



DAN
PONTFRACT

Background & Overview

You Need a Keynote Speaker,
Workshop Facilitator or
Virtual Presenter and You're
Thinking About Using Dan

There are elephants in the leadership room. I'm here to call them out & provide help.

What You're Seeking

You seek the straight goods when it comes leadership, corporate culture, and organizational performance. You want participants to **think and feel differently** after your event, but to also be equipped with **practical techniques** to make a change going forward. Your goal is to help people leave better than when they began the event by exposing the elephants in the leadership room. **I can help.**

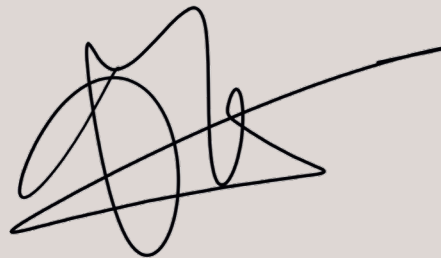
Your function, conference, retreat, or event requires someone who:

- Helps people think, feel & act differently
- Provides tangible outcomes & advice
- Tailors AND customizes every keynote
- Published five award-winning books
- Is entertaining AND educating
- Has 25+ years of real-world experience

As an expert on leadership, corporate culture, and organizational performance, including over 1000 keynotes, workshops & other events under my belt — plus the experience to back it up — **I have the tools & pedigree** to help you achieve your goals and for your audience to leave feeling they can make a difference.

There are elephants in the leadership room.
I'm here to call them out. Thank you for considering me.
Let's work together.

Dan Pontefract



"We are so proud to have had you at our event. Your talk was a big hit. It moved us. We can't thank you enough."

Malin Björnell, Salesforce

Partial Client List



“Dan challenged us to have clarity of purpose, both as individuals and as an organization. He related inspiring stories drawing on his experience in business, technology and academia. As he said, ‘There is no ownership without belonging.’”

Christian Pantel, D2L

Dan's Credibility

For 20 years, I held senior roles at global giants SAP, TELUS, and Business Objects leading corporate culture change, employee experience, and overall performance change. I helped TELUS shift employee engagement from 51% to 87% in just five years. Ever since, I have worked with organizations around the world helping shape the future of work ...now!

In sum, I have loads of on-the-ground executive experience to improve your leadership, corporate culture, and overall organizational performance.

In addition, I am the award-winning author of five leadership books: WORK-LIFE BLOOM, LEAD. CARE. WIN., OPEN TO THINK, THE PURPOSE EFFECT, and FLAT ARMY. I also write for Forbes and Harvard Business Review.

I've been honoured to have presented at four different TED events while delivering roughly 50 keynotes per year. In addition to keynotes, I facilitate workshops as well as small or large consulting engagements. I'm proud to be an adjunct professor at the University of Victoria, Gustavson School of Business.

Leadership NOW is my popular show; interviews in audio, video, and written formats. I'm always in pursuit of what makes the future of work better... now.

“Dan accomplished what we set out to do, which was not only to be inspirational, but also to leave everyone with tools and food for thought / self-reflection to improve their personal and professional lives.”

Hermann Handa, FCT



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What to Expect

I have themes, stories and concepts that serve as a basis for the content. Leadership, purpose, culture, the workplace, thinking, and a new type of engagement that I call "Work-Life Bloom," are the main ones, although I am malleable. We can go deep or cover them all. I possess hundreds of stories to choose from, whether for talks or workshops, full of practical solutions.

But you are the customer. I work with each client to determine what is the best fit for the big day. Thus, each gig or workshop can be tailored to your needs.

I use metaphors, colourful graphics, history, anecdotes, humour & I may even wear a hat. Oh, and fancy shoes.

The pace is invigorating. And there are always takeaways.

Themes & Topics



Leadership

- There's No Such Thing as Work-Life Balance
- 9 Leadership Lessons of Caring Leaders
- How to Truly Communicate with Others
- Being a Modern, Empathetic Leader
- Hybrid Leadership Skills: How It's Different
- Empathy vs Sympathy vs Compassion
- The Myth of Employee Engagement

Thinking

- The Balance of Reflection vs Action
- Distracted & Disengaged People
- Creative, Critical and Applied Thinking
- Indifferent, Indecisive & Inflexible States
- Dream. Decide. Do. Repeat.
- How to Win Back your Imagination, Focus, Attention, Time & Productivity

Purpose

- The Interconnections of Purpose: Personal, Organizational & Role-Based
- Create Your Declaration of Purpose
- Develop, Define & Decide Your New You
- The GOOD DEEDS of Organizations
- Job vs Career vs Purpose Mindsets
- How to Enact & Unleash Purpose

Team Culture

- How to Make Collaboration Happen
- The Open & Trustworthy Organization
- Networks Are Your Net Worth
- Pervasive Learning as a Critical Tool
- Breaking Down Silos & Stove Pipes
- Empowering versus Powering
- Performance over Hierarchy

Hybrid Work

Tap into Dan's 20+ years of leading & implementing hybrid work

My focus is really on three things: the workplace, team members, and leaders. My expertise is leadership, corporate culture, and organizational performance.

“Dan not only brought his presentation to life with his charisma, but also content, style and presentation finesse. Our members were especially interested in his thought provoking and top of mind topic on the future of work and how we’re going to be leading the next generation of leaders.”

Cheryl Goodwin, CPA

Signature Keynote

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The Elephants in the Leadership Room

In today's landscape, there are significant challenges that we often overlook: 'the elephants in the leadership room.' It's crucial to not only acknowledge these 'elephants' but also learn how to navigate them whether you're a leader of people or not.

The Reality of Your Business

Speed, multitasking, and busyness are the norms today, leaving little time for reflection. Balancing action with reflection is key to maintaining high performance in your team.

Collaborate or Else

Proactive collaboration shapes how work gets done and how you're perceived. Engaging broadly across the organization leads to better outcomes. Aim to be known as someone open-minded, proactive, and inclusive, fostering performance and collaboration.

Being Relatable and Empathetic

Embrace humility, listening, and empathy. Practicing empathy in interactions with peers and team members creates magic. Remember, your network is your net worth—invest in relating to and championing others.

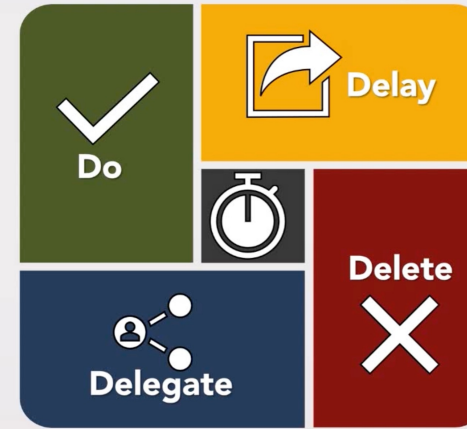


Virtual Events

Virtual keynotes, webinars, and even workshops can be conducted over the web in my home office, built specifically to conduct such events with wall monitors, Hollywood lights, double cameras, and green screens. (Yes, even from the USS Starship Enterprise.)

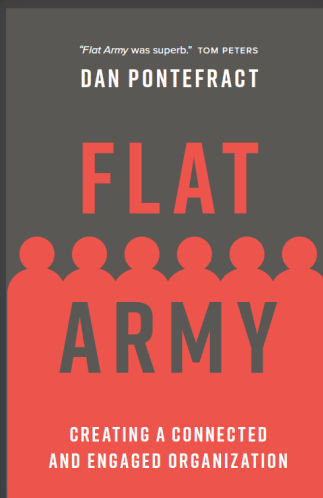
The technology doesn't matter. I'll use whatever you have, or we can use my platform, which is Zoom.

The 4D's of Self Management



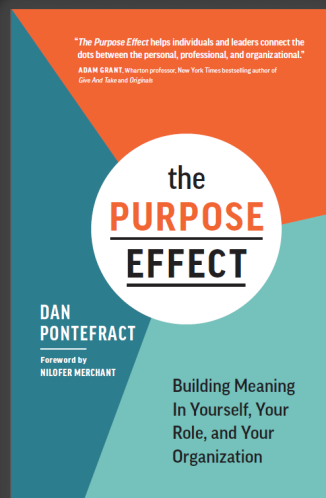
books

Dan is the award-winning & best-selling author of several books, each focused on a specific theme & where his talks, workshops or consulting emanate.



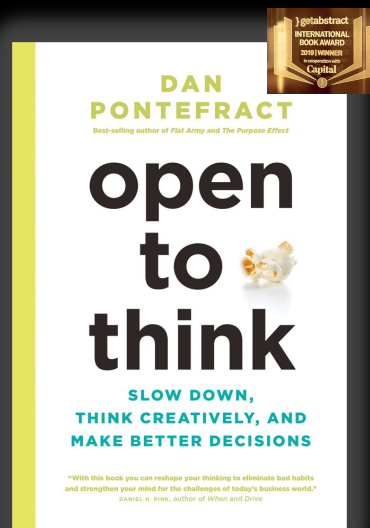
FLAT ARMY
Culture can become your competitive advantage. Your organization should be more engaged & productive.

Endorsed by legendary best-selling author Tom Peters



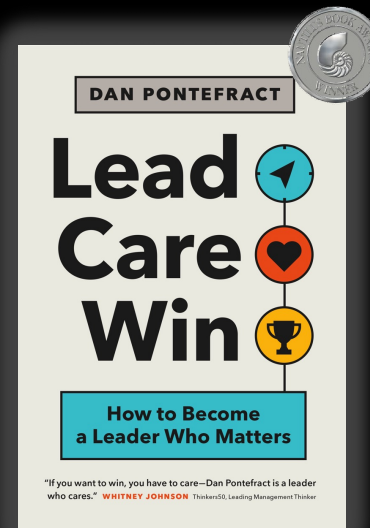
THE PURPOSE EFFECT
When we balance personal, role & organizational purpose, we end up in the "sweet spot."

Endorsed by New York Times best-selling author Adam Grant



OPEN TO THINK
We have become too distracted, busy, and unfocused. The antidote is to "Dream. Decide. Do. Repeat." Will you?

Winner: 2019 getAbstract International Book of the Year



LEAD. CARE. WIN.
Nine insightful yet super-practical leadership lessons that will help you become a more caring and engaging leader.

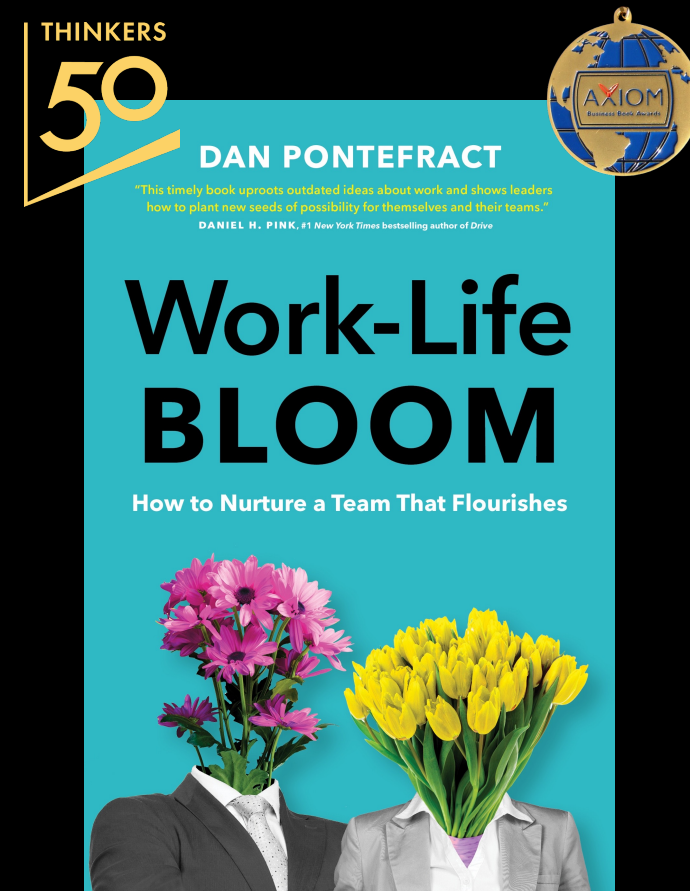
Winner: 2022 Nautilus Silver Medal – Leadership & Business Category

Dan's Latest Book WORK-LIFE BLOOM

Dan takes a fresh look at the relationship between our professional and personal lives. Perhaps work-life balance & employee engagement are myths.

Winner: Thinkers50 Top New Management Book 2024

Winner: 2024 Gold Medal – Axiom Business Book Awards, Leadership



Dan's Career

Real-world experience – not made up.

A mix of academic and corporate, real world first-hand leadership roles.

Held senior positions at TELUS, SAP, Business Objects and the British Columbia Institute of Technology

4 different TEDx Talks

Over 600 talks and workshops delivered since 2008 across North America, Europe, Asia and virtually to >500,000 people

Winner of 25 industry awards

4 major book awards

Clients include not-for-profit, corporate and public sector.

Frequent contributor at Forbes, Harvard Business Review and other media outlets.

Talks and workshops delivered at conferences such as KM World, ATD International Convention, APQC, CCUA, CPA, CIPD, CIO Association, HR.com, APEX, CIO, AACSB, IIAC & WXN.

Venues have included the IMF, Hockey Hall of Fame, Vienna Hall of Sciences & the Gentry Complex.

Private functions with BMO, Eli Lilly, TD Bank, Adobe, Salesforce and A&W to name just a few.





Frequently Asked Questions

Q1: How long can Dan talk for?

My wife says “forever,” but talks can range from a TED-like 15 minutes all the way up to 90 minutes. Anything more should be a workshop targeted at two hours and up. (F2F or Virtual)

Q3: What does Dan need to speak?

If it's in a conference format, a comfort monitor & a lavalier microphone. A cordless mouse (aka clicker) is also required. If this isn't possible, then a podium with Dan's laptop plugged into the A/V system in addition to a wired podium microphone. A projector & screen is a must. If it's virtual – just your web sharing platform.

Q5: What's included in the fee?

I believe in flat fees. We discuss what you'd like to accomplish—and whether you would like books for the event—and we work out the fee, which always includes all travel and incidentals. My home base is Victoria, BC, Canada located in the Pacific Time Zone, so travel typically involves an airplane. On occasion I can kayak but there are orca whales, so it's risky. There is no T&E that I know of when delivering virtually.

Q2: Is Q&A included in a keynote?

Of course. It can be handled at the end of a talk or during. Sometimes questions can be planted at key times to engage the audience.

Q4: How does the workshop work?

Workshops are part talking & part activities. The minimum timeframe is 90 minutes, and it can be increased to a full day. It depends on the themes you'd like to address. Some activities are individual, and others are group-based. Workshops can be conducted face-to-face or virtually.

Q6: Okay, what are the fees?

That's where we get to chat about your event.

Q7: Is Dan a prima donna?

I book my own travel, do my own stunts & make my own bed. The last thing anyone needs is another prima donna speaker. AKA: I'm low-maintenance.

Additional Testimonials

"One of the best motivational speakers we have had over the past 21 years."

~ CEO, Reboot Privacy & Security Conference

"WOW what a talk! I have been inundated with positive feedback from your keynote all weekend. You hit the nail on the head in terms of what's happening in our organization and your examples really resonated with our group. One of our Execs was really thankful for how you directly tackled the 'elephants in our room.'"

~ Vice-President, Manulife

"Dan was excellent. He really took into account our briefing and developed a presentation that was spot on. Everyone learned something."

~ SVP Communications, CPPIB

"Dan is a conference organizer's ideal speaker. Not only did he inspire and energize our group, but he also masterfully adapted his content so it resonated with the audience and our conference theme. As a bonus, Dan is able to nimbly navigate to adjust to a reduced time slot when other speakers went over time without sacrificing the impact of his session."

~ Director and General Counsel, BCLMA

In Conclusion

As a former Chief Learning Officer, Chief Envisioner, as well as a higher education director, I have hired dozens of speakers and facilitators. I know what you're going through.

Is Dan the right fit? First, let's be clear...

I am *not* a motivational speaker.

I am a leadership strategist, an expert at connecting dots & providing insights that help attendees understand the critical importance of leadership, culture, purpose, thinking, and the opposite of work-life balance: work-life bloom.

I am available to educate & facilitate insights, to change behaviours. My purpose is to help. Face-to-face or virtual.

I would love to help your attendees grow & learn.

Best of luck in your search.



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**Scan to add
Dan to your
LinkedIn**

Want to watch Dan in action?

2-Minute Information Reel at:
<https://youtu.be/BXoA9XfdH9c>



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