

keynote speaker & facilitator

Keynotes, workshops, and virtual sessions on leadership, corporate culture, and organizational performance .

1,000+

talks & workshops since
2008

500K+

people reached, live &
virtual

6

award-winning books



BACKGROUND & OVERVIEW

what you're seeking

You want participants to think, feel, and act differently after your event — and to leave with practical techniques they can use the next day. Here's how I help:

Helping leaders & team members think, feel & act differently

Entertaining and educating

Six award-winning books

Every keynote & workshop tailored & customized

Tangible outcomes & advice

25+ years of real-world experience

Leadership and culture are your competitive advantage.

Let me help you raise the bar.



"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

TRUSTED ACROSS SECTORS

partial client list

Corporate, public sector, higher education, and not-for-profit.



"Dan challenged us to have clarity of purpose, both as individuals and as an organization. As he said, 'There is no ownership without belonging.'"

CHRISTIAN PANTEL · D2L

WHY DAN

dan's credibility

Twenty years in senior roles at SAP, TELUS, and Business Objects — leading corporate culture, employee experience, and performance change. Not theory: on-the-ground executive experience.

51% → 87%

**employee engagement at TELUS —
in just five years**

Five TED events · roughly 30 keynotes a year

Six award-winning books on leadership & work

Writes for Forbes & Harvard Business Review

Adjunct professor, UVic Gustavson School of Business



“Not only inspirational — Dan left everyone with tools and food for thought to improve their personal and professional lives.”

HERMANN HANDA · FCT

ON STAGE & IN THE ROOM

what to expect



Themes that fit your agenda

Leadership, purpose, culture, the workplace, thinking, and Work-Life Bloom — go deep on one or cover several, with hundreds of stories to draw from.

You are the customer

Every talk and workshop is shaped with you to fit the big day — never off the shelf.

A style of its own

Metaphors, colourful graphics, history, anecdotes, humour. Maybe a hat. Definitely fancy Fluevog shoes.

THE PACE IS INVIGORATING — AND THERE ARE ALWAYS TAKEAWAYS

themes & topics

Three focus areas: the workplace, team members, and leaders. Go deep on one theme or cover several.

LEADERSHIP

- The workforce is aging: what to do about it
- No such thing as work-life balance
- 9 lessons of caring leaders
- Being a modern, empathetic leader
- The myth of employee engagement and what's better

PURPOSE

- Personal, organizational & role-based purpose
- Create your declaration of purpose
- Job vs career vs purpose mindsets
- How to enact & unleash purpose
- Short-term versus long-term purpose thinking

THINKING

- Better thinking in the age of AI
- The balance of reflection vs action
- Creative, critical & applied thinking
- Winning back focus, attention & time
- Strategic thinking versus open thinking

TEAM CULTURE

- The 4Ds of a high-performing team
- How to make collaboration happen
- Networks are your net worth
- Breaking down silos & stovepipes
- Performance over abdication

PLUS: HYBRID WORK — 20+ YEARS OF LEADING & IMPLEMENTING IT

SIGNATURE KEYNOTE

the elephants in the leadership room

The significant challenges we routinely overlook — and how to navigate them, whether you lead people or not.

01 The reality of your busyness

Speed and multitasking leave no time to reflect. Balancing action with reflection sustains high performance.

02 Collaborate — or else

Proactive collaboration shapes how work gets done and how you're perceived across the organization.

03 Being relatable & empathetic

Humility, listening, and empathy create magic. Your network is your net worth.



“Fantastic engaging talk for our global partner summit. Thank you so much, Dan!”

BARB KINNARD, CEO · RESPONSE BIOMEDICAL

ANYWHERE IN THE WORLD

virtual events

Keynotes, webinars, and workshops from a home studio built specifically for virtual delivery — wall monitors, Hollywood lights, double cameras, and green screens. (Yes, even from the USS Enterprise.)

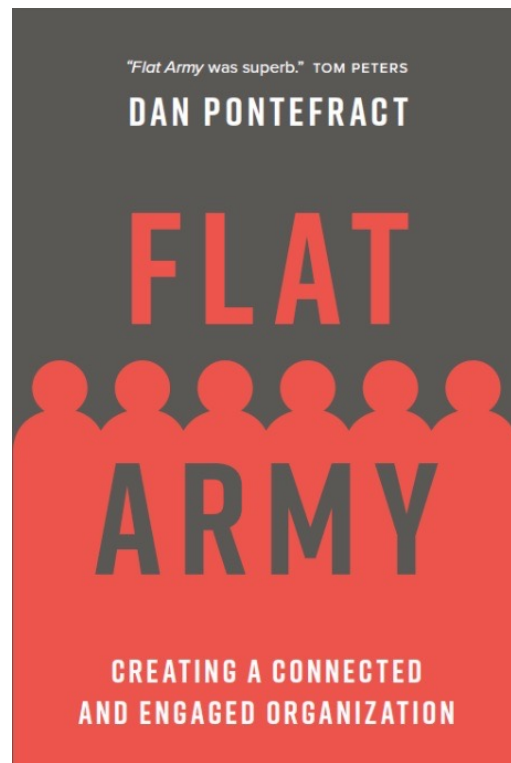
The technology doesn't matter: **your platform or mine** — Zoom, Teams, whatever you already use.



AWARD-WINNING & BEST-SELLING AUTHOR

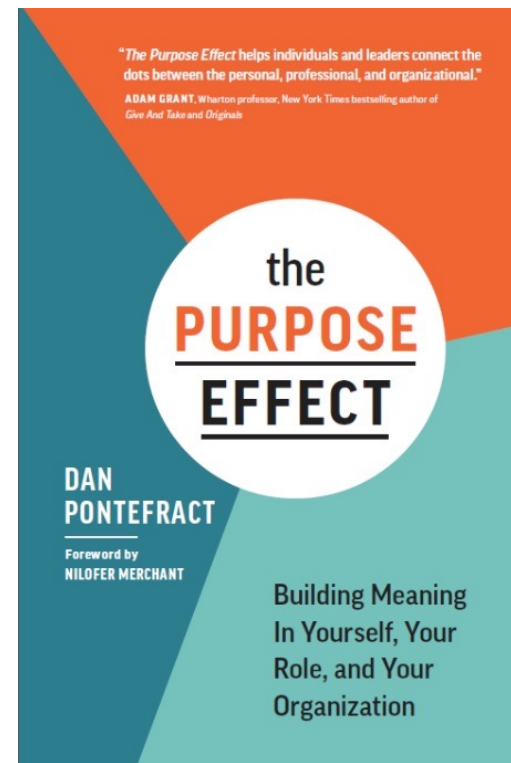
the books

Six books, each a wellspring for talks, workshops & consulting.



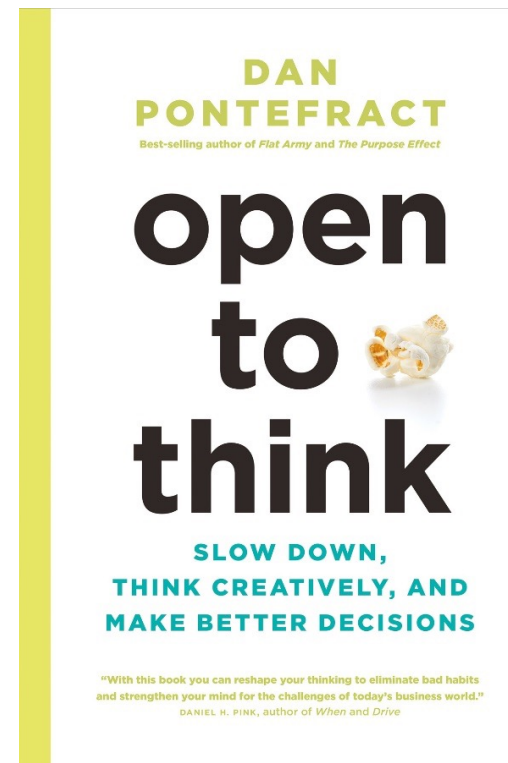
Flat Army

Culture as competitive advantage



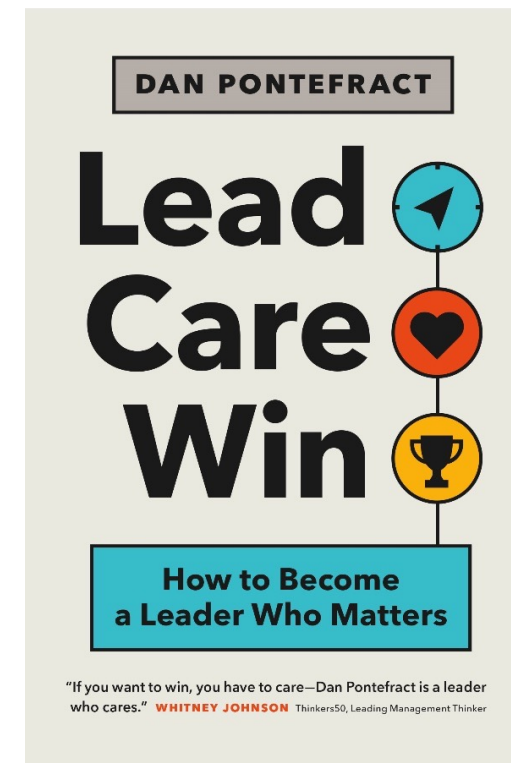
The Purpose Effect

Purpose in self, role & organization



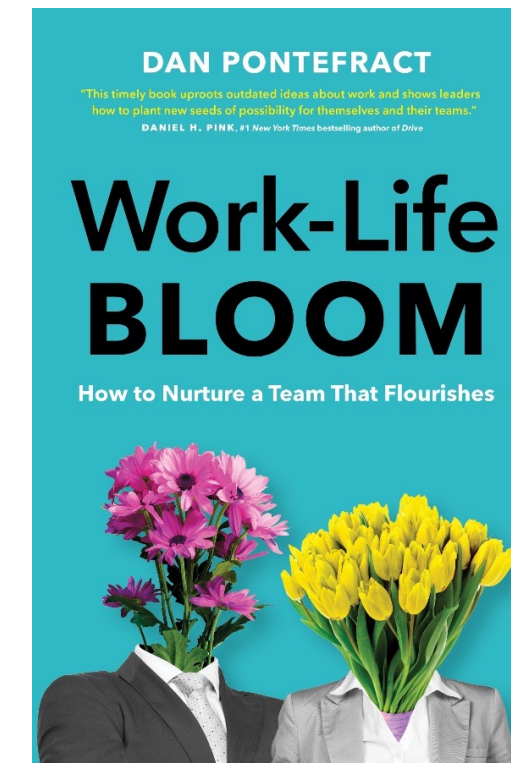
Open to Think

2019 getAbstract Book of the Year



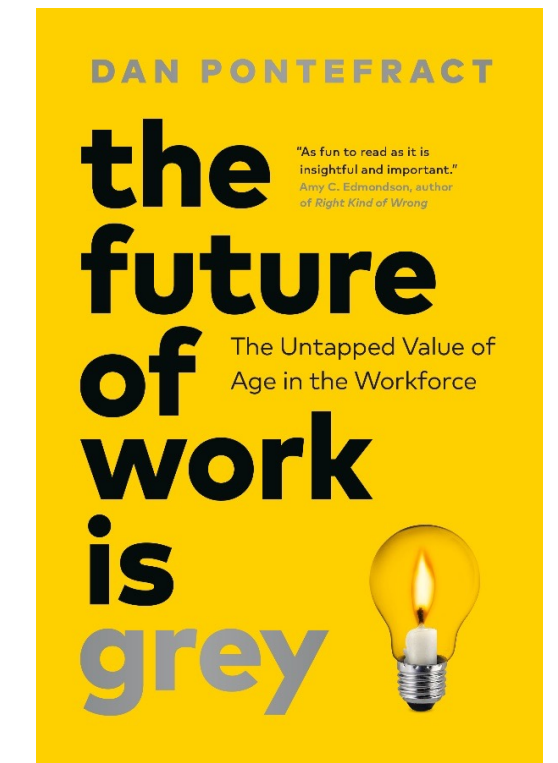
Lead. Care. Win.

2022 Nautilus Silver Medal



Work-Life Bloom

Thinkers50 Top New Book · Axiom Gold



The Future of Work Is Grey

Age Debt or the Experience Dividend?

REAL-WORLD EXPERIENCE — NOT MADE UP

career at a glance

Senior positions at TELUS, SAP, Business Objects & BCIT over 20 years

5 TEDx talks — and counting

Venues from the IMF to the Hockey Hall of Fame & Vienna Hall of Sciences

1,000+ talks across North America, Europe & Asia since 2008

25 industry awards plus 4 major book awards

Host of Leadership NOW — interviews in audio, video & print



frequently asked questions

How long can Dan talk for?

My wife says “forever” — but 15 to 90 minutes. Anything longer becomes a workshop.

How do workshops work?

Part talking, part individual & group activities. From 90 minutes to a full day — face-to-face or virtual.

What are the fees?

Flat fees, agreed once we chat about your event — always including all travel and incidentals. Books optional.

Is Q&A included?

Of course — at the end, woven throughout, or with questions planted to spark the audience.

What does Dan need to speak?

Comfort monitor, lavalier mic, clicker, projector & screen. Virtual: just your web platform.

Is Dan a prima donna?

I book my own travel, do my own stunts & make my own bed. AKA: low-maintenance.

IN THEIR WORDS

what clients say

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

CEO · REBOOT PRIVACY & SECURITY CONFERENCE

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

SVP COMMUNICATIONS · CPPIB

“WOW, what a talk! Inundated with positive feedback all weekend. You hit the nail on the head in terms of what's happening in our organization.”

VICE-PRESIDENT · MANULIFE

“A conference organizer's ideal speaker — he inspired and energized our group, and masterfully adapted his content to our audience and theme.”

DIRECTOR & GENERAL COUNSEL · BCLMA

IS DAN THE RIGHT FIT?


in conclusion

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

- I work for you: my job is to listen and curate the right material for your attendees.
- A leadership strategist — connecting the dots between leadership, culture, purpose & thinking.
- Here to educate, facilitate insights & change behaviours. Face-to-face or virtual.

I would love to help your attendees grow & learn.

Best of luck in your search.



**Scan to add
Dan on LinkedIn**

THANK YOU

let's work together

WATCH DAN IN ACTION <https://www.youtube.com/watch?v=1jYSIXDN29U>



EMAIL

speak@danpontefract.com

MOBILE

604.838.5894

WEB

danpontefract.com

SOCIAL

@dan.pontefract · in/danpontefract