knowledge to challenge, inspire and motivate audiences to new levels of performance for twenty years.

His speaking clients include Clayton Utz, AMP, CBA, TAFE, QBE, Fitness First, Surf Lifesaving Australia, Aquent, NewsCorp, Prospa, Contiki, Microsoft, Nestle, Zurich, Bayer, nab, Charter Hall, MFA, Challenger, PwC, GPT, Lion Nathan, Munich Re and American Express.

Richard's keynotes and workshops are a call for people at work to step up their game.

He believes each one of us has potential that extends far beyond our actual day-to-day performance. Instead of living and working 10/10 lives, we often settle for 7/10 because it's a reasonable position to take, it gets the job done, it doesn't require taking any unnecessary risks, and it keeps us in our comfort zone.

Richard removes the barriers that are holding people back and inhibiting peak performance by inviting participants to step out of their comfort zone and step up their game. Richard's delivery is backed up with videos, music, visuals, and a large whiteboard to map the journey and capture audience feedback.

Richard is a standout speaker. His style is passionate enthusiastic, provocative, empathetic, and ruthlessly honest. He's an enemy of mediocrity, a challenger of norms and conventional thinking, and a champion of people.

Be sure to book Richard now for your next conference, event, or in-house seminar.

Our leaders rated you 9.3/10. You were by far the highlight of the entire 3 days. **Senior Manager, NewsCorp**

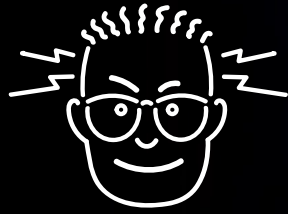
If you're looking for a speaker like no other to shift the gears of your daily grind, book him!

CEO, Surf Lifesaving Australia

He thinks like a pro and talks like he is walking on air. His energy is infectious.

Vice President Marketing, American Express

Contact Richard on +61 405 15 19 15 or at richard@the-brand-guy.com.au



Richard Sauerman

The Brand Guy

Real YOU

Motivation & Peak Performance



Stop doing your job and living your life with the handbrake on.

Companies don't make things happen: People do. When it comes to work and the workplace, too many people do their job with the handbrake on. Each of us has potential that extends far beyond our actual day-to-day performance. Instead, we settle for being a 7/10 because it's a reasonable position to take, it gets the job done, it doesn't require taking any unnecessary risks, and it keeps us in our comfort zone.

Real YOU is Richard's 60-minute talk or full-day workshop – and anything in between – that removes the barriers that are holding people back at work as well as in life. What people think, feel, and believe about themselves shapes and drives their identity, their performance at work, and their quality of life.

Real YOU lays the foundations of self-belief and a positive attitude for all people, at all levels and in all roles: Leaders, managers, sales and marketing teams, customer service teams, business owners, creatives and innovators.

Real YOU is a journey of self-discovery designed to take give participants an experience they will literally never forget. It's like riding a bicycle: Once you learn how to ride a bicycle, you know forever; it's always in you.

Real YOU is highly interactive with lots of audience participation. While the subject matter may be considered serious, the experience is high energy, fun, funny, and very real. Richard's delivery is supported by videos, music, and powerful images.

Real YOU audiences and participants will:

- ✓ Rediscover their passion (positive attitude)
- ✓ Doubt themselves less (self-belief)
- ✓ Know themselves more (self-awareness)
- ✓ See their colleagues in a new light (empathy)
- ✓ Leave the room with a plan of IMMEDIATE action (impact)
- ✓ And a skip in their step.

Put him in front of your staff and he will unlock something amazing in them.

Senior Manager, Yaffa Media

Richard brings more than just words; his thought provoking and powerful message drives a deep emotional response from the audience. Brilliant presentation!

CEO, Innovative Retail

Real YOU is an ideal stand-alone conference keynote presentation, or an extended half day or full day program.

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Power Branding

Branding & Marketing

How to build brands that make sense and are believed and loved

Most branding falls short of being powerful because it's too rational. It makes sense, but it's not believed and loved. And that's the big trap you want to avoid: You don't want a brand that just makes sense, you want a brand that people are going to believe and love, that also makes sense.

Power Branding is based on the pioneering work of The Brand Guy, Richard Sauerman. People build brands, and power brands are about people: How you treat your staff, how you treat your customers and suppliers, how you conduct your business, as well as [and not just] your marketing communications. Power brands build trust, win customers, attract and keep talent, and stand out from the competition.

Audiences will learn:

- ✓ Why power brands are important today.
- ✓ What it takes to build a power brand.
- ✓ How power branding is everything you do and say.
- ✓ How power branding understands and connect with people.
- ✓ How power branding is a major source of intangible value.

Branding The Inside

People & Culture

How to profit from purpose and passion.

Companies don't make things happen: People do. And when it comes to work and the workplace, Gallup reports that only 17% of employees in Australia (and the world) are engaged. Not only is this bad for business, but it's also bad for people and their lives.

Branding the Inside is based on the pioneering work of The Brand Guy, Richard Sauerman. One of the most effective ways to transform your culture is through branding, but not as you know it. Along with the traditional bottom line, organisations have a second bottom line: A return on human investment that advances a larger purpose beyond just making money. This is Branding the Inside, and it drives high employee engagement, loyalty and retention.

Audiences will learn:

- ✓ How to discover the truth and purpose of your brand.
- ✓ How to put purpose at the heart of what you do and say.
- ✓ How to build a brand-driven culture.
- ✓ How to use your brand to engage your employees.
- ✓ How to shift attitudes, performance, your world.

Business As UNusual

Change & Innovation

How to embrace ambiguity and uncertainty in a changing world.

If Covid taught us one thing it's that the world is not as stable and predictable as we once thought. Living and working with change is the new norm now more than ever before.

Despite that, talk of 'change' creates unease, anxiety, and stress. And that's because our brains are biologically hardwired to resist change – the #1 reason why 70% of Change Management processes fail.

Richard will make the case for taking more intelligent risks in business (as well as in life), and he will leave his audience with a stronger determination to back themselves and their ability to be brave and bold agents of change in a world that's not waiting for anyone.

Audiences will learn:

- ✓ What change looks like.
- ✓ Why people resist change.
- ✓ How people resist change.
- ✓ How to change people's attitude towards change.
- ✓ What things never change.
- ✓ How to make change work in your favour.

All of Richard's topics are an ideal stand-alone conference keynote presentation, or an extended half day or full day program.

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