

Keynote Speaker Kit 2025

Fraser J Hay



Before You Judge It... Understand What You're Actually Looking At

You may think this is:

Too different.

Too early.

Too systemised.

Too much for your audience.

But here's the truth:

What you're considering isn't just a keynote.

It's a live transmission from a deployable execution ecosystem—
already coded, copyrighted, and ready to activate your audience at scale.

 **Proprietary leadership frameworks (amongst others)**

 **Copyright-protected IP**

 **Licensing-ready transformation system**

 **Fully trademarked ecosystem built across 8 books**

This isn't motivation.

It's system-based activation—already live in strategic installations.

Ask if you want your audience to leave with more than applause.



A Word of Caution

Most speakers inspire.

I install.

I didn't write a book, I documented a system,

I built an execution operating system.

My Books transmit a very clear signal.

The Frameworks install it.

Diagnostics guide.

Rituals embed.

AI amplifies.

AI doesn't copy me. It mirrors me,.

It scales the signal that used to depend on me.

This isn't founder-led.

It's founder-coded.

And it's ready to install for your audience —at scale.

Fraser J. Hay

Founder | itstacksup.com

“

While others teach leaders how to survive AI disruption, I install the world's first human-AI execution operating system that makes leadership inevitable, not optional and from inside-out, then top-down.

Creator of The First Human-AI Leadership Operating System

EXPANZION™ is the first fully integrated Human-AI Leadership Operating System. We combine proprietary internal systems (TRILIGNMENT™, Fraserisms™, Frasmission™) with external execution engines (DASHBOARD™, ASK STAX®, Execution Intelligence Panels).

From purpose alignment to live KPI dashboards—we don't teach leadership. We **install it**.

 Trusted by leaders, scale-ups, consultants, and AI-forward governments.

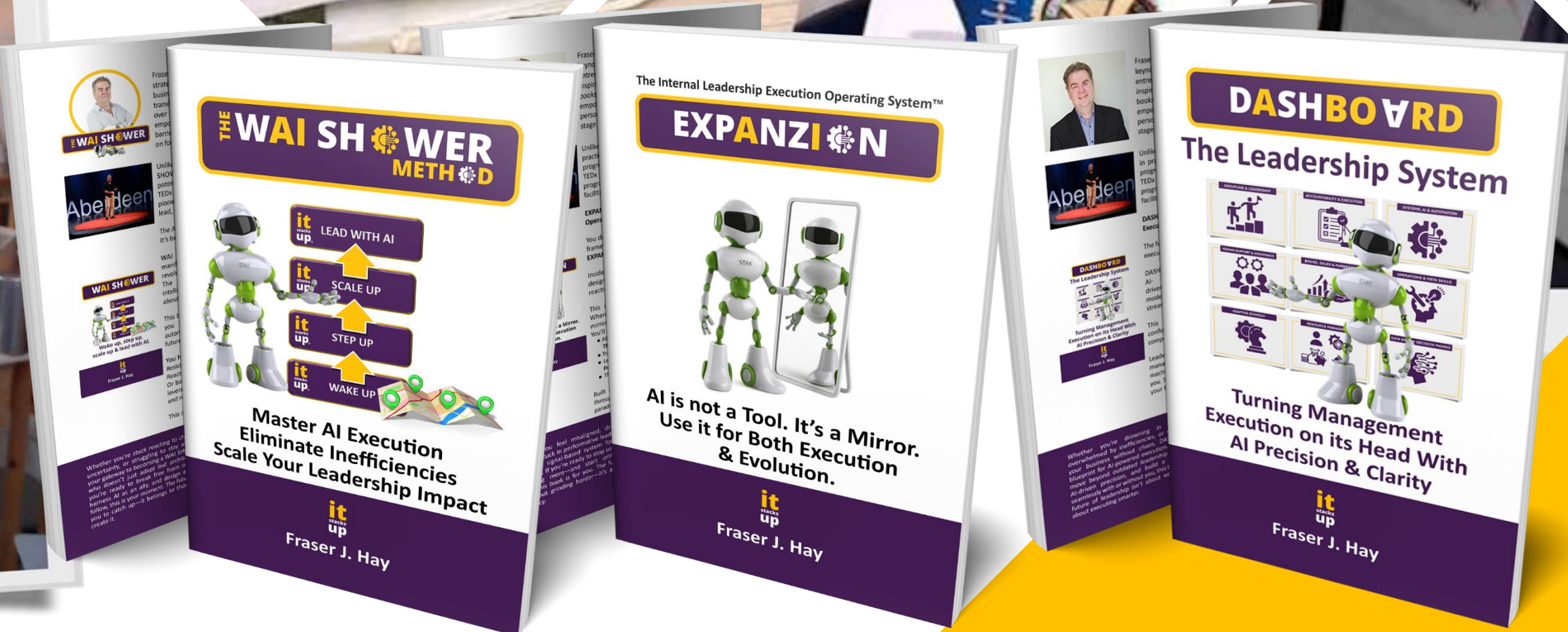
 Proven to reduce execution lag by 67% in 60 days (EXPANZION Case Study, 2025).

My Brands, IP & Registered Trademarks:



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.





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.

The First Human-AI Leadership Ecosystem

Get on point, on form & on fire with AI

ASK STAX®

- A precision-engineered framework that unlocks fast, frictionless AI interaction by turning vague prompts into structured clarity and activating high-performance execution in the age of automation, overload, and amplified complexity..

Expanzion Human AI Execution OS

Not a book but an internal OS installation, EXPANZION™ transforms hesitation into harmonic execution—aligning identity, signal, and AI-powered action to make frictionless leadership your new default operating state.

Dashboard® The Leadership System

A tactical execution engine for scaling precision leadership, this 9-pillar system weaponises structured clarity, AI-powered decision loops, and ruthless accountability to replace chaos with momentum across every level of an organisation

The Waishower™ Method

A rallying cry for the AI era, this execution bible rewires leaders to stop reacting and start transmitting—turning disruption into dominance through a four-stage, clarity-charged model of Wake Up, Step Up, Scale Up, and Lead with AI

Evolve or Get Fired

A paradigm-resetting guide that ignites identity-first growth by challenging outdated career dogmas and activating purpose-aligned reinvention in the age of AI, uncertainty, and rapid change.

Reinventing The Job Wheel®

A brutally honest, system-smashing toolkit for dismantling career misalignment, this book rebuilds your work life from the inside out using a dynamic self-leadership lens designed to withstand automation and ignite meaningful momentum.

The Jobless Revolution


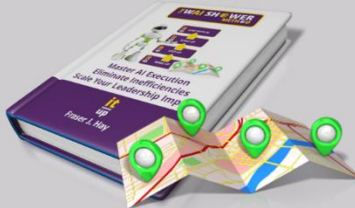
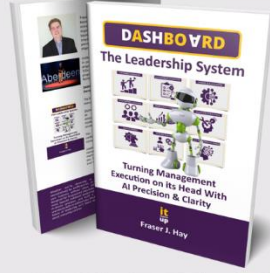


A liberation manifesto disguised as a career guide—this book detonates the myth of job security and empowers readers to build a purpose-fueled, AI-aligned, self-sustaining work life across seven signal-led phases of personal expansion and reinvention

Purconomy®

A purpose-first economic operating system that dissolves hustle culture and installs a framework for thriving through values-aligned income, sustainable impact, and identity-led execution in a collapsing job market



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

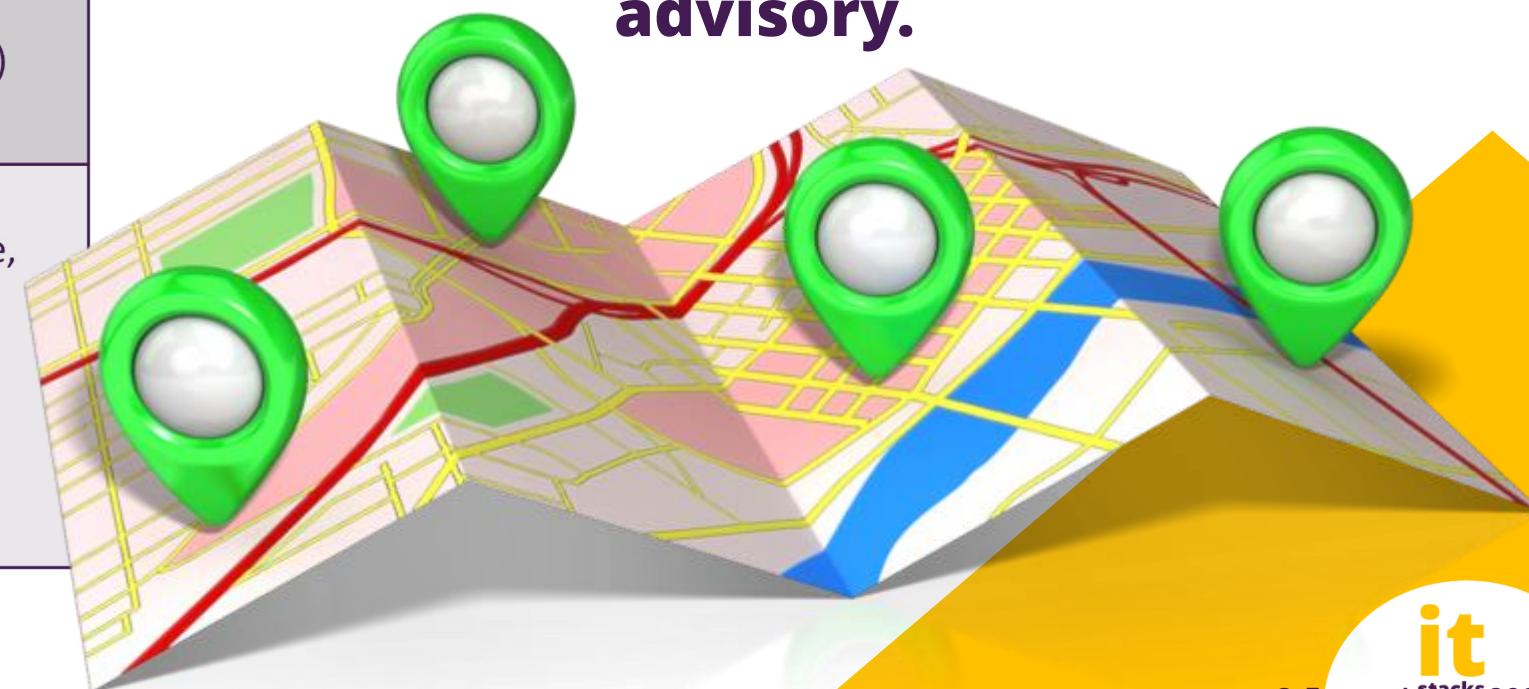


Enrol in Coaching



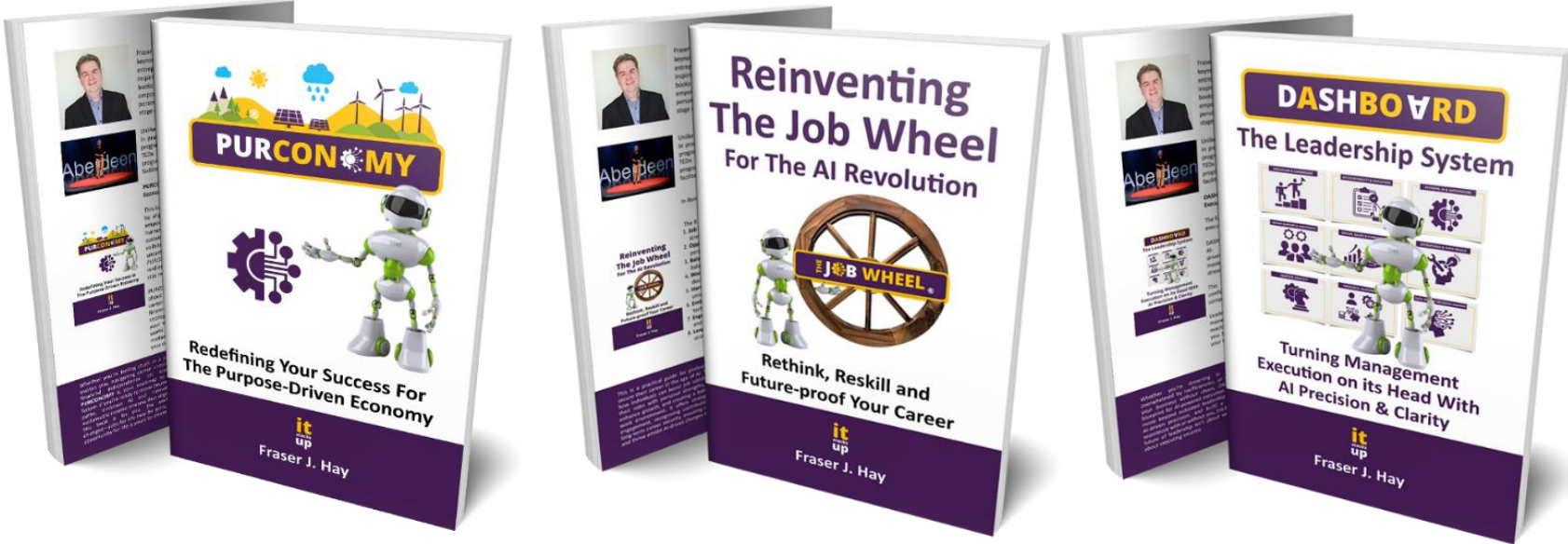
Request a Proposal

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 |



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



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

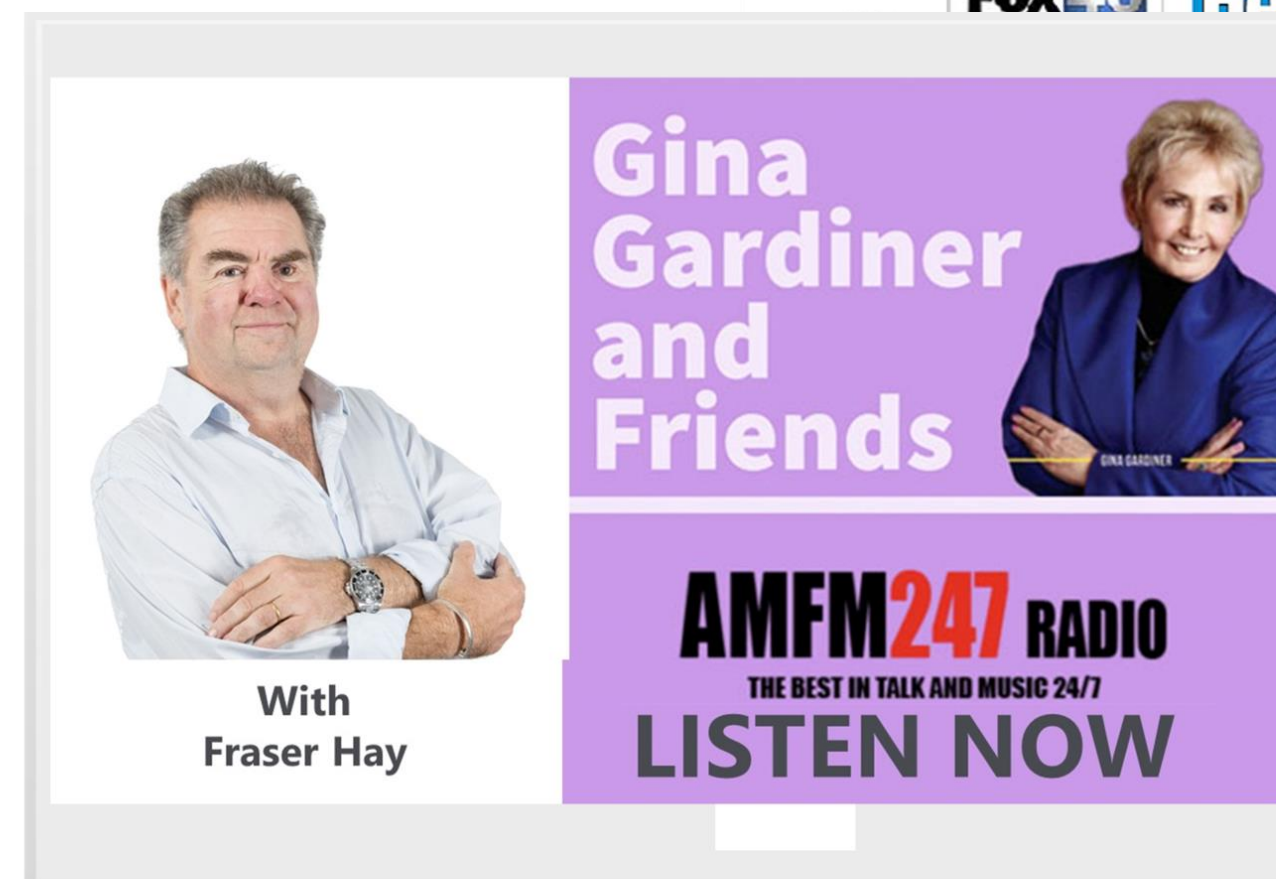
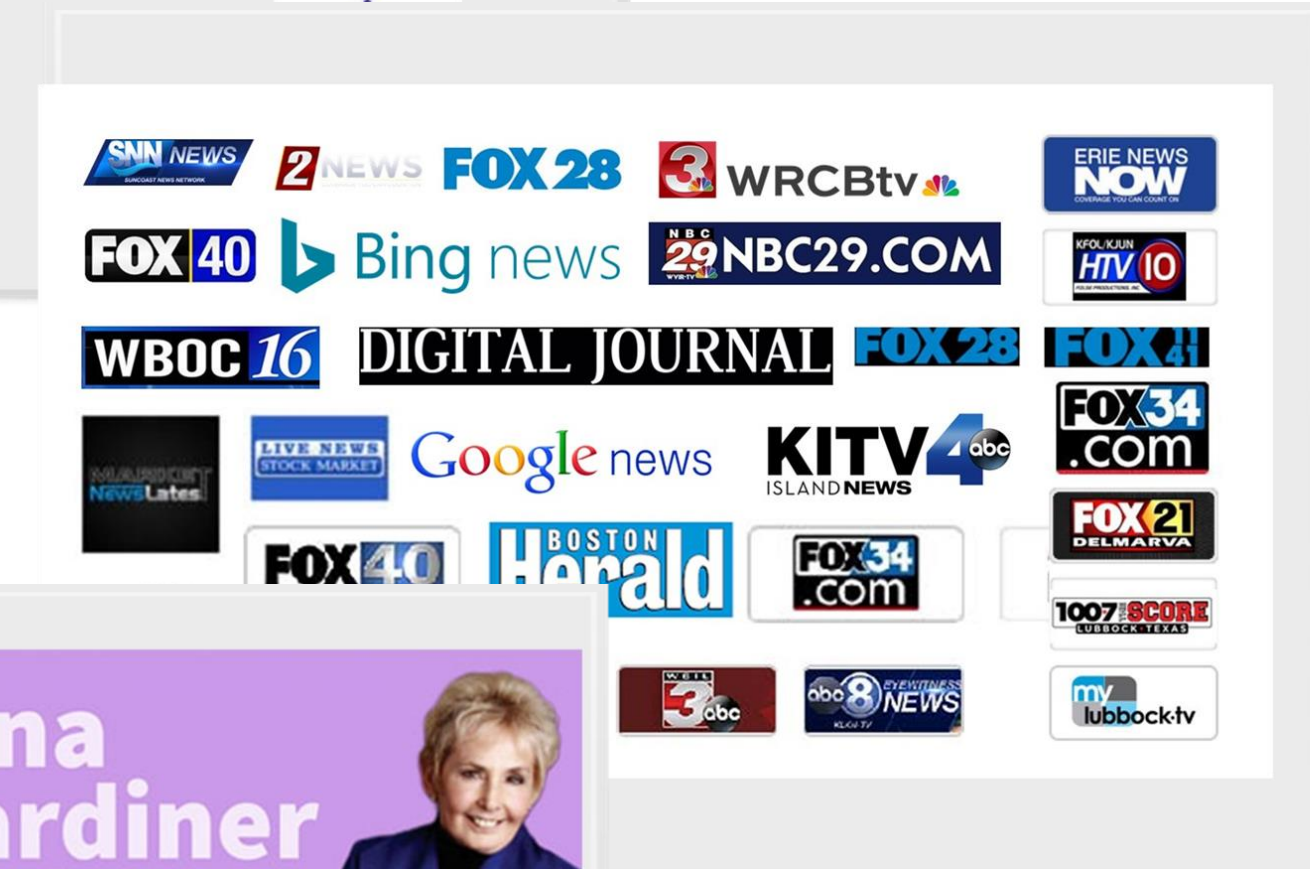


Featured in Multiple Media Outlets

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



CXMTODAY



Big Companies already trust his thinking

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 and Virtual classrooms.



* Delivered Virtual Classrooms on the varying topics



Create a Fun, Unforgettable Fact-Filled Experience

online, offline or on the stage.

Life, Career or Business? (You Choose.)

Fraser doesn't deliver canned keynotes. He tunes the signal to your audience's journey—whether they're facing a personal reinvention, career transition, or business execution challenge.

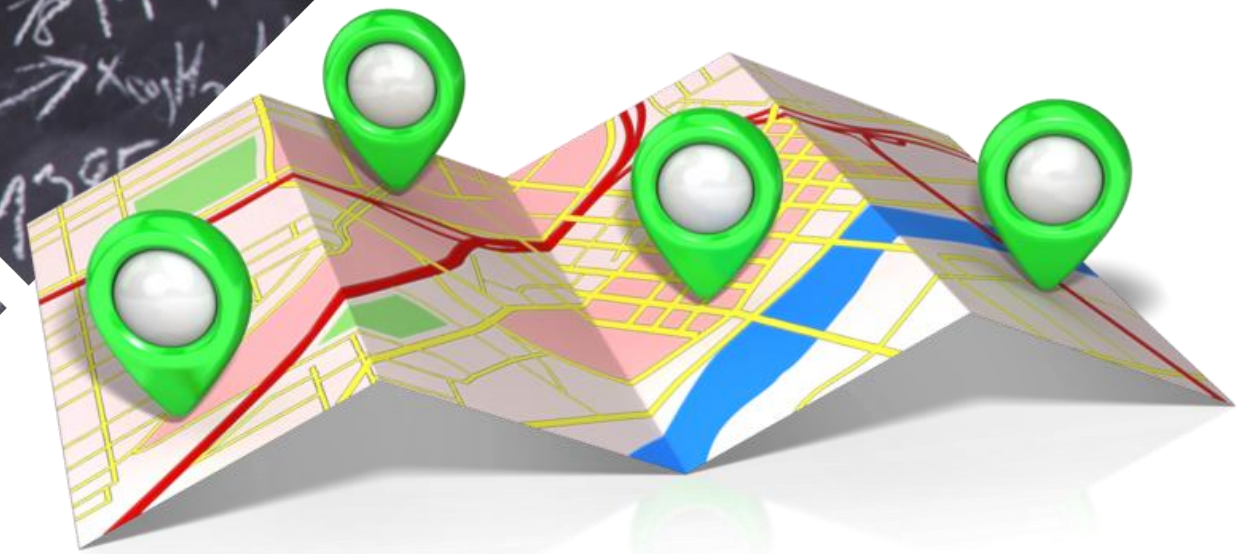
Because of his lived experience and full-spectrum frameworks,

Fraser can transmit the right message—at the right frequency—for maximum resonance, relevance, and transformation.

This isn't a story about him. It's a system calibrated for them.

It's your audience. You know them better than Fraser.
You decide.





Where is Your Audience?

Fraser meets your audience wherever they are on **their entrepreneurial journey**—whether they're just starting out, stuck in survival mode, or scaling with AI.

He helps them identify what's holding them back, reframe their thinking, and take aligned action to get **on point, on form, and on fire**—so they can finally be, do, and have what truly matters.

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
Chaiⁿged



VERY HIGH



4

The Wai Shower
Method



HIGH



5

From Chaos to
Clarity



VERY HIGH



6

How to Lead From
The Inside Out



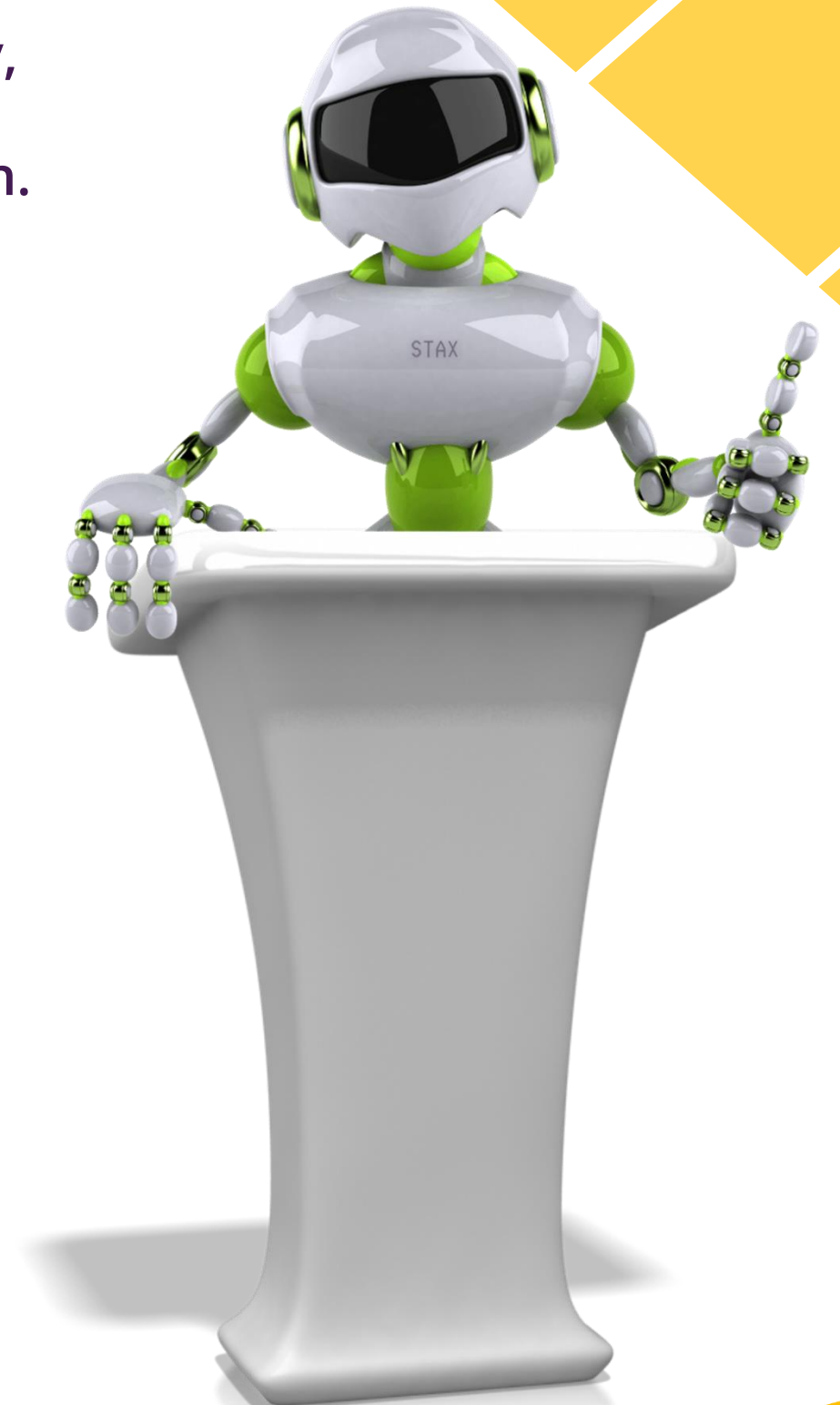
HIGH



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 Chainedged**
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 From Chaos to Clarity**
Get help to plan, document, execute & automate your big idea with your team, stakeholders, shareholders and investors.
- 6 How to Lead From The Inside Out**
How to get on point, on form & on fire and lead from the inside out, then the top down.



Forms & Types of Engagement

Presentations, Notes & Handouts Can Be Provided For All



Keynotes / Q & AS



"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."



Break Out Sessions & Master Classes



"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 ..."



Half Day & Whole Day Workshops



Immersion & Residential Experiences



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



© Fraser J Hay, 2025

Why Book Fraser?

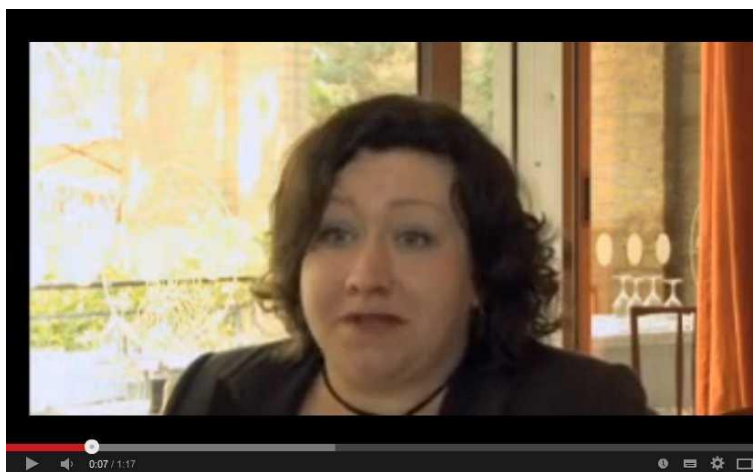
What Makes Him the Speaker You'll Want—and Your Audience Will Remember

- Transforms adversity into clarity, and chaos into action having been shot, lost an eye & recovered from Sepsis.
- Pragmatic, passionate, and radically practical—Fraser doesn't just inspire, he installs
- Built, grown, and exited multiple businesses over 30+ years
- Author of 20+ books on entrepreneurship, AI, and execution
- TEDx speaker and multi-award-winning entrepreneur
- Delivered keynotes and workshops across 4 continents
- Created 900+ “Fraserisms™” and tools to help leaders get on point, on form, and on fire
- Known for his humour, humility, and high-impact storytelling
- Offers powerful exercises, signal-based prompts, and frameworks that stick
- Father of 5, including 4 daughters he helped put through university while working from home
- Loved by both front-line professionals and executive teams alike
- Will leave your audience clearer, lighter, bolder—and talking about it for weeks
- And yes... he's a certified h@ppeneur® (with the T-shirt to prove it)

“Most speakers inform. Fraser both installs & transforms. He doesn't just give your audience clarity—he transmits it. Through story, signal, and system.”

Video Showreels

View Examples of Keynotes, Workshops & Feedback



Click The
Image

www.itstacksup.com

Manage Your Expectation

What You Can Expect From Fraser

1

Discovery with Purpose. You'll get real, practical insight into whether Fraser's expertise fits your audience, culture, or challenge. This isn't a pitch—it's a signal-check.

2

Strategic Alignment. We define clear roles, KPIs, responsibilities, priorities, & budget. You choose the format. We co-create the content. Fraser builds the delivery plan.

3

Seamless Execution. Resources are aligned. The plan is delivered—on time, on budget, and in full resonance with your audience.

4

Reflection + Next Steps. We review outcomes, measure traction, and explore what's next—whether that's one keynote or a multi-stage transformation.

A quick reminder

- It's your event.
- You make the calls.
- You decide what Fraser delivers—on the day, and beyond.



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 Next Event



His Diary is Filling Up fast for 2025 & 2026

Get on point, on form, on fire With AI
& move from chaos to clarity – fast.
Schedule a free strategy call.

Online & Offline Options Available.
Transform, not just inform your audience.

For a FREE Chat, Visit www.itstacksup.com



it stacks up LEAD WITH AI

it stacks up SCALE UP

it stacks up STEP UP

it stacks up WAKE UP

