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MOVEMENT

it  
stacks  
up®

**Keynote Speaker Kit 2024 / 25**  
**Fraser J Hay**

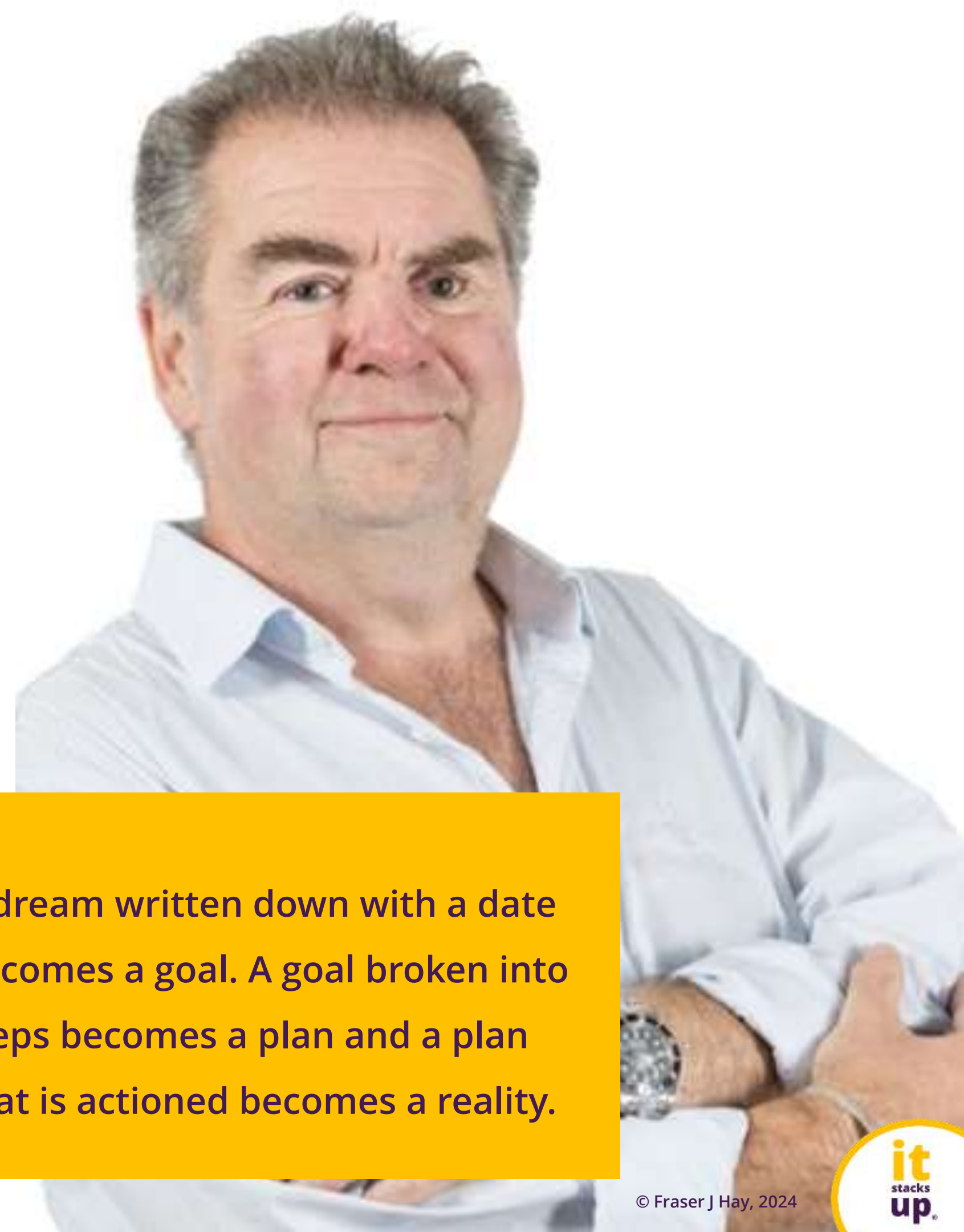


# Introduction

If you're planning a conference, expo, tradeshow, online summit, webinar or workshop and need a Keynote speaker to thrill, excite, empower & delight your audience, then please read the following pages and get in touch.

*Fraser J. Hay*

Founder | [itstacksup.com](http://itstacksup.com)

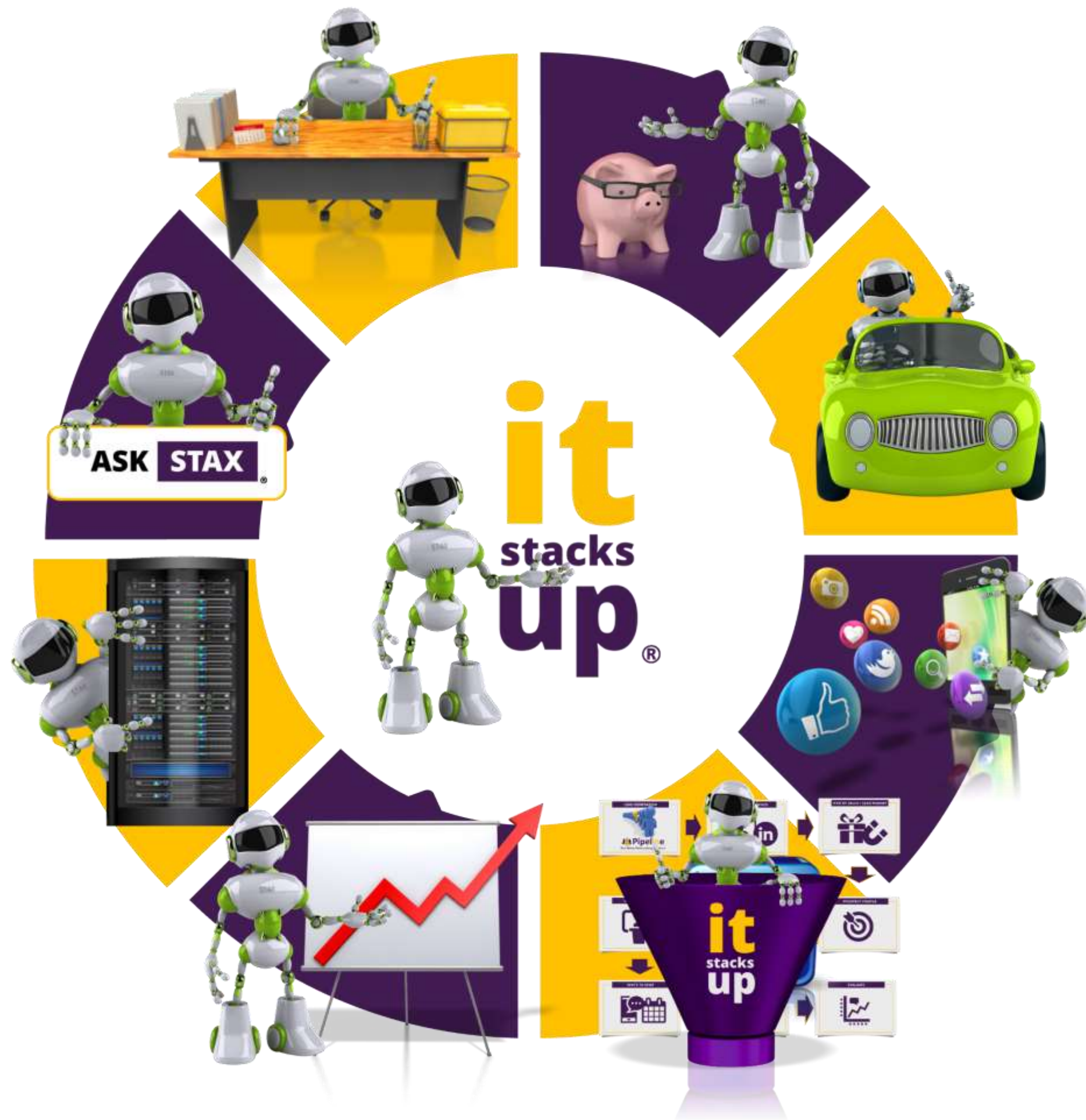


“

A dream written down with a date becomes a goal. A goal broken into steps becomes a plan and a plan that is actioned becomes a reality.







# Creator of the itstacksup® AI ecosystem

A dynamic pathway designed to help you thrive in an AI-driven world. It's not just about productivity—it's about unlocking your potential and reigniting your passion. Whether you're an entrepreneur or innovator, this is your roadmap to clarity, confidence, and success, empowering you to get on point, on form, and on fire!





Scottish & UK Winner 1982-2017  
Royal Bank of Scotland



# Multi Award Winning Entrepreneur

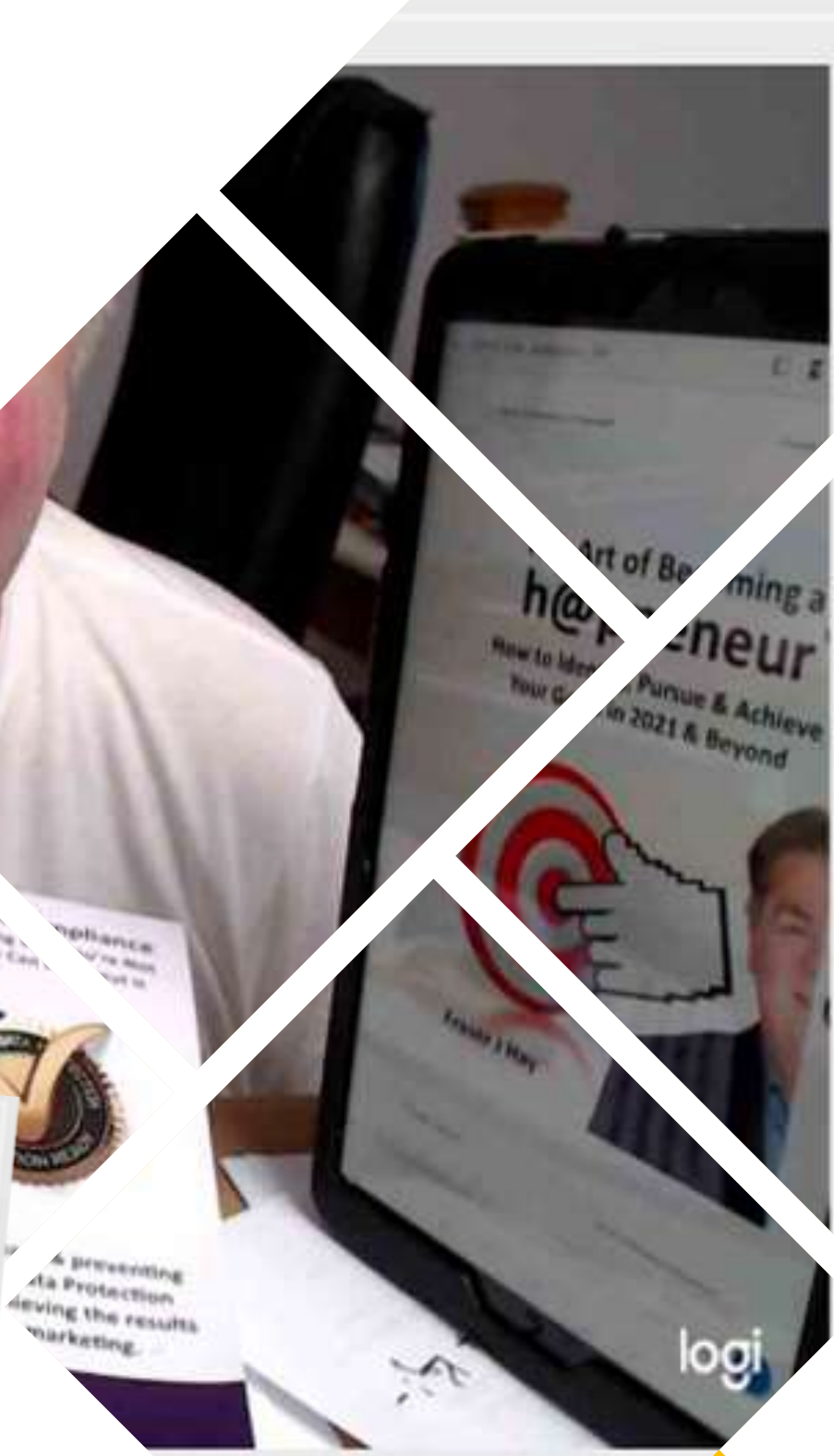
Fraser, a TEDx keynote speaker has presented on 4 continents to help address personal, professional and commercial challenges in their life, career or business.





# Author of over 20+ Books on amazon.com®

Fraser has written and published over 20 books on amazon covering many topics for each stage of one's career, the entrepreneurial journey & AI.





# Creator of **SKILLUTIONS**® Matrix

An AI frame-work mapping meta-skills to industries, aligning human capabilities with AI tools & ItStacksUp.com solutions. It offers skill pathways and ROI-driven workforce plans.

**SKILLUTIONS MATRIX 1 OF 2 - 2025**

Meta-Skill	AI Tools & Solutions	Industry-Specific Application	Roles & Industry	Books	Skill Progression Pathways (I.L.R.A.I)	Potential Action Plan & ROI (I.L.R.A.I)	it stacks up. Ecosystem
Critical Thinking	Opportunities for Growth & Learning	Predictive Analytics for Decision Making	Healthcare: AI for diagnostics	Healthcare: Data Analyst / AI Healthcare Specialist	Evolve or Get Fired MarTech Simplified Promptastic	Use basic AI analytics; Automate reporting; Predictive analytics Plan to adopt analytics, showing 20% faster decisions (Marketing 2023, McKinsey)	DIY - Books, IBTs, Webinars & ASK STAX DWY - 121 & Group Coaching & Plans DFY - Consultancy
Creativity	Harnessing Skills & Strengths	AI-Powered Creative Solutions	Retail: AI for inventory management	Retail: Marketing Manager / AI Marketing Strategist	3 Minute Marketing Brainstorm Radical Innovation*	AI for basic design; Automate workflows AI for full creative projects Automate creative workflows for 25% productivity gain (Leverage 2023)	DIY - Books, IBTs, Webinars & ASK STAX DWY - 121 & Group Coaching DFY - Consultancy
Emotional	Engagement & Recognition	AI-Driven Emotional Intelligence Coaching	HR: AI for employee sentiment analysis	HR: HR Manager / AI Employee Experience Manager	Job Wheel 7 Barriers to achieving success in your career Whispers In The Mist	AI for feedback collection; AI-driven engagement; AI emotional intelligence tools Use AI feedback for 15% employee engagement & Retention (HRM 2023)	DIY - Books, IBTs, Webinars & ASK STAX DWY - 121 & Group Coaching DFY - Consultancy
			Manufacturing: AI for project management	Manufacturing: Project Manager	Resign With Confidence Considering Self-Employment	Task automation; Process automation; Full automation Automation reducing process errors by 30% (TechCrunch 2023)	DIY - Books, IBTs, Webinars & ASK STAX DWY - 121 & Group Coaching DFY - Consultancy

**SKILLUTIONS MATRIX 2 OF 2 - 2025**

Meta-Skill	AI Tools & Solutions	Industry-Specific Application	Roles & Industry	Books	Skill Progression Pathways (I.L.R.A.I)	Potential Action Plan & ROI (I.L.R.A.I)	it stacks up. Ecosystem
Problem-solving	Opportunities for Growth & Learning	AI Root Cause Analysis (IBT/AUDIT)	Legal: AI for legal research	Legal: Legal Researcher		AI analysis of complex cases AI reduces problem-solving time by 40% (Investment 2023)	DIY - Books, IBTs, Webinars & ASK STAX DWY - 121 & Group Coaching DFY - Consultancy
Digital Literacy	Embracing AI & Technology	AI Tools for Automating Digital Literacy	Finance: AI for market trend analysis			AI tools out digital literacy learning time by 30% (Forbes 2023)	DIY - Books, IBTs, Webinars & ASK STAX DWY - 121 & Group Coaching DFY - Consultancy
Communication	Job Satisfaction	* AI Powered Communication Platforms				AI PR strategy improves campaign reach by 15% (Marketing 2023)	DIY - Books, IBTs, Webinars & ASK STAX DWY - 121 & Group Coaching DFY - Consultancy
Resilience	Long Term Security & Future Prospects						DIY - Books, IBTs, Webinars & ASK STAX DWY - 121 & Group Coaching DFY - Consultancy
Decision-Making	Harnessing Skills & Strengths						DIY - Books, IBTs, Webinars & ASK STAX DWY - 121 & Group Coaching DFY - Consultancy
Time Management							DIY - Books, IBTs, Webinars & ASK STAX DWY - 121 & Group Coaching DFY - Consultancy





# Host, Moderator & Panel Guest

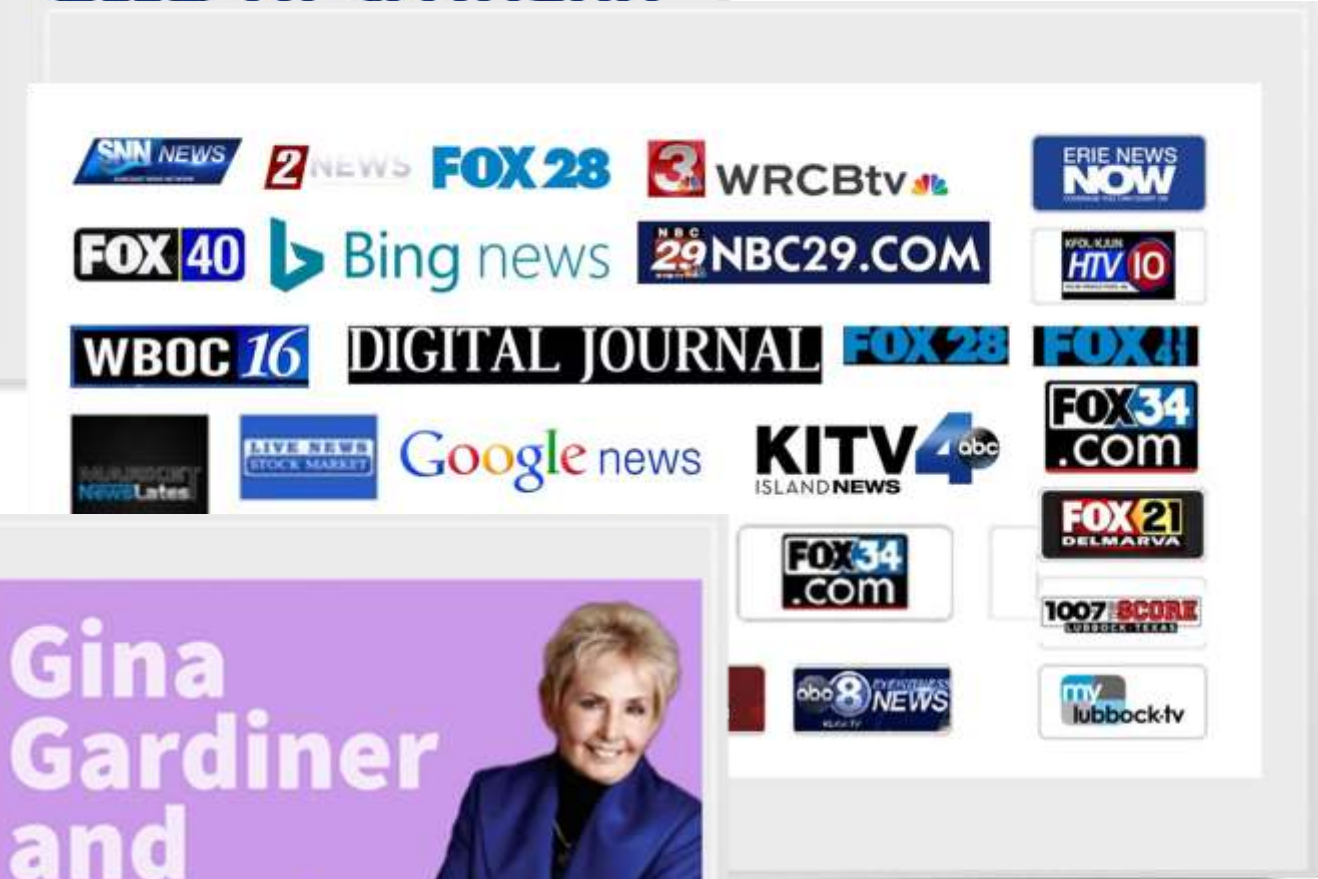
Lively, Educational & Entertaining Debates





# Featured in Multiple Media Outlets

...online, offline, TV, Radio & The Press.





Keynotes can be delivered online,  
on-site or on the stage for audiences  
of 1 – 1000+ worldwide.







# Create a Fun, Unforgettable Fact-Filled Experience

online, offline or on the stage.





# Fraserisms

Invite Fraser to inspire your audience with mental espressos in the form of a self-reflective anecdote, quote, meme, or question.



They serve as a spark igniting the fires of personal revolution within, inviting your audience to apply its wisdom in their life, career or business.

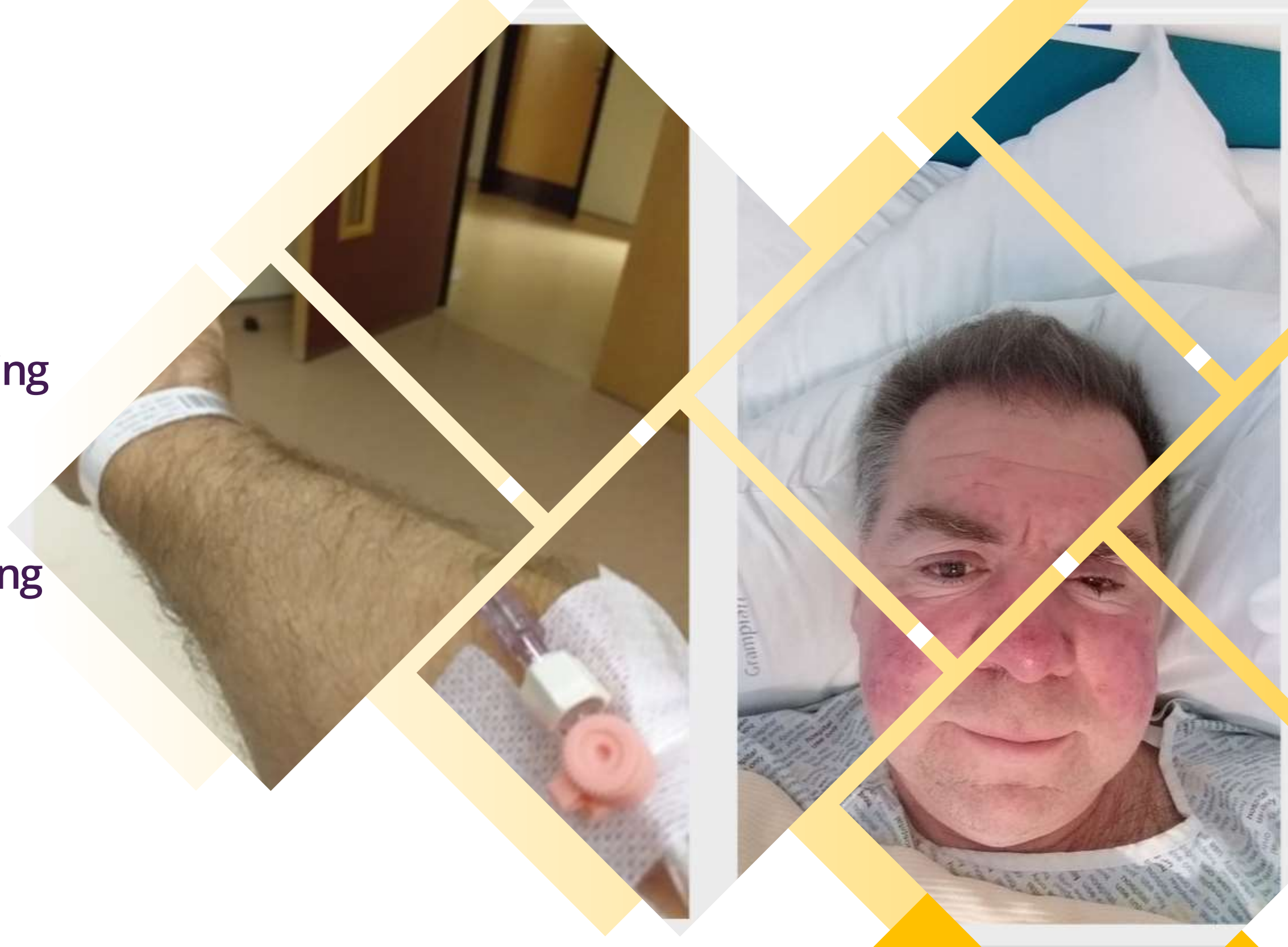




# Life

Fraser believes life has a canny knack of getting your attention, when you're not paying attention.

Let Fraser remind your audience that they're not just a human being, but a human becoming whatever they choose to be, do or have.





# Career

Let Fraser introduce your audience to the 7 Barriers preventing success in your career (the 7 causes of highly ineffective people) & the negative impact of job dissatisfaction and job displacement because of AI. (and what to do about it)





# Business

Over the last 30 years, Fraser has identified, documented and addressed over 2000+ different challenges and solutions for each stage of the entrepreneurial journey.

Let Fraser save your audience time, money & stress to generate confidence, progress & results for them, their stakeholders, shareholders & investors.



it stacks up 04 - OPTIMISE

it stacks up 03 - STRATEGISE

it stacks up 02 - PRIORITISE

it stacks up 01 - ANALYSE





# Artificial Intelligence (AI)

*Save time, money & stress by automating the jobs you hate, don't have time for or simply don't want to do.*



As the visionary behind itstacksup.com ecosystem and the **ASK STAX**® Prompt Engineering Framework, Fraser has crafted an unparalleled methodology that turbocharges efficiency, productivity & effectiveness.

This innovative approach transforms individuals, teams, and organizations at every stage of their entrepreneurial journey, empowering them to boldly embrace, create, and live their ultimate vision.





# The **it stacks up** ecosystem

Get on point, on form & on fire with AI

## Meaningful Work\_

Work that aligns with personal values, leverages individual strengths, & integrates AI to create positive impact, offering fulfillment, growth, & sustainable success within the It Stacks Up® ecosystem.

## Embracing AI & Technology

Leverage AI and cutting-edge technologies to enhance productivity, streamline processes, and future-proof your career or business.

## MarTech Stack

A tailored set of AI-powered tools & platforms that streamline marketing, automate tasks & enhance customer engagement, driving measurable results within the It Stacks Up® ecosystem.

## Sales & Selling

Leverage AI and cutting-edge technologies to enhance productivity, streamline processes, and future-proof your career or business.

## Business Model

A value-driven framework that aligns resources, AI tools & processes to meet customer needs, drive growth & ensure sustainable success in an AI-powered marketplace.

## Customer Journey

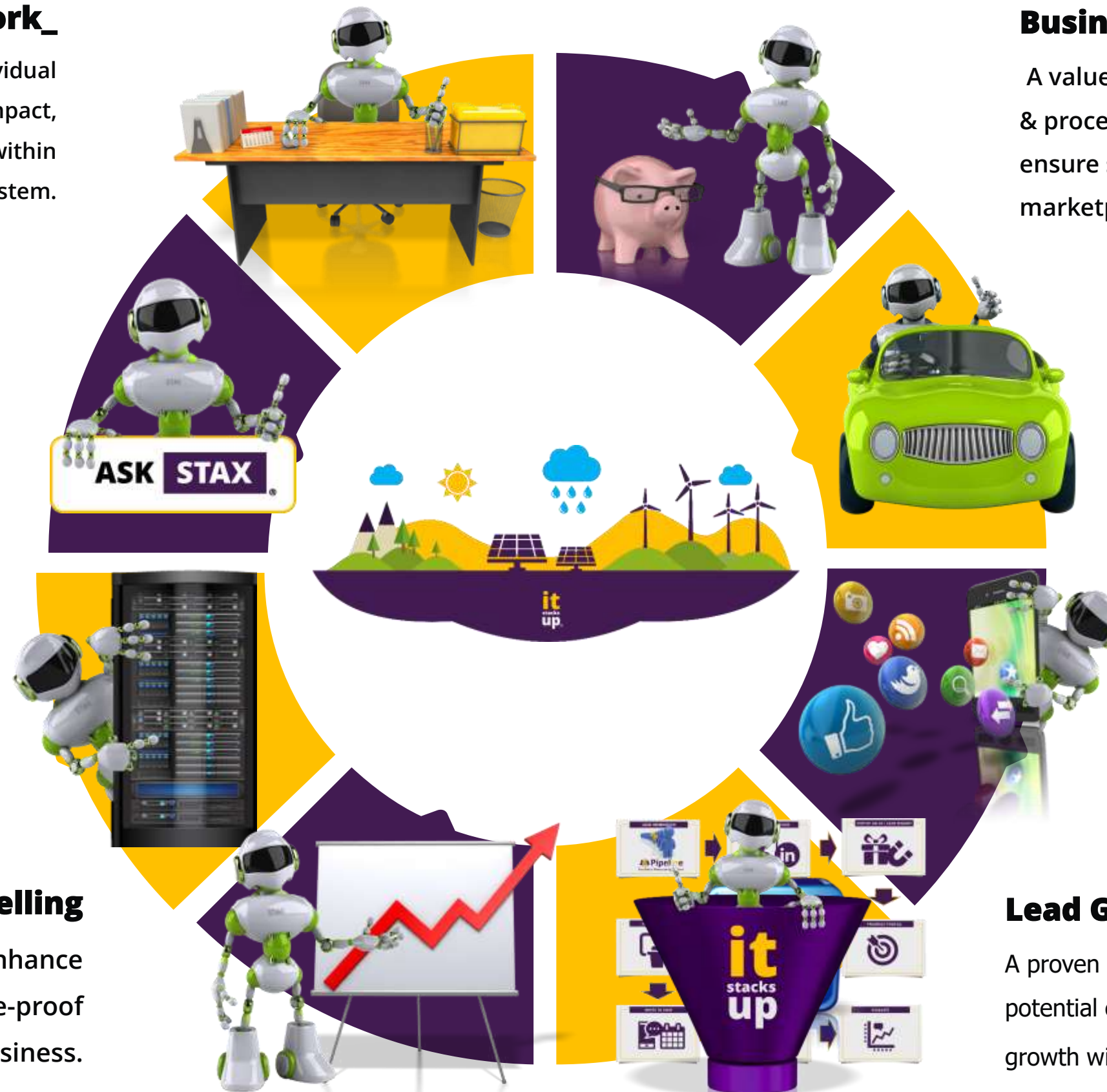
A value-driven framework that aligns resources, AI tools & processes to meet customer needs, drive growth & ensure sustainable success in an AI-powered marketplace.

## Marketing Strategy

A data-driven, AI-optimised plan that aligns business goals with targeted campaigns, maximising reach, engagement & ROI within the It Stacks Up® ecosystem.

## Lead Generation

A proven process on LinkedIn that identifies, engages & nurtures potential clients, driving qualified leads & business growth within the It Stacks Up® ecosystem.







# PRESTART

Let Fraser help your audience to gain, clarity vision & purpose to find, create or enjoy meaningful work working for themselves

He'll help your audience to identify what's holding them back and preventing them from living the life & lifestyle they want.







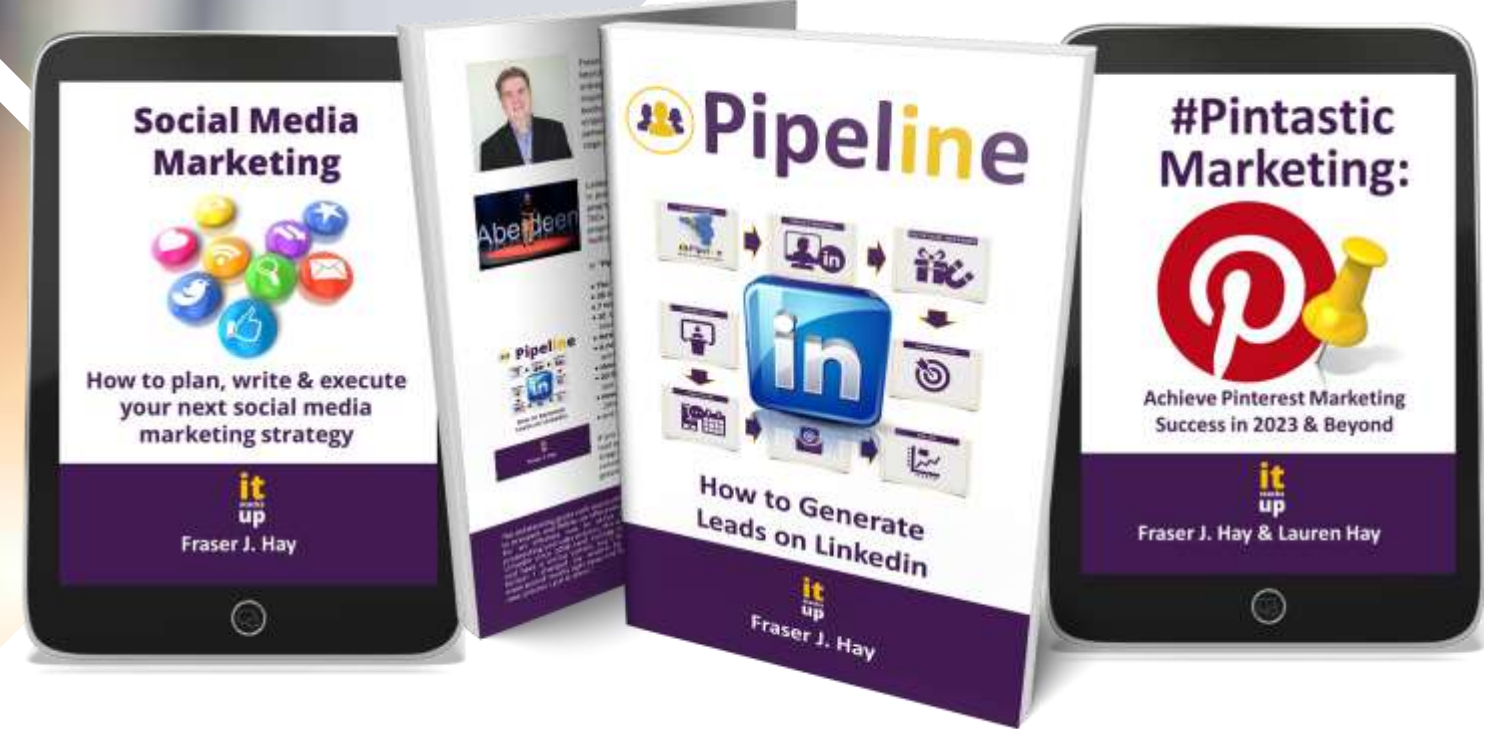
# START-UP

Let Fraser help your audience to plan, document, and launch their business idea & turn it into cash.

He'll help your audience to identify what's holding them back and preventing them from launching their business idea.







# SURVIVAL

Let Fraser help your audience to generate backlinks, traffic, signups, registrations and downloads.

He'll help your audience to identify what's holding them back and preventing them from generating the exposure they want.





stacks up. HIGH GROWTH

it stacks up. SURVIVAL

it stacks up. START-UP

it stacks up. PRESTART



# HIGH GROWTH

Let Fraser help your audience to plan, document, execute and automate their business model and customer journey.

He'll help your audience to identify what's holding them back and preventing them from saving time, money & stress with AI.





# Ideal Audience

From 8 – 80+













- ✓ Pupils & Students
- ✓ Pre-Start & Start-Up Entrepreneurs
- ✓ Business owners
- ✓ Management Teams & Board Members
- ✓ Investors & Stakeholders
- ✓ Staff, Clients, Teams & Channel Partners





# Topics & Audience Participation

(Alternate Keynotes Can Be Created, Personalised & Bespoke to Order)

1	<b>Evolve or Get Fired</b>		HIGH	
2	<b>Reinventing the Job wheel</b>		HIGH	
3	<b>Things Have Changed</b>		VERY HIGH	
4	<b>12 Killer AI Tactics</b>		HIGH	
5	<b>Your BIG IDEA</b>		VERY HIGH	
6	<b>How to get on point, on form &amp; on fire</b>		HIGH	





# Specific Keynotes

Get Your Audience On Point, On Form & On Fire

- 1 Evolve or Get Fired**

A no-holds-barred keynote that will shake you out of complacency, showing you how to harness AI to supercharge your career rather than become obsolete in fear of job displacement & dissatisfaction.
- 2 Reinventing the Job wheel**

How to be satisfied, fulfilled & get paid what you're really worth doing what you love what you do
- 3 Things Have Changed**

is your ultimate guide to unleashing the power of Martech, transforming your marketing strategy into a sleek, automated machine that works while you sleep.
- 4 12 Killer AI Tactics**

is your insider's guide to cutting through the noise and tapping into AI's most powerful tool to save time, money, and sanity.
- 5 Your BIG IDEA**

Get help to plan, document & share your big idea with family, friends, stakeholders, shareholders and investors.
- 6 How to get on point, on form & on fire**

How to get on point, on form & on fire doing what you love





# Some Fun Facts

## A Little More About Fraser

- Fraser stays 60 miles north of Aberdeen (and *14 miles past the back of beyond*' in the highlands of Scotland)
- Fraser fell in love and married his childhood sweetheart. 34 years together, they have 5 Kids, 3 cats & a dog -“Molly”.
- Over the last 20+ years, Fraser has helped business owners to identify, and address over 100,000 issues, challenges and obstacles that were holding them back and preventing them from achieving their personal, professional and commercial goals and objectives.
- Fraser reckons that over the last 20 years, he's made at least 192,000 bad decisions, 48,000 good decisions (that could have been better) and 3 very difficult & life changing decisions that help define the word “resilience” for him.





# Forms & Types of Engagement

**Presentations, Notes & Handouts Can Be Provided For All**

Keynotes  
Q & As

Break Out Sessions  
& Master Classes

Half Day & Whole Day  
Workshops

Immersion &  
Residential  
Experiences



*"He is superbly direct, totally uncompromising in his approach and has a great sense of humour. Be prepared to face your demons and deal with your stuff when it comes up."*



*"Fraser is very down to earth and doesn't try to overwhelm you with theories. Day to day marketing issues are tackled and solutions are provided but ....You have to take action yourself ..."*



*"The content is sound, professional and the evidence speaks for itself, it just leaves you wanting more."*





# Why Book Fraser?

## What Qualifies Fraser to Speak on His Topics?



- Overcame personal adversity & many life challenges
- Passionate & Pragmatic
- Started, Grown & Exited Businesses
- 30+ Years Business Experience
- Humorous, Educational & Entertraining
- Written Over 20+ Books on Entrepreneurship, AI & Marketing
- Multi Award Winning Entrepreneur
- TEDx Aberdeen Speaker 2022
- Father of 5 Kids
- Put 4 Daughters Through University Whilst Working From Home
- Lots of “Fraserisms”, Anecdotes, Stories & Examples
- Practical, Powerful Exercises, Activities & Ai Prompts
- An inimitable style having presented on 4 continents
- Will thrill, excite, empower & delight your audience
- He’s a h@ppeneur ® (and the T shirt to prove it )



# Life & Career Milestones

## A Few Important Events in Fraser's Life



- 1983** - Lost Left Eye in Shooting Accident
- 1987** - Completed Education, Worked in USA
- 1995** - Launched Community Newsletter for Scottish College that became Institute of Direct Marketing featured case study
- 1998** - Scottish & UK Shell Livewire Winner, Royal Bank of Scotland Winner. Asked by UK Govt to be Keynote Speaker in Poland
- 2000** - Marketing Director of UK Subsidiary: USA Dot Com IPO
- 2003** - Created Online Marketing Resource Centre for clients
- 2008** - Wrote first book on Social Networking having created 6000 strong network & gotten 400 testimonials
- 2009 - 2017** Wrote 14 Books, Published on Amazon
- 2018** - Wrote "Preparing for GDPR Compliance"
- 2019** - Keynote Speaker in Seychelles
- 2020** - Wrote "art of becoming a h@preneur®" & registered the trademark
- 2021** - Wrote "MarTech Simplified"
- 2022** - Published the Intr@preneur® series of 10 books on Bookboon launched Vibe MarTech Fest Saudia Arabia Keynote Speaker TEDx Aberdeen 2022 Keynote Speaker
- 2023** - Launched AI Prompt Engineering Kit for the Entrepreneurial Journey Wrote 2 NEW books about AI in Business & Business Networking
- 2024** - Wrote "Evolve or get fired" , "Reinventing the Job Wheel" & created The ASK STAX® AI Prompt Engineering Framework



# Video Showreels

View Examples of Keynotes, Workshops & Feedback



Click The Image

[www.itstacksup.com](http://www.itstacksup.com)





# Manage Your Expectation

## What You Can Expect From Fraser

A quick reminder

- It's your event.
- You make the decisions.
- You decide what you want to engage Fraser to share on the day.

ONE

...real practical help to identify whether Fraser can help you and your staff, delegates, members, clients or customers...

TWO

...Having agreed roles, accountabilities, Key Performance Indicators, priorities & budget, We agree content and a practical plan of action

THREE

We allocate resources, execute the plan within budget and by the agreed deadline.

FOUR

We review the plan, evaluate progress & results and decide on next steps.





# Questions to Ask Yourself

Before Getting in Touch

- What type of engagement is required?
- What type of Content is required?
- What is the theme & title of the event?
- When is the event and where will it be?
- What is the audience size & demographics
- What would you like Fraser to achieve?
- Will the event be filmed/recorded?
- Do you want to deliver the content online?
- Do you have a list of other speakers & topics
- Do delegates/participants require handouts?







# Book Him For Your 2024/25 Event

Before His Diary Fills Up



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**Get in Touch  
For a FREE  
Chat**

