

# 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](https://itstacksup.com)

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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 For The Purpose Driven Economy

The Human-AI Leadership OS takes leaders through three stages: Service, System, and Mastery. We align purpose with performance (PURCONOMY®), install internal clarity systems (TRILIGNMENT®, Fraserisms®, Frasmision™), and scale with external execution engines (EXPANZION®, DASHBOARD®, ASK STAX®, Execution Intelligence Panels). Together, this forms the first fully integrated Human-AI Leadership Operating System..


From purpose alignment to live KPI dashboards—we don't teach leadership. We **install it. Build service that sustains, purpose that scales – from the inside out and the top down.**



**DEFINITION**


**SERVANT LEADERSHIP** (noun):  
A noble philosophy where leaders put others first, serving their needs before their own. It emphasises empathy, listening, and stewardship. But while it honours humanity, it often lacks structural rhythm — and can slip into self-sacrifice that drains the leader, often leading to burnout.

- 🔥 Not system — **intention without install.**
- 🔥 Not rhythm — **goodwill without execution flow.**
- 🔥 Not scalable — **service without structure.**

**LEADERSHIP****EXPANZION****DASHBOARD**

Turning leadership execution on its head — from the inside out, then the top down.

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**DEFINITION**

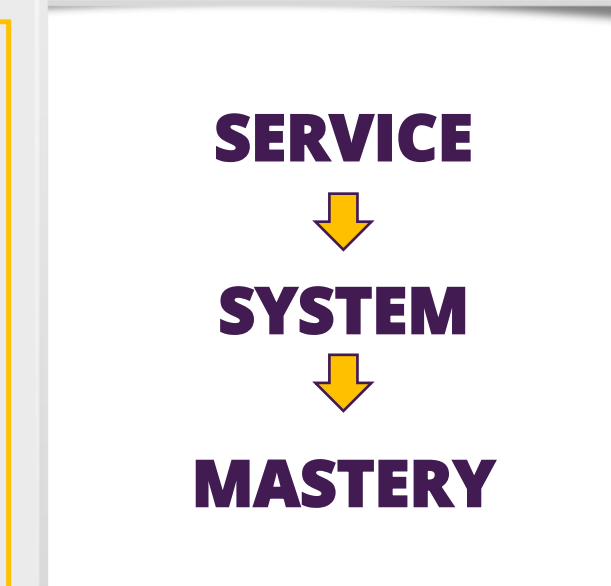
**TRANSMISSIVE LEADERSHIP™** (noun):  
Signal-first leadership doesn't start with plans, tools, or titles, it starts with presence. You don't lead through pressure. You lead through resonance. When transmission is clean, trust forms, coherence spreads & execution becomes inevitable.

- 🔥 **Not performance**—embodied alignment.
- 🔥 **Not persuasion**—energetic presence.
- 🔥 **Not position**—leadership as lived frequency.

**LEADERSHIP****EXPANZION****DASHBOARD**

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**DEFINITION**

**SAVANT LEADERSHIP™** (noun):  
The Outcome state of a leader who has mastered Transmissive Leadership™. The evolved state of a leader who's mastered Transmissive Leadership™. Learned, wise, and exceptionally skilled, they transmit clarity instinctively, integrate AI without distortion, scaling service with wisdom. Their presence is trusted, their execution feels effortless — on point, on form, and on fire.

- 🔥 Not reactive — **anticipatory insight.**
- 🔥 Not draining — **regenerative energy.**
- 🔥 Not forced — **natural mastery in motion.**

**LEADERSHIP****EXPANZION****DASHBOARD**

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# Service – System – Mastery

**Provide service that sustains. Build purpose that scales.**

## Meaningful Work\_

Do your people feel fulfilled — or are they just filling hours?

## Embracing AI & Technology

Are your tools amplifying clarity — or multiplying chaos?.

## MarTech Simplified

Is your marketing system seamless — or are you drowning in platforms and noise?

## Start Selling

Are your ideas stuck in planning — or converting into consistent revenue?

## Business Model

Does your model scale with resilience — or crack under market pressure?

## Customer Journey

Do customers feel seen at every step — or lost after first contact?

## Marketing Strategy

Is your strategy driving real ROI — or just feeding campaigns without impact?

## Lead Generation

Are you creating qualified demand — or chasing cold leads that go nowhere?





# The Human-AI Leadership OS & Ecosystem

Turning leadership execution on its head from the inside out, then the top down

## Dashboard® Leadership Execution System™

Is your execution disciplined and precise  
— or stuck in chaos and firefighting?

## Expanzion® Human AI Execution OS

Are your teams moving in rhythm — or  
hesitating while momentum leaks away?

## The art of leadership in the AI era™

Is your leadership signal clean and trusted  
— or distorted by hidden bias and noise?

## The Waishower® Method

Are you leading from clarity and presence — or  
reacting on autopilot to disruption?



## Evolve or Get Fired

Are you reinventing your career identity —  
or clinging to models already  
obsolete?change.

## Reinventing The Job Wheel®

Is your work aligned with purpose — or  
trapped in structures that automation  
will crush?

## The Jobless Revolution

Are you building a purpose-fueled, self-  
sustaining career — or relying on job  
security that no longer exists?

## Purconomy®

Is your income aligned with values and  
sustainability — or leaking energy into hustle  
and burnout?



# 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.



# Recalibrating Leadership From The Inside Out, Then Top Down

Fraser created FIRMPOINT™, the world's first Human–AI leadership reset — built for leaders who refuse to scale noise or distortion. Designed to **clear mental clutter** and **restore a clean leadership signal**, it helps executives, founders, and teams align head, heart, and gut before acting — so every decision **amplifies clarity, momentum, and trust** instead of chaos.



## DEFINITION



### FIRMPOINT™ (noun):

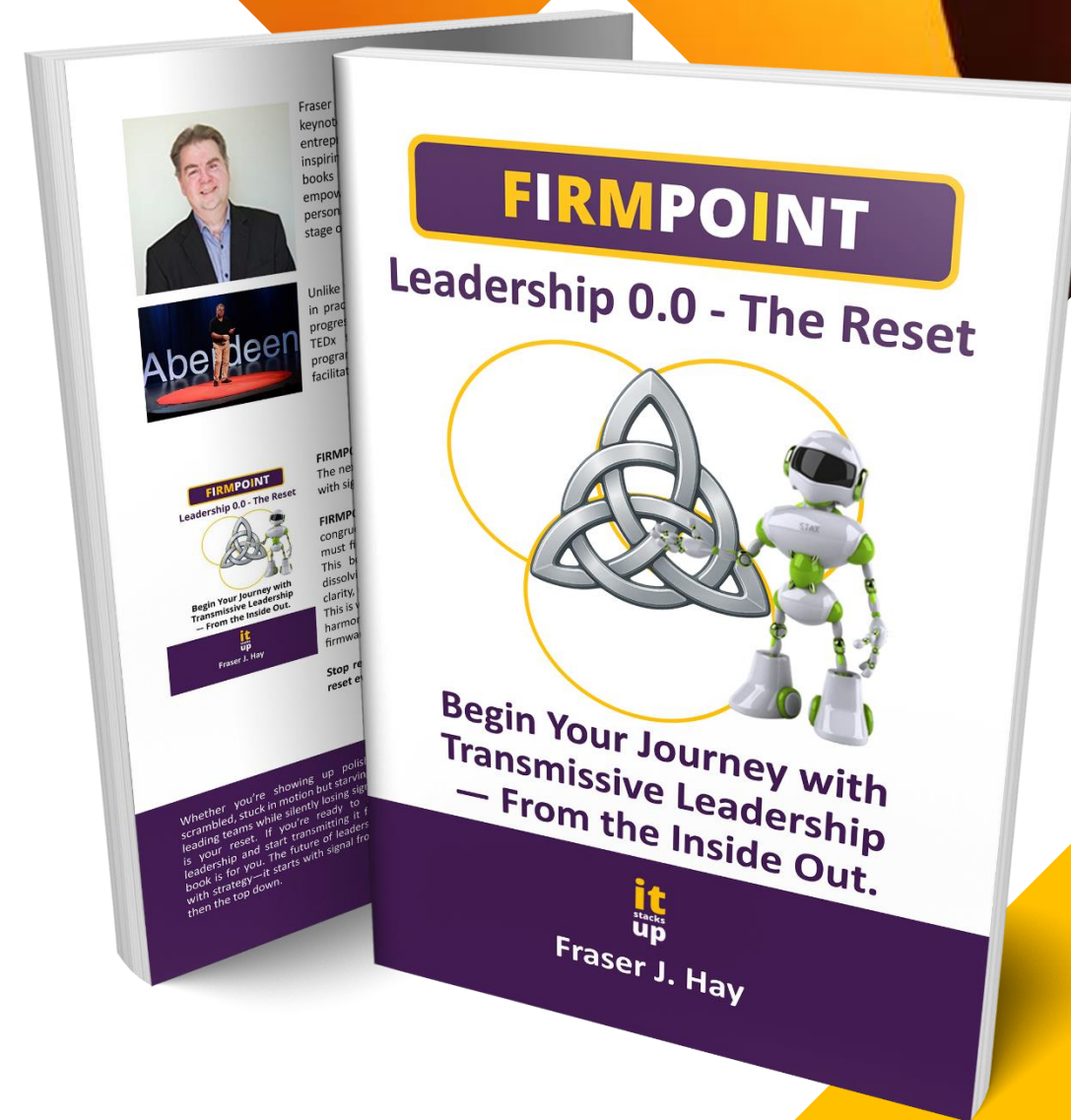
Where your **mental leadership firmware resets**, distortion dissolves, and true signal becomes feelable. Not just a mindset shift, but a return to the **root code** you transmit from. Here, your **beliefs, bandwidth & bias** realign. You recalibrate. You transmit differently and your team feels it.

- 🔥 **Not clarity** — foundational congruence
- 🔥 **Not reset** — Clean reinstall of your leadership OS
- 🔥 **Not reflection** — leadership firmware-level readiness



Turning leadership execution on its head — from the inside out, then the top down.

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# Are You Running Your Business or Is it Running You into The Ground?



The Struggle	Are You Stuck Here?	The Fix: Where You Must Be	The Future: Where Leaders Operate
Decision-Making	You're making decisions in the dark, reacting instead of leading.	Manual but structured, data-informed decisions	AI-powered insights & instant decisions
Financial Management	Money leaks everywhere, but you don't see it until it's too late.	Basic tracking & reporting, improved visibility	Real-time tracking, AI-driven forecasting
Operations & Workflow	Your team is drowning in manual tasks, slowing everything down.	Defined workflows, manual execution	Automated workflows, self-optimising systems
Sales & Marketing	Leads slip through the cracks, and your competition scoops them up.	Improved lead tracking & campaign clarity	AI-driven campaigns, automated lead nurturing
Business Intelligence	You're operating on outdated reports, always playing catch-up.	Reports generated manually, slower insights	Real-time data, predictive analytics
Team & Task Management	Missed deadlines, forgotten tasks, and an overwhelmed team.	Assigned tasks, but tracking is semi-manual	Full automation of task assignment & tracking
Customer Engagement	You're chasing customers instead of keeping them engaged.	More personalised but time-intensive	Automated responses, AI-powered engagement
Automation Level	Everything is manual, repetitive, and draining your time.	Minimal automation, focusing on control	High automation, reducing manual workload
Scalability	Growth feels like a constant uphill battle, requiring more effort than reward.	Stable but growth is effort-intensive	Scalable with minimal additional effort

If decision paralysis, wasted time, lost leads, and scaling struggles are draining your energy and profits, you're stuck in survival mode.

- That's not leadership.
- That's chaos.

💡 **The fix is here.** Ready to break free, take control, and scale smarter? 🖱️





# The AI-Driven Framework That Transforms Chaos into Clarity

Stage	Pillar	Description
D	Discipline & Leadership	Ensures structure, consistency, and direction in decision-making, reinforcing leadership principles.
A	Accountability & Execution	Aligns with management style, ensuring teams and systems are responsible, results-focused, and driven by clear objectives.
S	Systems, AI & Automation	The backbone of efficiency and scalability, integrating AI, automation, and intelligent processes to streamline operations.
H	Human Support & On-Demand Assistance	People remain at the core—this covers staff management, AI-augmented support, and leadership development.
B	Brand Identity & Shared Values	Maintains cultural and strategic alignment, ensuring businesses operate with strong branding, purpose, and shared values.
O	Operational Execution & Meta-Skills	Optimises daily tasks, workflows, and high-performance capabilities, ensuring seamless execution and adaptation.
A	Adaptive Strategy & Action Planning	Transforms long-term vision into an actionable plan, providing strategic direction, agility, and decision-making clarity.
R	Resource Optimisation & Management	Covers human, financial, technical, legal, and data assets, ensuring maximised efficiency, reduced waste, and smart allocation.
D	Data-Driven Decisions & Insights	Turns raw data into actionable intelligence, empowering businesses to make smarter, predictive, and high-impact choices.

**DASHBOARD**



**DASHBOARD**



This isn't a luxury—it's a necessity. Without structure, businesses bleed time, money, and opportunities. Leaders stuck in manual chaos fall behind, while those leveraging automation, AI, and data-driven execution thrive.

Achieve real-time control, precision, and unstoppable momentum.



**it  
stacks  
up**



# Host, Moderator & Panel Guest

Lively, Educational & Entertaining Debates



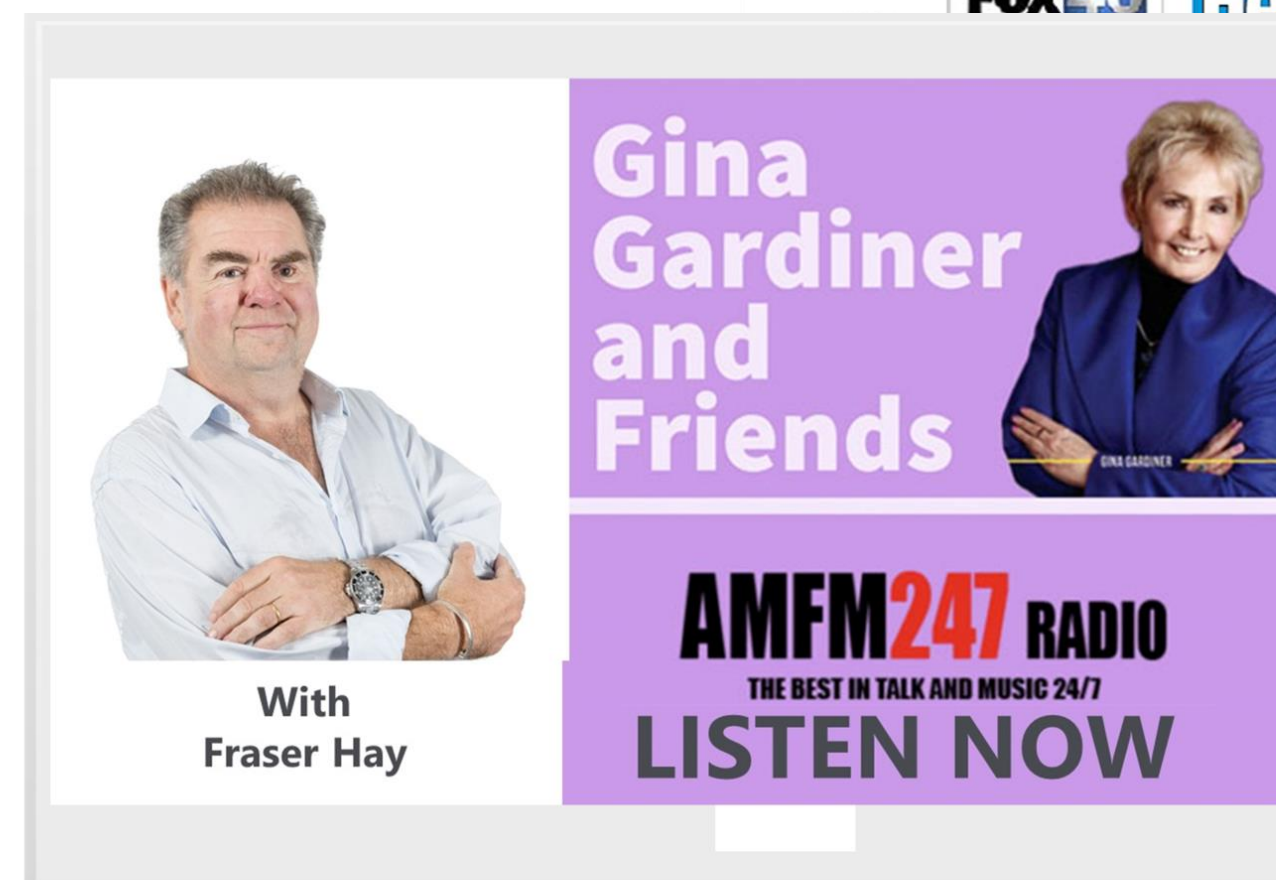
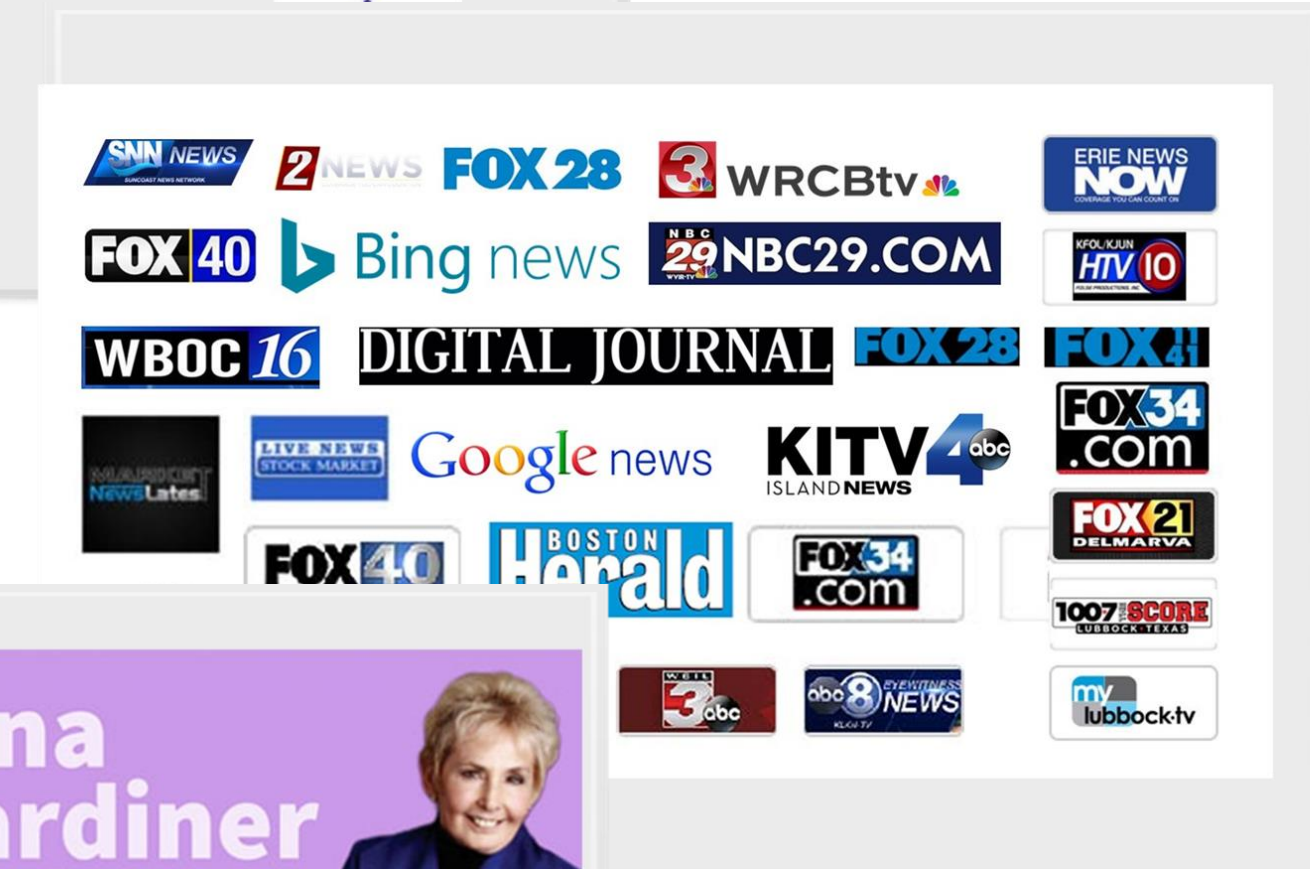


# Featured in Multiple Media Outlets

...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,

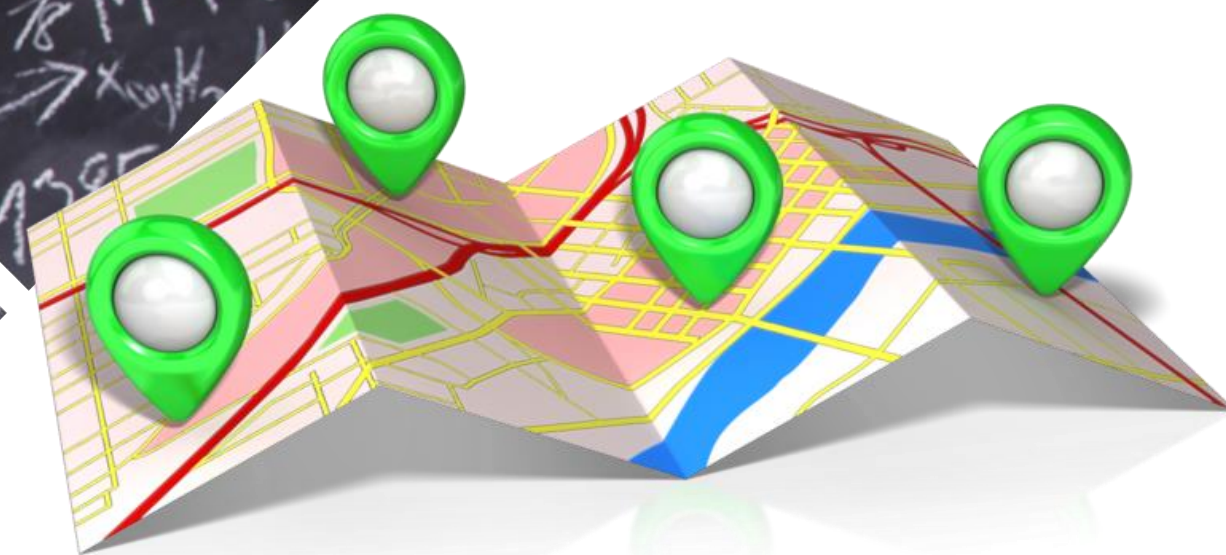
Fraser can transmit the right message—at the right frequency—for maximum resonance, relevance, and transformation.

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  
Chai<sup>n</sup>ged



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 Chainged**  
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 but ....You 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."*



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# Why Book Fraser?

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

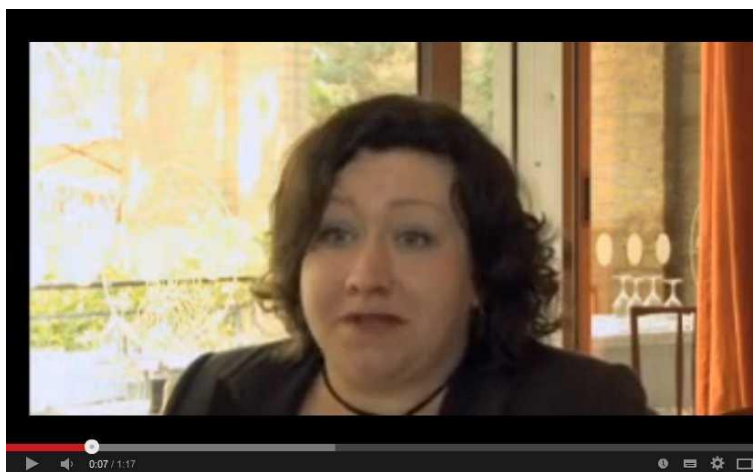
- Transforms adversity into clarity, and chaos into action having been shot, lost an eye & recovered from Sepsis.
- Pragmatic, passionate, and radically practical—Fraser doesn't just inspire, he installs
- Built, grown, and exited multiple businesses over 30+ years
- Author of 20+ books on entrepreneurship, 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](http://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

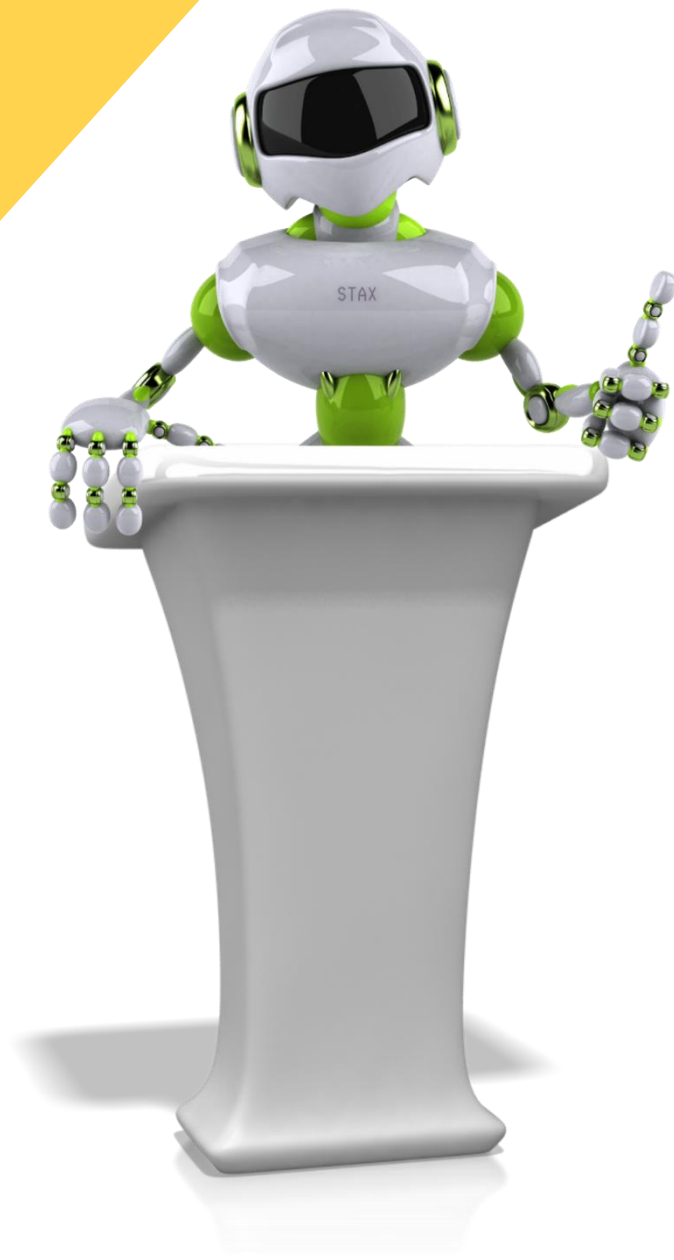
**Strategic Alignment.** We define clear roles, KPIs, responsibilities, priorities, & budget. You choose the format. We co-create the content. Fraser builds the delivery plan.

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.





# 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?



Fraser J Hay's keynote isn't a speech—it's an operating system upgrade. You don't walk away inspired. You walk away installed. With 20+ books, an IP-protected framework & a clarity-first style, Fraser transmits what most leaders can't yet articulate—**how to lead from the inside out in an AI-driven world.**



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



**it stacks up** LEAD WITH AI

**it stacks up** SCALE UP

**it stacks up** STEP UP

**it stacks up** WAKE UP

