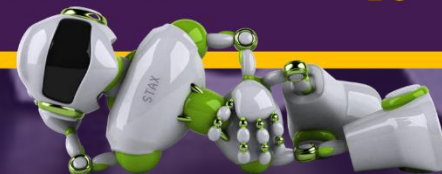




THE WAI SHOWER



**Keynote Speaker Kit 2025
Fraser J Hay**

Introduction

I install leadership operating systems for the AI-powered, purpose-driven economy—replacing coaching with calibration and overwhelm with execution clarity.

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

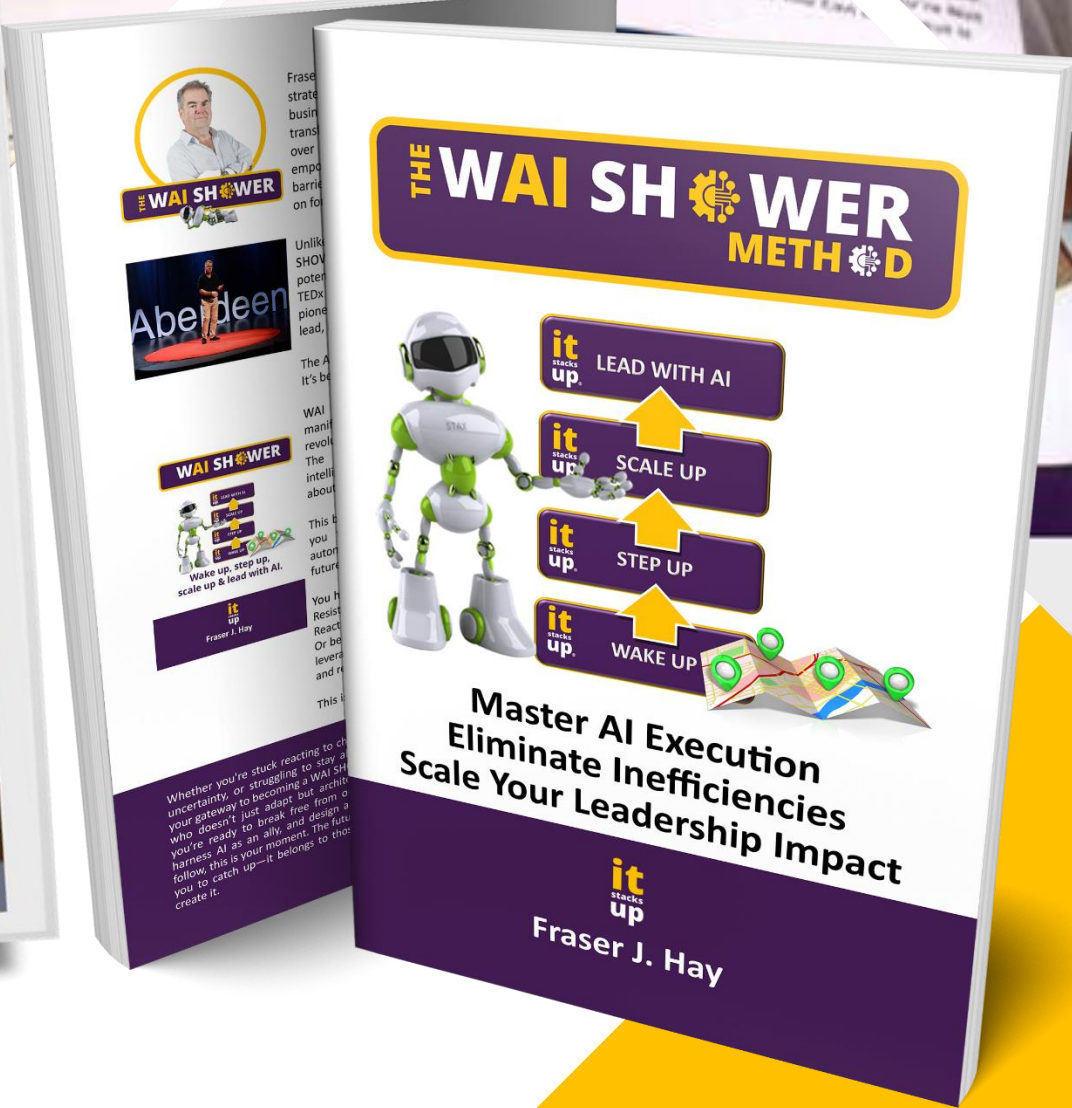
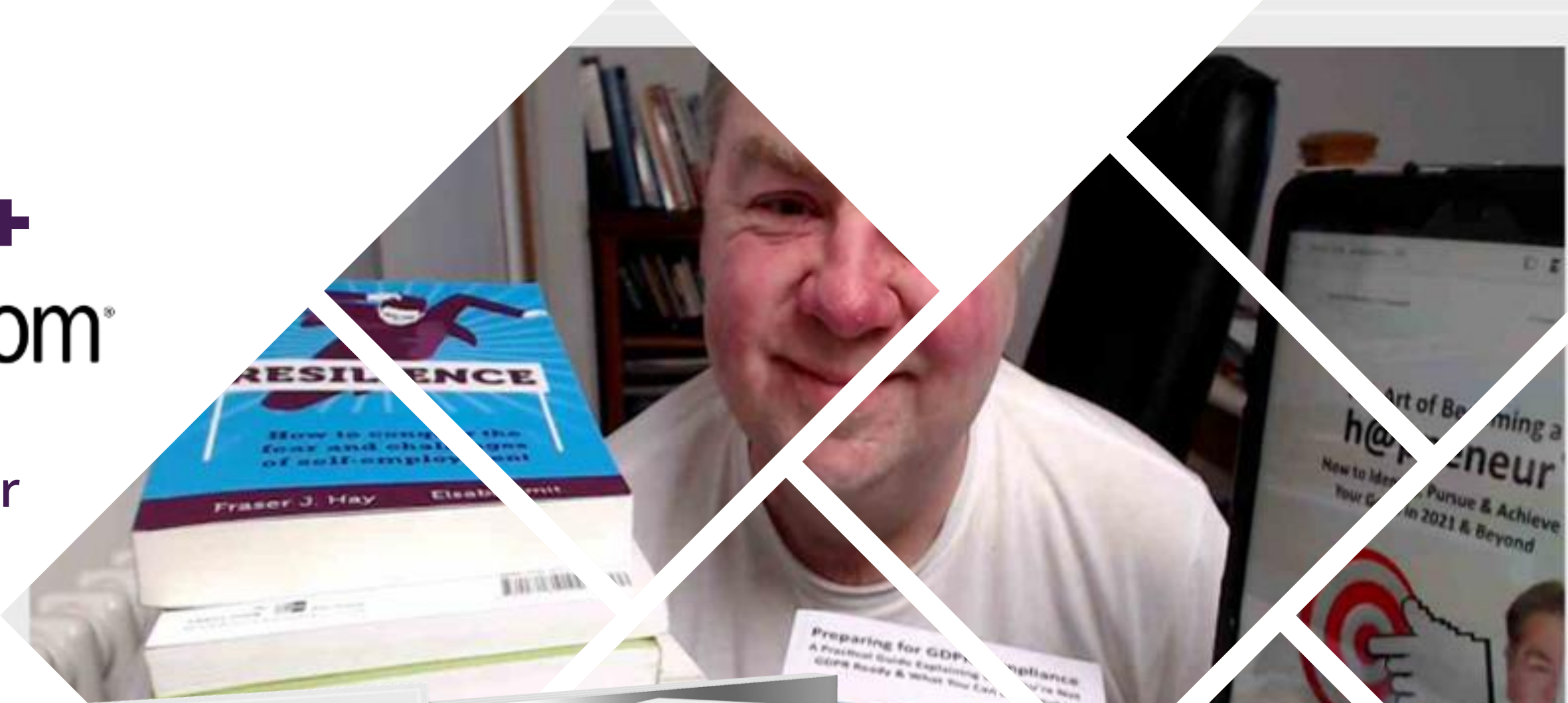


“

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.

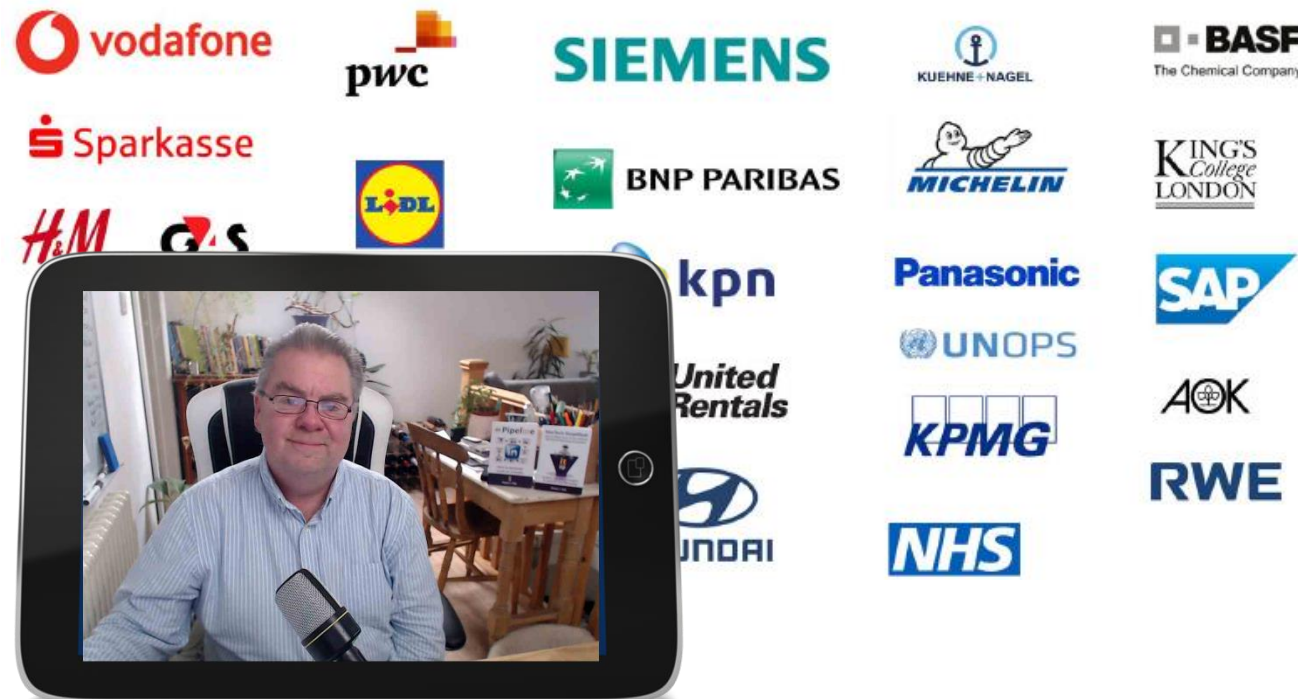
Author of over 20+ Books on amazon.com®

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



Author of 10 Books on bookboon

Fraser has written and published 10 books in his **intr@preneur®** series for employees in large corporate organisations wanting to acquire, develop and master entrepreneurial meta skills in his books & class rooms.



* Delivered Virtual Classrooms on the varying topics



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.

Creator of the The WAI SHOWER™ Method


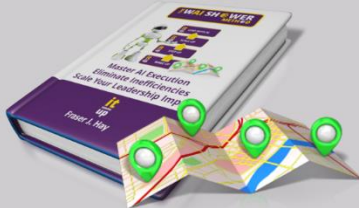
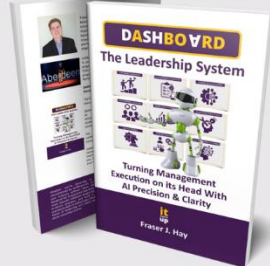


The WAI SHOWER™ Method is more than a framework—it's a movement redefining AI-powered leadership and execution. WAI SHOWERS™ Wake Up to AI's potential, Step Up by integrating it, Scale Up for growth, and Lead with AI, shaping industries rather than reacting to them.

They turn uncertainty into clarity, resistance into execution, and disruption into opportunity. AI isn't just a tool—it's a force multiplier, and those who harness it don't just adapt to the future—they build it.

**The Process is simple:
Wake Up. Step Up. Scale Up. Lead with AI.**



Find Your AI Execution Plan—From Aspiring Entrepreneur to AI-Powered Leader.

Stages of Your Entrepreneurial Journey	ITSTACKSUP® ELEMENT	What It Represents	Best-Aligned Book(s) 	Execution Model (WAKE UP, STEP UP, SCALE UP, LEAD WITH AI)
PRESTART (Mentally preparing for embracing AI in life, career & business)	1. Mindset	WAI SHOWER™ – Becoming AI-Ready, adopting new ways of thinking & leading		WAKE UP (Awareness & Adaptation)
START-UP (Roles, functions, values, revenue, finance, process, KPIs & reporting)	2. Strategy	DASHBOARD™ – Strategic AI execution for leadership & decision-making		STEP UP (Build a plan & take control)
SURVIVAL (Costs, budgets, cash flow, revenue, audience, message, sales & marketing tactics)	3. Tactics	SKILLUTIONS® – Individual Tactical Frameworks in the ITSTACKSUP® website		SCALE UP (Systematise with our APSO™ approach for you or your team members)
HIGH GROWTH (Workflow, process, martech stack, scaling, AI-driven execution, reporting efficiency, profitability & AI leadership)	4. Automation	MARTECH SIMPLIFIED + ASK STAX® – Automation, Martech Stack Integration & AI-Powered Execution		LEAD WITH AI (Automate, integrate, and optimise)

“Simple. Practical. Effective. Count, Monitor, Measure Your Progress.”



Buy The Book

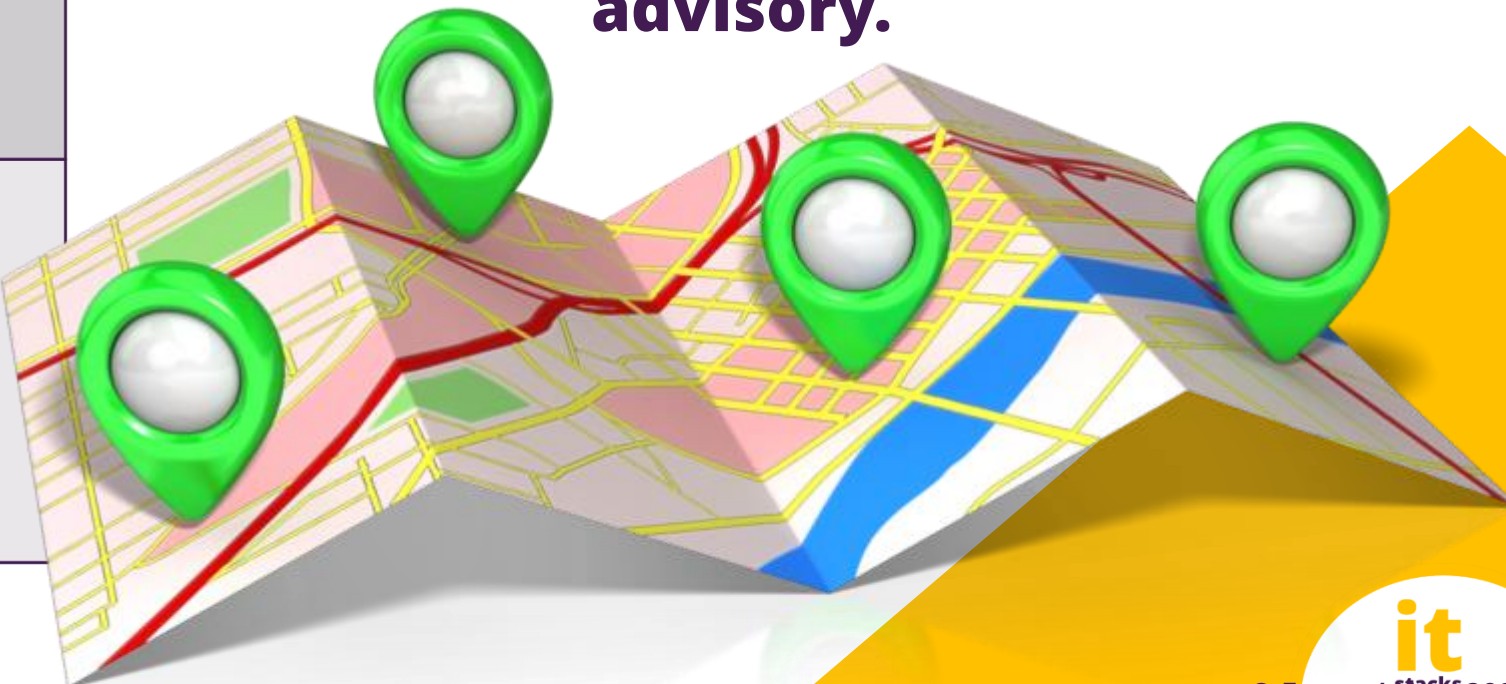


Enrol in Coaching



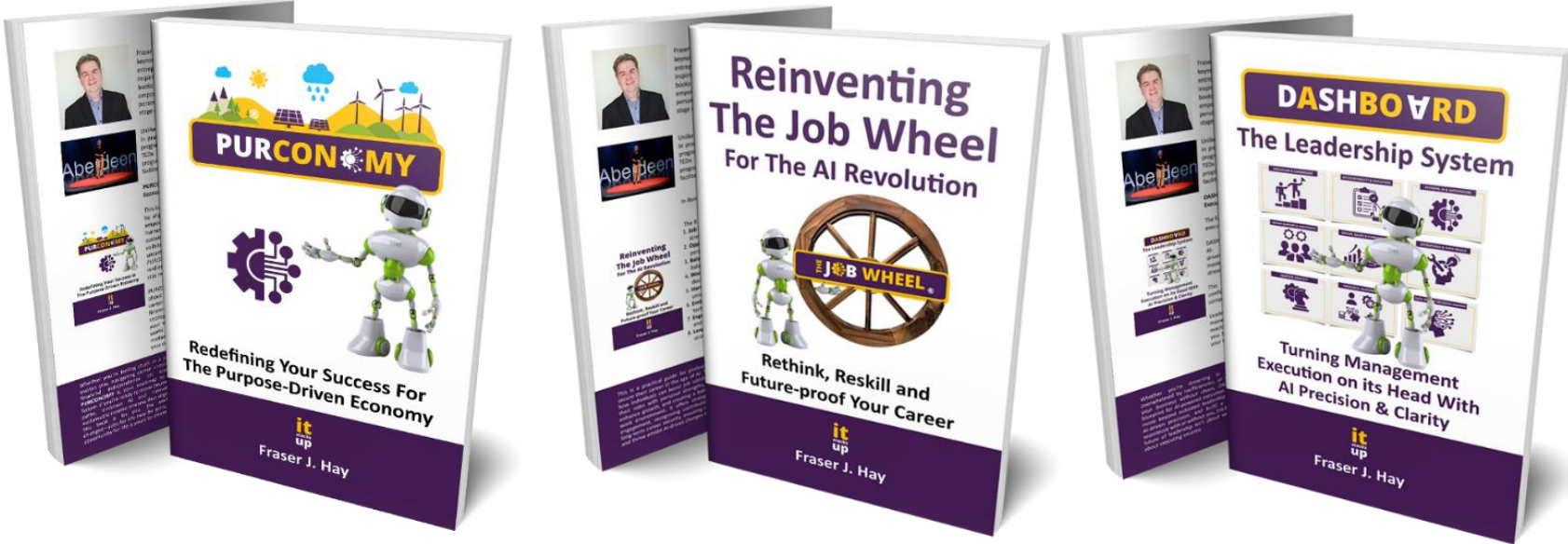
Request a Proposal

For deeper transformation, explore coaching and AI advisory.



AI Success Made Simple—Find the Right Strategy for You.

Feature	PURCONOMY	THE JOB WHEEL	DASHBOARD
Core Focus	Purpose-driven work, wealth & well-being	Aligning careers with AI & job security	AI-powered execution, leadership & business growth
Main Framework	PURCONOMY™ (9 Pillars of Purposeful Success)	Jobwheel (8 Elements of Career Alignment)	DASHBOARD™ (9-Pillar AI Execution System)
AI Integration	AI aligns personal success with automation & opportunity	AI enhances career growth, skill adaptation & job security	AI automates business execution, decision-making & leadership
Key Strategy	Transform life & wealth through purpose-driven AI strategies	Assess, optimise & AI-proof your career	Eliminate inefficiencies, scale with AI, structure execution
Target Reader	AI-powered personal success system for purpose-driven income.	AI-proof your career & secure long-term employability.	Scale your business with AI-powered execution & automation.
Execution Model	AI-powered personal transformation & wealth creation	Job evaluation, adaptability & AI adoption	AI-driven dashboards, automation & structured leadership
Impact on Stability	Redefines wealth & creates sustainable purpose-driven income	Provides career clarity & AI-proofing for security	Scales businesses with AI & ensures execution clarity
Long-Term Sustainability	Sustainable work-life balance & financial independence	Career longevity & AI adaptability	AI ensures business longevity & execution excellence



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Buy The Book



Enrol in Coaching



Request a Proposal

Is AI replacing your industry? Then it's time to master it.

Audience	Best Book
People Seeking Personal Fulfilment	PURCONOMY
People Unhappy at Work	THE JOB WHEEL
Business Leaders & Entrepreneurs	DASHBOARD

Host, Moderator & Panel Guest

Lively, Educational & Entertaining Debates

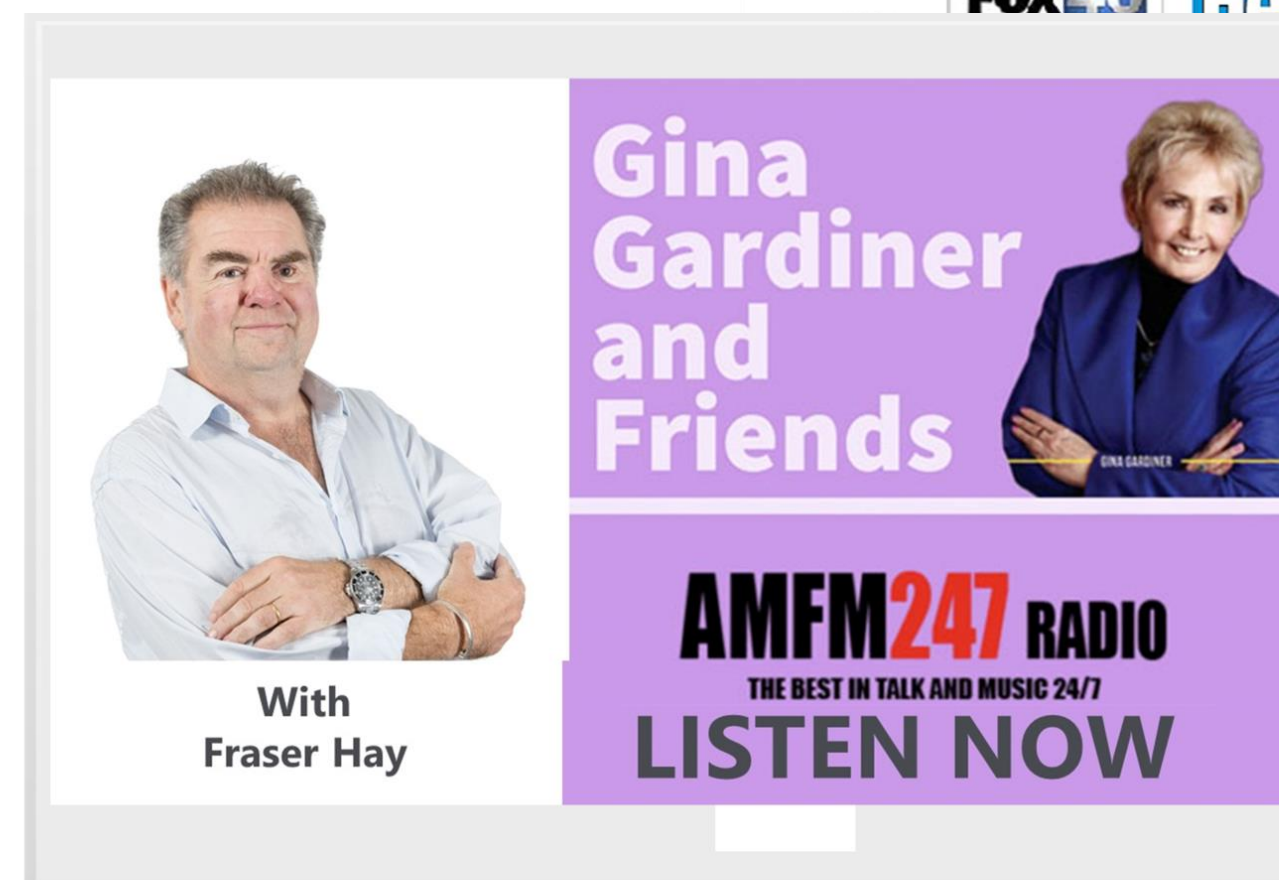
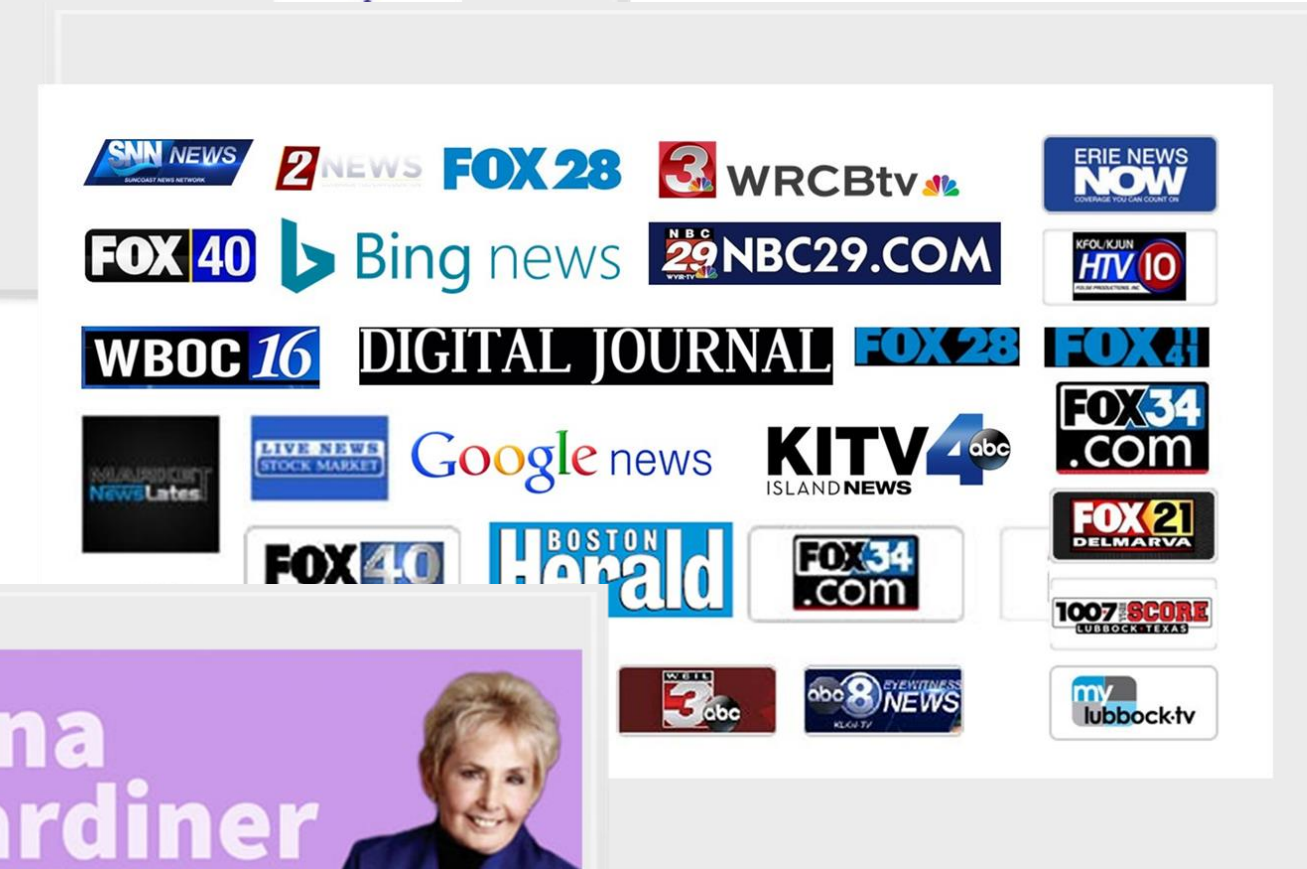


Featured in Multiple Media Outlets

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



CXMTODAY



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.



Skillutions®

Many people are ill equipped to leverage Opportunities with the meta skills they have, but can help to acquire, master & share new skills.



SKILLUTION® (noun): A customised coaching program, webinar, video, book, or AI prompt designed to equip individuals with meta-skills for the AI-driven economy. It empowers them to perform key tasks with the right attitude, skills, talents, deep experience, and cutting-edge technology—solving unique problems with precision and efficiency. *(Part of the ItStacksUp™ ecosystem.)*



Life

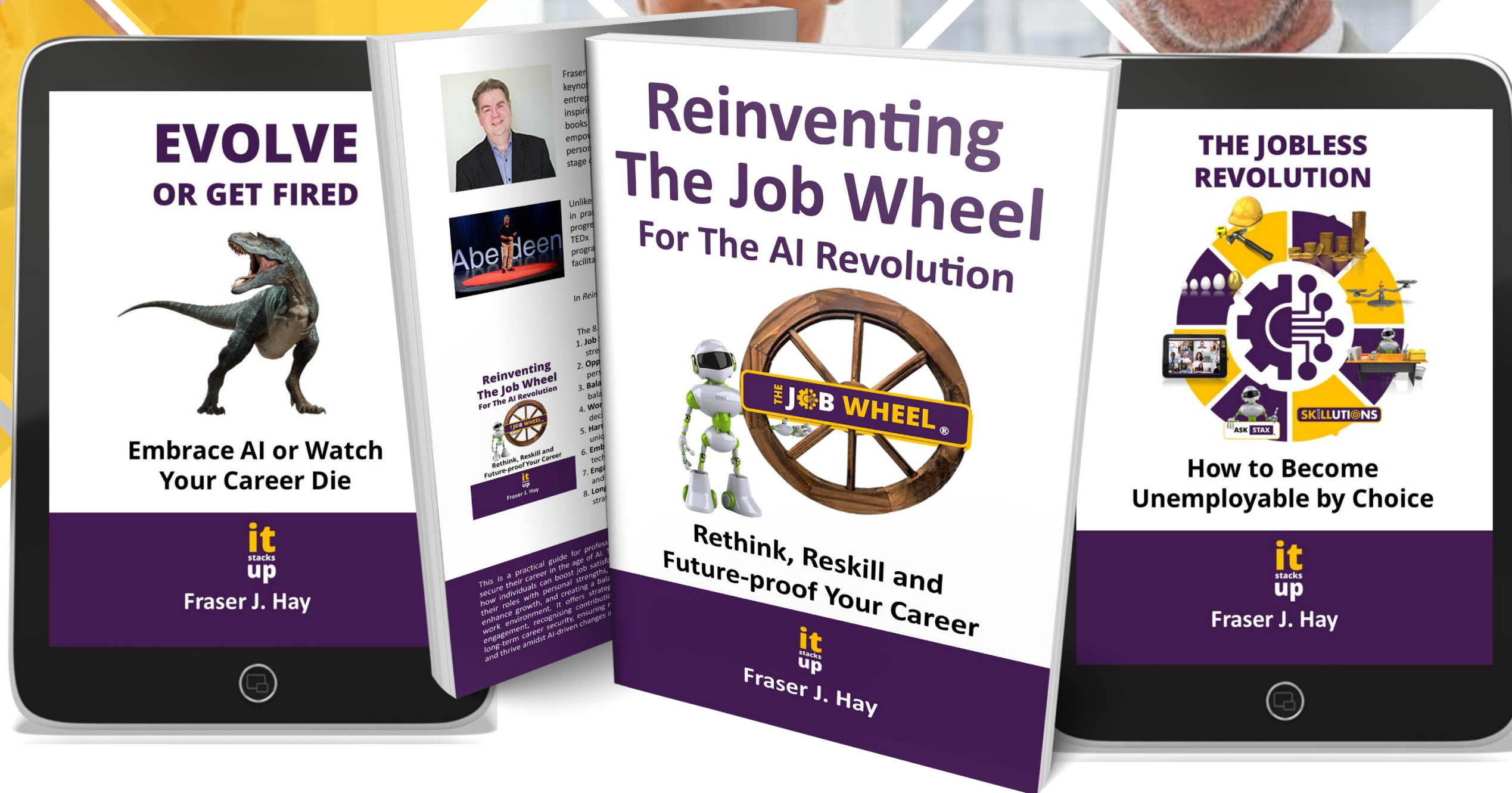
Fraser believes life has a canny knack of getting your attention, when you're not paying attention.

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 preventing on how to achieve career success in the Purpose Driven Economy with the help of the JOBWHEEL® Framework.



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.



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.

THE **WAI** SHOWER



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

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

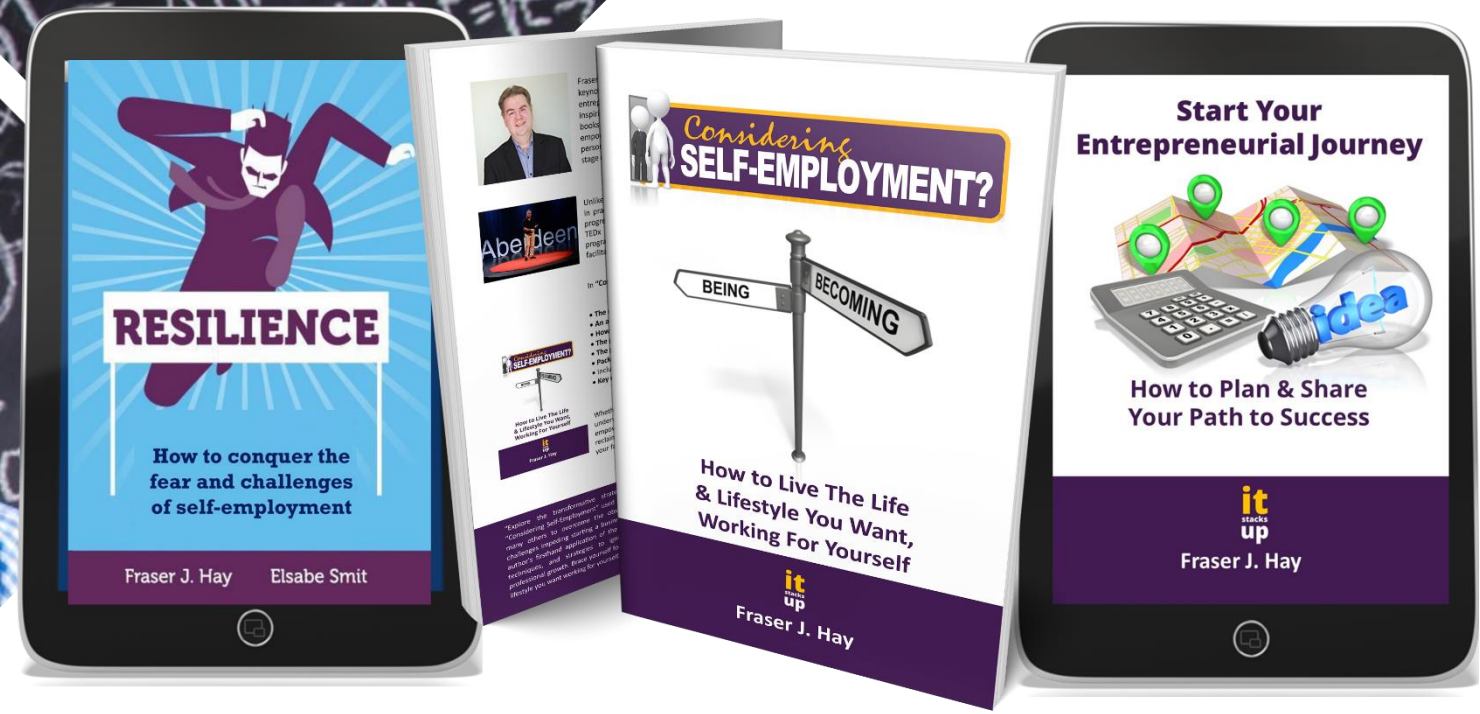




PRESTART

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.

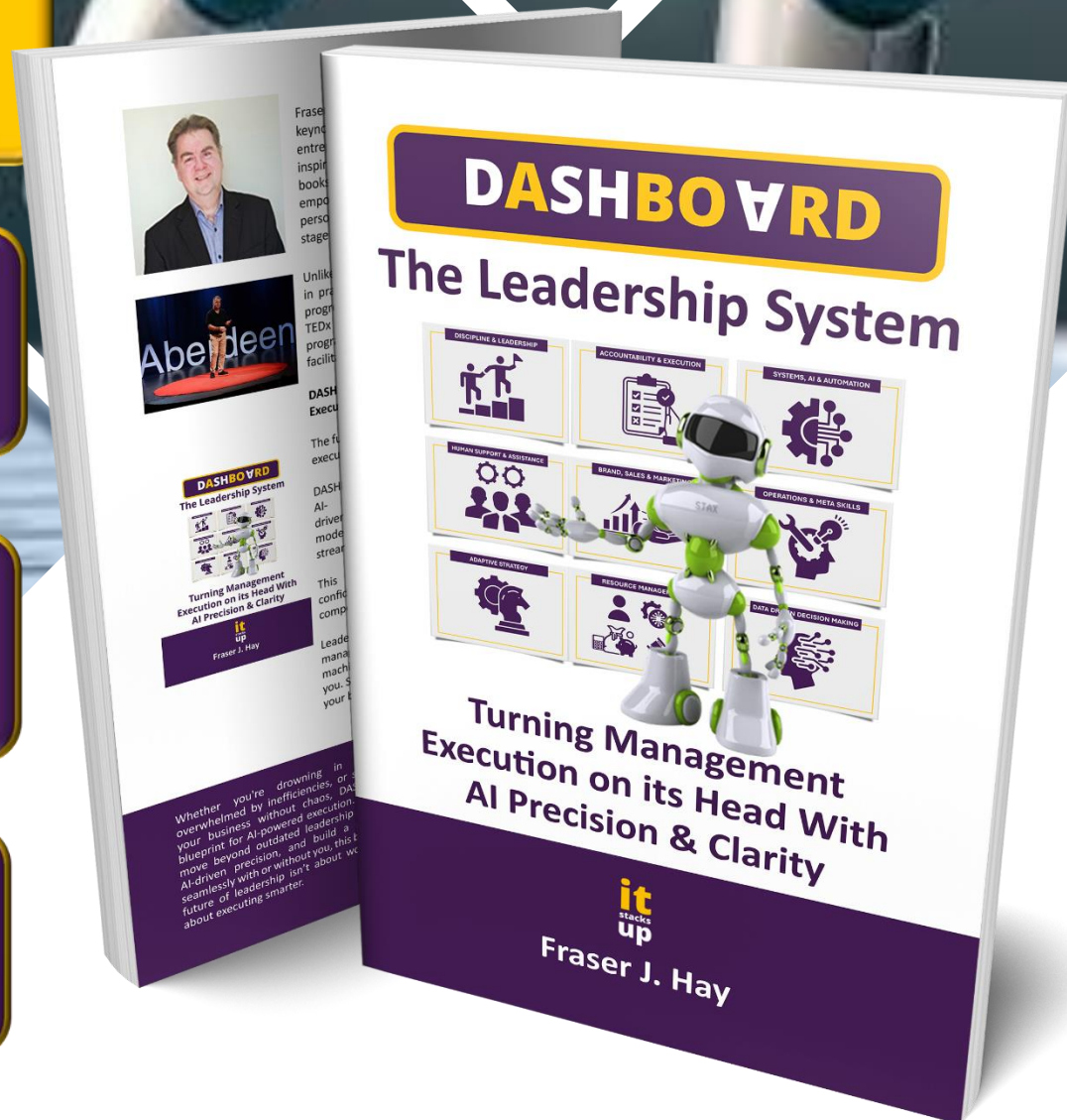
He'll help your audience to identify what's holding them back and preventing them from launching their business idea.



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.



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

Evolve or
Get Fired



HIGH



2

Reinventing the
Job wheel



HIGH



3

Things Have
Chai**ng**ed



VERY HIGH



4

The Wai Shower
Method



HIGH



5

Your
BIG IDEA



VERY HIGH



6

How to get on
point, on form
& on fire



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 | The Wai Shower Method | Get help to understand the power of AI in your life, career and business and how to apply it with the Wai Shower Method |
| 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 butYou 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

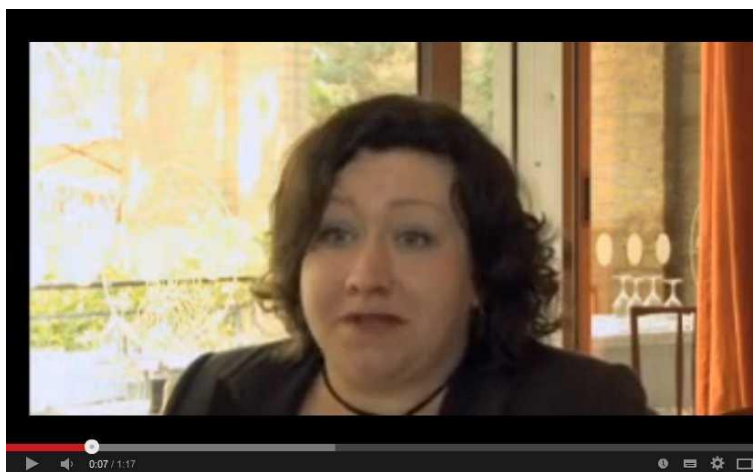
2025 - Launched AI Prompt Engineering Kit for the Entrepreneurial Journey Wrote 2 NEW books about AI in Business & Business Networking

2024 - Wrote "Evolve or get fired", "Reinventing the Job Wheel" & created The JOB WHEEL® & ASK STAX® AI Prompt Engineering Frameworks

2025 - Created the DASHBOARD Leadership System

Video Showreels

View Examples of Keynotes, Workshops & Feedback



Click The
Image



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 2025 Event

Before His Diary Fills Up



Fraser J. Hay

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M: +44(0)7714 704446

E: fraser@itstacksup.com



**Get in Touch
For a FREE
Chat**