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.

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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.
(and it's all inside my technology platform)

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 ignore distortion and teach survival tactics, I install the world's first Human–AI Operating System that makes clarity inevitable, execution unstoppable, and entrepreneurship with leadership transmit from the inside out, then the top down.

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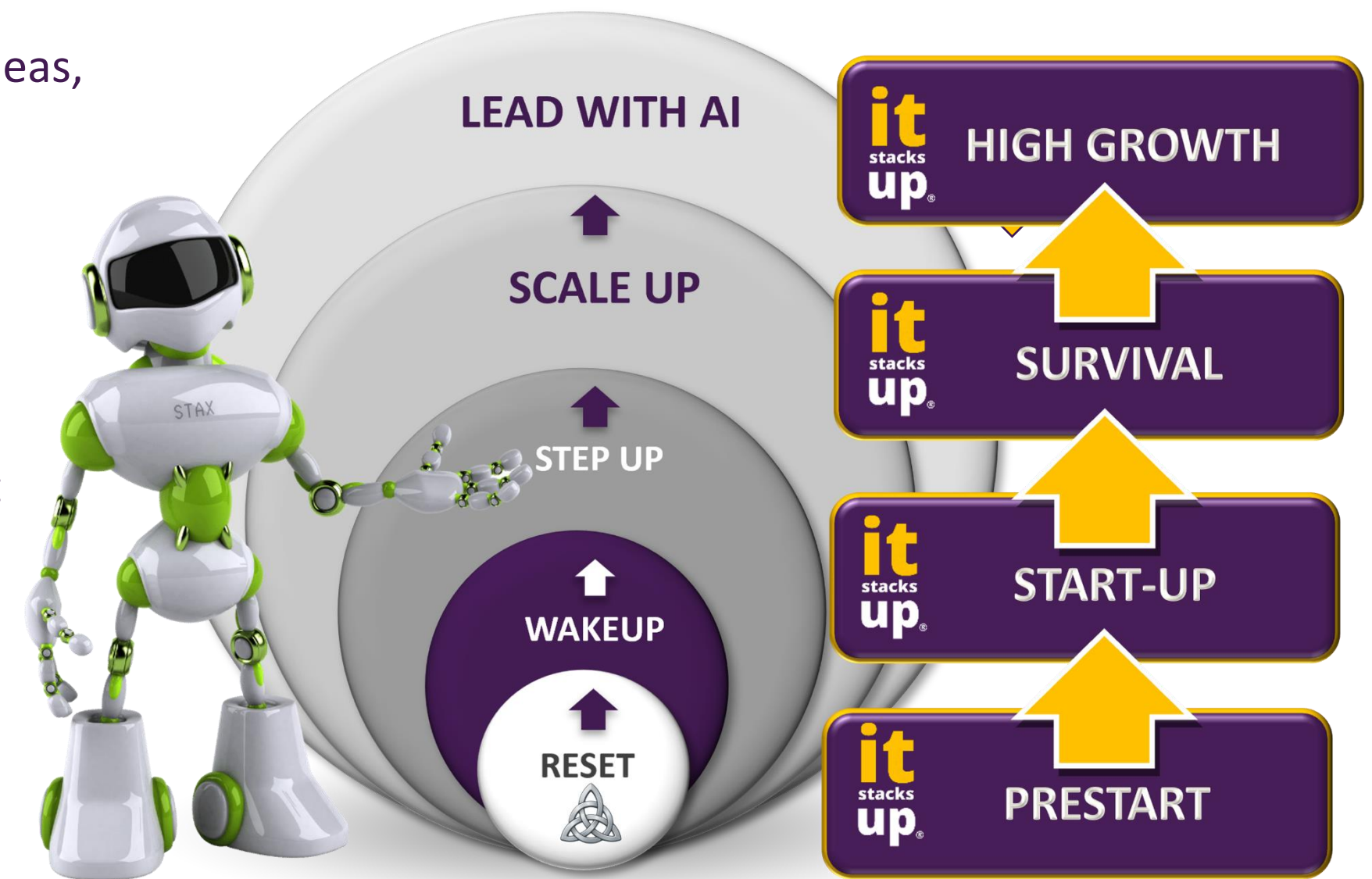
Multi Award Winning Entrepreneur

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

Redefining the Entrepreneurial Journey One distortion at a time - The hard, but true facts:

The Entrepreneurial Journey 3.0 (**ISU OS™**) reframes the path from Pre-Start to High Growth. Most founders don't fail because of their ideas, they fail because distortion, noise, and survival bias were never removed. **ISU OS™** is the first installable entrepreneurial operating system: clarity, identity, signal, execution, and structure—triaged through confidence and capability.

From Pre-Start business plans to AI-embodied leadership at High Growth, we don't teach entrepreneurship. We install it—rhythm that scales, leadership that transmits, **AI** that locks clarity at speed.

ISU OS™

LEAD WITH AI

SCALE UP

STEP UP

WAKEUP

RESET

STAX

HIGH GROWTH

SURVIVAL

START-UP

PRESTART

it stacks up

Creator of The First Human-AI Leadership Operating System For The Purpose Driven Economy

The Human–AI Leadership OS (ISU OS™) takes entrepreneurs through Service, System, and Mastery. We align purpose (PURCONOMY®), install clarity (TRILIGNMENT®, Fraserms®, Firmpoint™), and scale with execution engines (EXPANZION®, DASHBOARD®, ASK STAX®). Together, this is the first fully integrated Human–AI Operating System for each stage of the entrepreneurial journey.

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

THE 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.

THE LEADERSHIP™ **EXPANZION®** **DASHBOARD®**
Turning leadership execution on its...

ISU OS™

HIGH GROWTH
SURVIVAL
START-UP
PRESTART

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.**

THE LEADERSHIP™ **EXPANZION®** **DASHBOARD®**
Turning leadership execution on its head — from the inside out, then the top down.

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What makes Fraser & **ISU OS**™ Different?

Most leaders don't fail on ideas. They fail on execution. Only 56% of strategies succeed, and 60–90% never fully launch—not from intent, but from broken discipline (PMI, 2024; HBR, 2024). AI adds pressure: a $638B market today, forecast to $3.68T by 2034—yet 65% of pilots stall when bolted onto distortion (Precedence Research, 2025; McKinsey, 2024).

That's why the **ISU OS™** exists. EOS®, OKRs, Lean, ERP—they assume clarity and rhythm already exist. We don't assume. We install. FIRMPOINT™, TRILIGNMENT®, EXPANZION®, DASHBOARD®, ASK STAX®—a full Human–AI Entrepreneurial & Leadership OS spanning Pre-Start → High Growth.

From diagnostic resets to AI-native dashboards—we don't organise the noise. We install clarity, rhythm, and execution that scale.

Framework	Core Focus	Strengths	Limits	ISU OS™ Advantage
EOS®	Structure for SMEs (meetings, Rocks, Scorecards)	Simple, accessible, creates discipline	Assumes leaders are already clear; installs structure not signal; doesn't address distortion or presence	Signal-first: resets clarity (FIRMPOINT™). AI-ready: DASHBOARD® integrates AI. Installed, not taught: rituals + diagnostics embed leadership.
Six Sigma / Lean	Process improvement, waste reduction	Excellent in ops, manufacturing, quality	Heavy, technical, inaccessible; ignores human distortion; reduces leaders to process managers	Energetic + operational: integrates human signal with process flow. Lightweight: APSO™ + IBTs anyone can use. EXPANZION® builds momentum beyond efficiency.
SAP (ERP)	Enterprise systems: finance, HR, supply chain	Data-driven, systemises enterprise functions	Complex, expensive, adoption fails without leadership clarity; doesn't shift behaviour	Clarity before tech: OS prepares leaders + culture so SAP/AI adoption doesn't fail. Scalable down: usable for SMEs + enterprises. Transmission-first, not tech stack.
OKRs / Agile	Goal-setting, sprints, adaptability	Great for alignment, iteration, scaling in tech	Creates velocity without clarity; metrics over identity; doesn't prevent burnout	Identity before goals: WAI SHOWER® ensures clarity before metrics. EXPANZION® installs sustainable cadence. Signal-led execution: presence felt + trusted.
ISU OS™ © Fraser J Hay, 2025	Installs clarity, identity, signal, rhythm, structure, and AI-native execution — integrated across every stage of the entrepreneurial journey (Pre-Start → High Growth).	Turns chaos into cadence → installs clarity, identity, and execution that scale. Energetic + operational. Installed, not taught. Category-defining IP + AI-native SaaS.	Only limit: requires market education; new category so awareness still building	Category-defining OS: clarity before code, rhythm before results, AI without chaos. Turns distortion into signal, embeds execution that scales from Pre-Start → High Growth, ending in the Human–AI Leadership OS. Installed, not taught. Licensable.

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Create a Fun, Unforgettable Fact-Filled Experience

online, offline or on the stage.

Service – System – Mastery

Provide service that sustains. Build purpose that scales.

Meaningful Work_

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

Leading with AI & Technology

Are you leading AI with clarity — or is it leading you with distortion?

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?
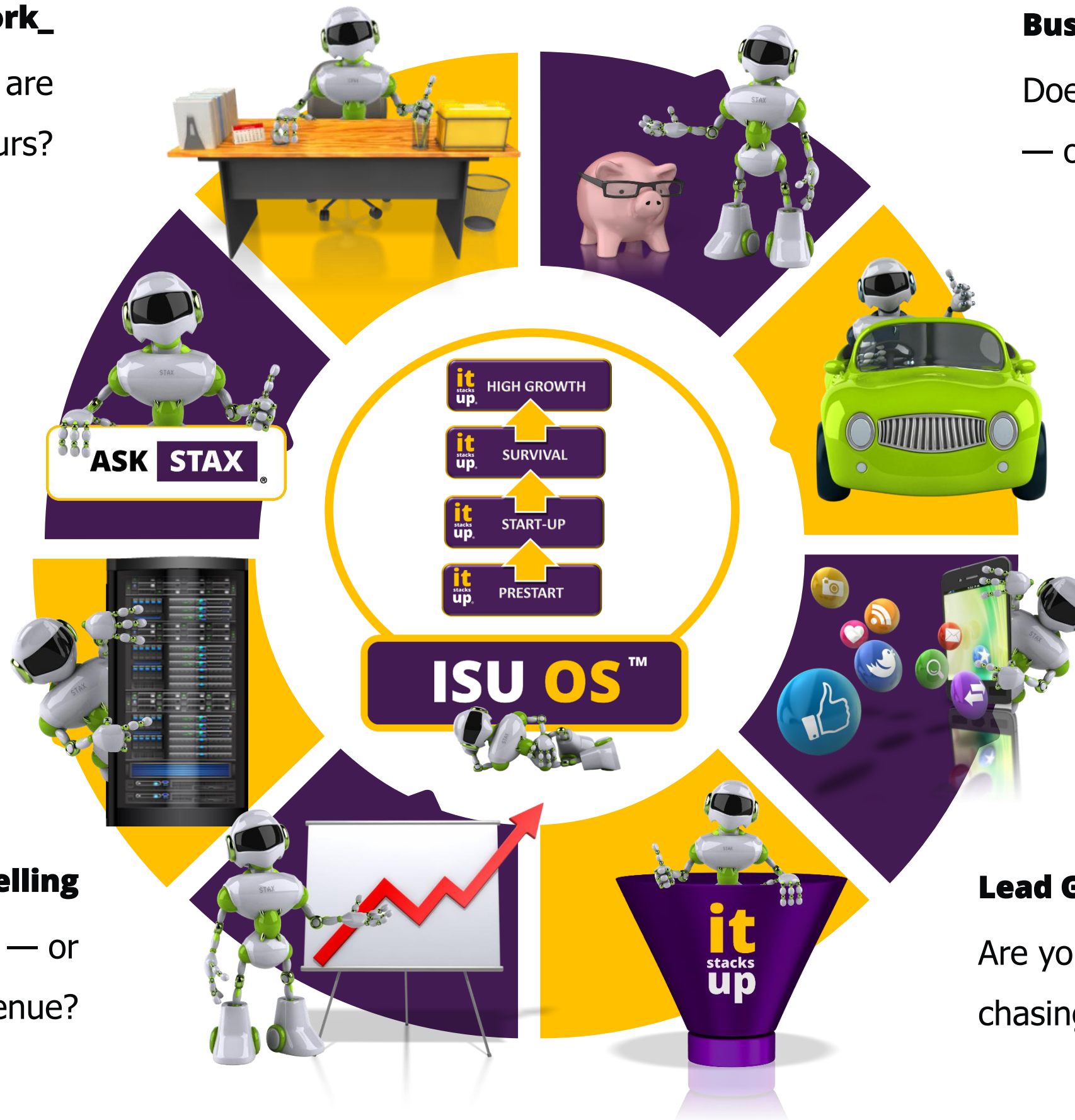
Customer Journey

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?

ASK STAX

HIGH GROWTH
SURVIVAL
START-UP
PRESTART

ISU OS™

it stacks up

The *it stacks up®* 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?

Host, Moderator & Panel Guest

Lively, Educational & Entertaining Debates

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.

THE ART OF **LEADERSHIP**
In the AI Era

Clarity-Driven Execution from the Inside Out

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THE INTERNAL LEADERSHIP GUIDANCE SYSTEM
EXPANZION ®

AI is not a Tool. It's a Mirror. Use it for Both Execution & Evolution.

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DASHBOARD
The Leadership System

Turning Management Execution on its Head With AI Precision & Clarity

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it stacks up®

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

EVOLVE OR GET FIRED

Embrace AI or Watch Your Career Die

Fraser J. Hay

Reinventing The Job Wheel

For The AI Revolution

THE JOB WHEEL®

Rethink, Reskill and Future-proof Your Career

Fraser J. Hay

Resign With Confidence

<EXIT>

How to Quit Your Job, Transform Your Career & Reclaim Your Life

Fraser J. Hay

Let Fraser introduce your audience to the 7 Barriers preventing success in your career (the 7 causes of highly Ineffective people) & the Skillutions® you need to get the job that you need or the career that you want.

SKILLUTIONS®

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Business

Over the last 30 years, Fraser has identified, documented and addressed over 3000+ different challenges and solutions for each stage of the entrepreneurial journey.

Let Fraser take wyour audience through a powerful, practical and proven process 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

SATISFACTION 100% GUARANTEED

it stacks up

Artificial Intelligence (AI)

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

As the visionary behind itstacksup.com 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.

Life, Career, Business or AI? (You Choose.)

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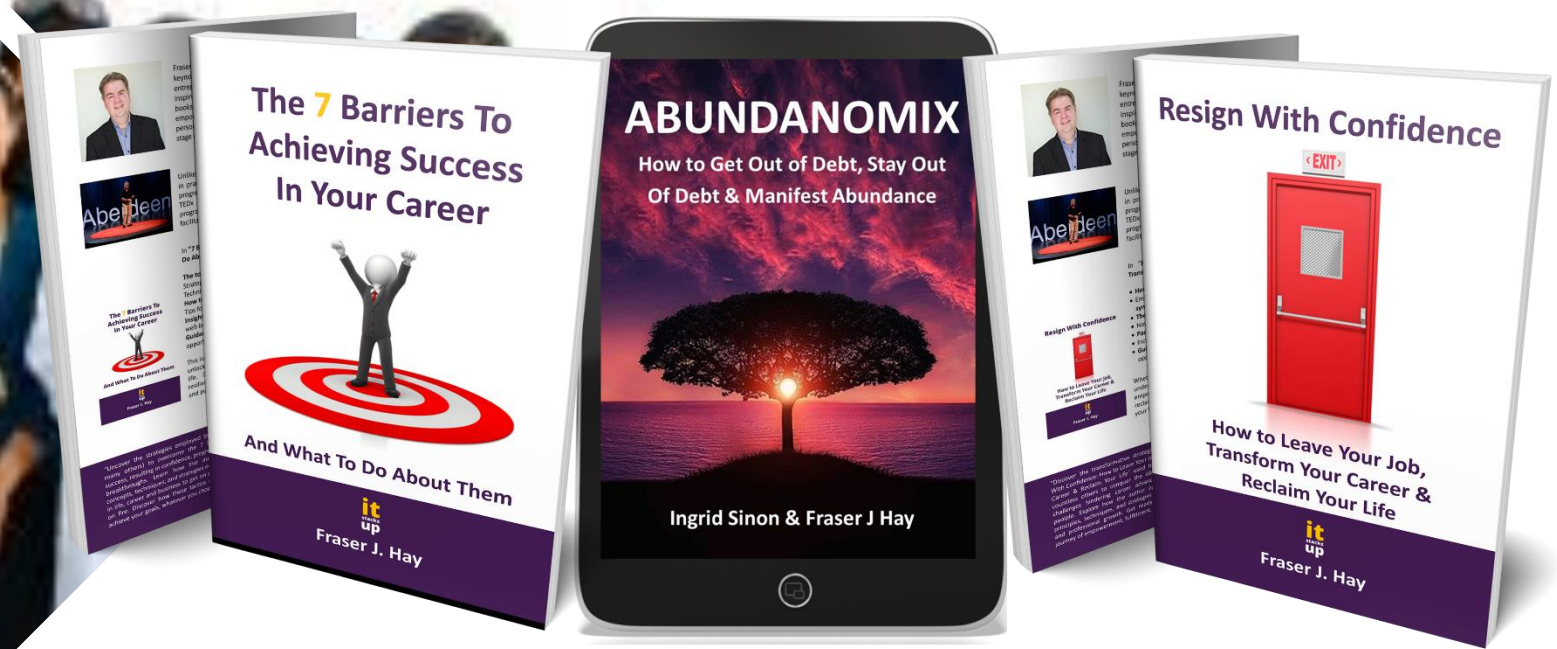career transition, or business execution challenge.

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.

Sometimes the bad things in Life put us directly in the direction Of the best things that will ever happen to us.

AUTOMATION

TACTICS

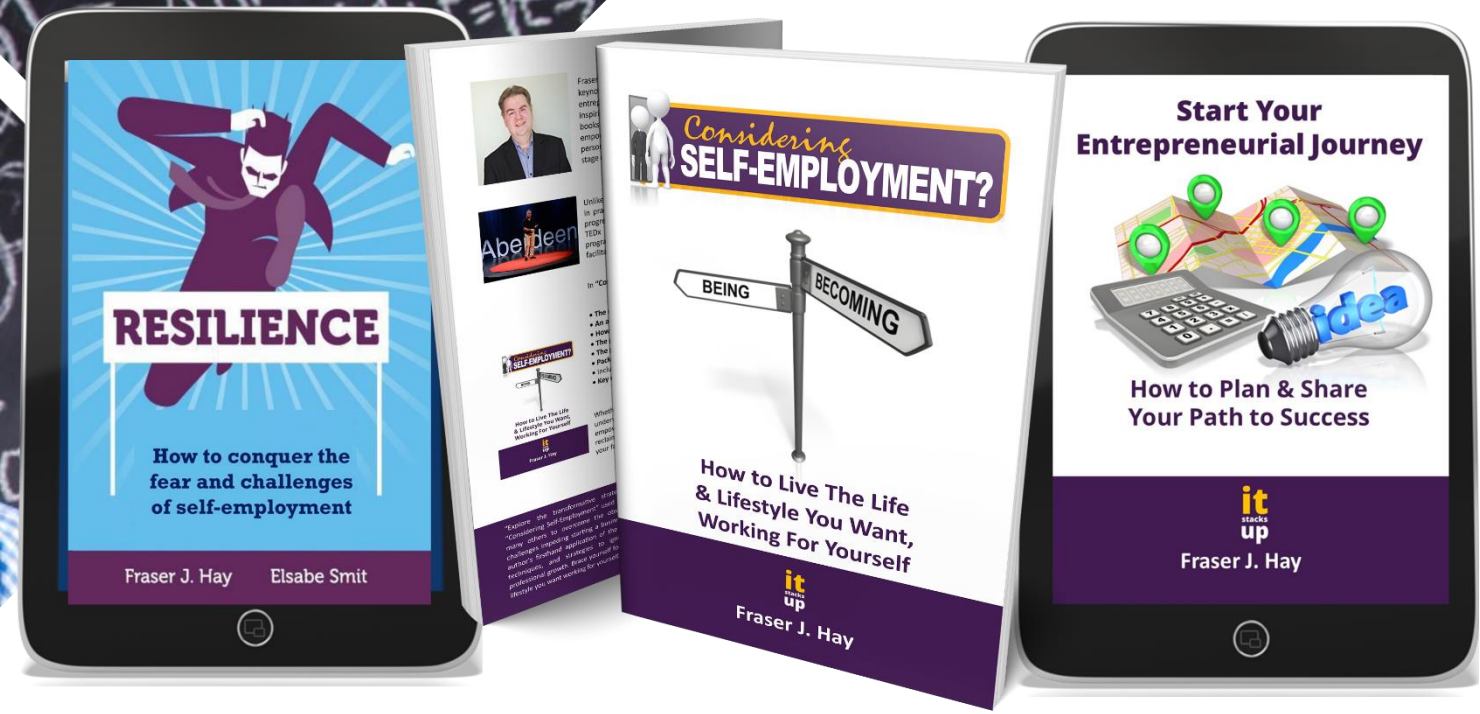STRATEGY

MINDSET

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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.

HIGH GROWTH

SURVIVAL

START-UP

PRESTART

The 7 Barriers To Achieving Success In Your Career
And What To Do About Them

ABUNDANOMIX
How to Get Out of Debt, Stay Out Of Debt & Manifest Abundance
Ingrid Sinon & Fraser J Hay

Resign With Confidence
How to Leave Your Job, Transform Your Career & Reclaim Your Life
Fraser J. Hay

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.

HIGH GROWTH

SURVIVAL

START-UP

PRESTART

RESILIENCE
How to conquer the fear and challenges of self-employment
Fraser J. Hay   Elsabe Smit

Considering SELF-EMPLOYMENT?
BEING   BECOMING
How to Live The Life & Lifestyle You Want, Working For Yourself
Fraser J. Hay

Start Your Entrepreneurial Journey
How to Plan & Share Your Path to Success
Fraser J. Hay

SURVIVAL

HIGH GROWTH

SURVIVAL

START-UP

PRESTART

Social Media Marketing

How to plan, write & execute your next social media marketing strategy

Fraser J. Hay

Pipeline

How to Generate Leads on Linkedin

Fraser J. Hay

#Pintastic Marketing:

Achieve Pinterest Marketing Success in 2023 & Beyond

Fraser J. Hay & Lauren Hay

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.

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LEADERSHIP

LEAD WITH AI

SCALE UP

STEP UP

WAKE UP

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Let Fraser help your audience to reset their mindset, align identity, and transmit a clear leadership signal.

He'll help your audience to install a system that removes distortion, strengthens execution, and prepares them to scale with rhythm and AI-ready clarity.

FIRMPOINT
Leadership 0.0 - The Reset

Begin Your Journey with Transmissive Leadership — From the Inside Out.

Fraser J. Hay

THE WAI SHOWER METHOD

Master AI Execution
Eliminate Inefficiencies
Scale Your Leadership Impact

Fraser J. Hay

THE ART OF LEADERSHIP
In the AI Era

Clarity-Driven Execution from the Inside Out

Fraser J. Hay

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

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THE ART OF **LEADERSHIP**™   **EXPANZION**®   **DASHBOARD**®

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

FIRMPOINT

Leadership 0.0 - The Reset

Begin Your Journey with Transmissive Leadership — From the Inside Out.

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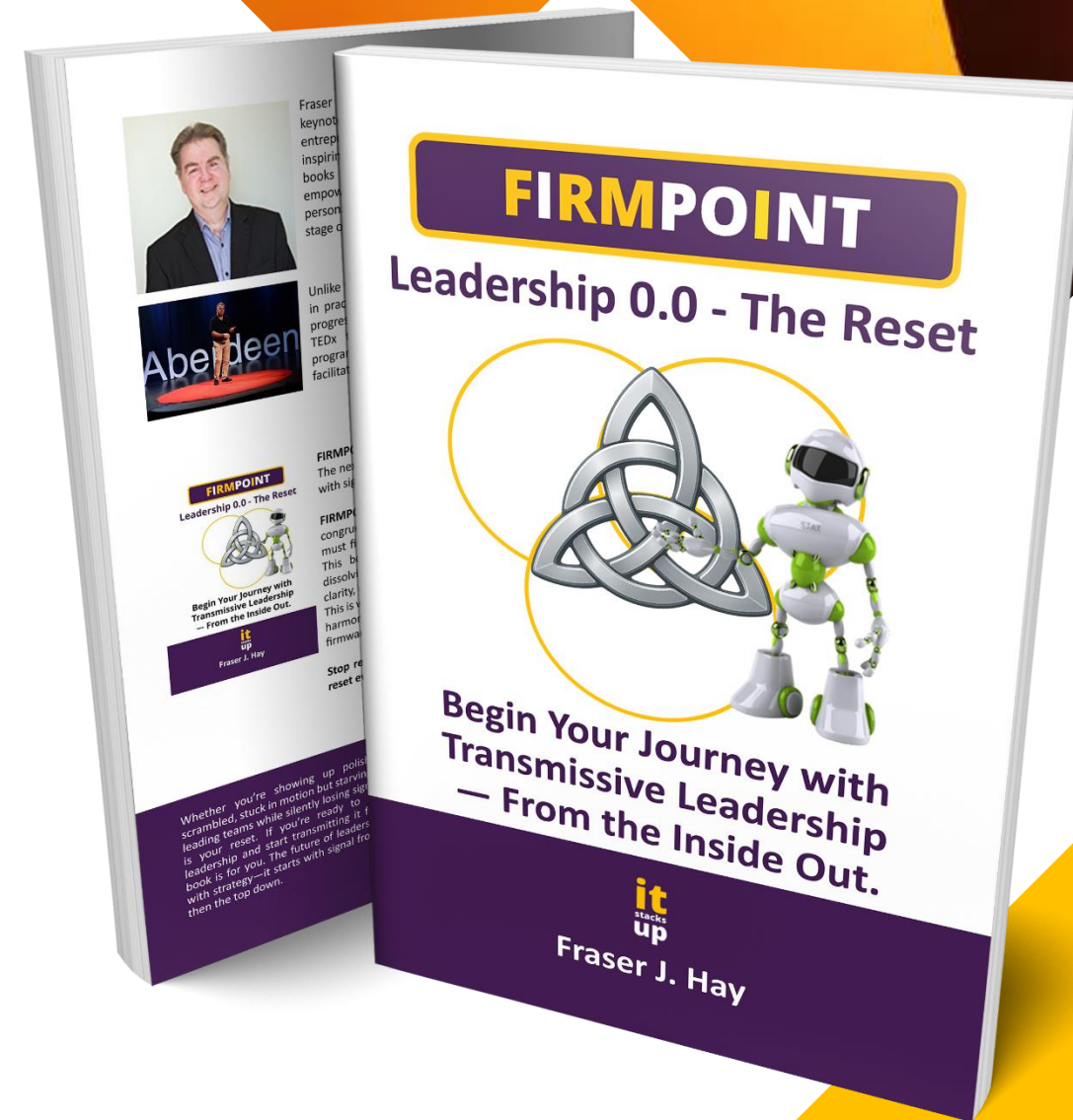
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Are You Running Your Business or Is it Running You into The Ground?

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.

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 automatio n, AI, and data-driven execution thrive.

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

From Event Inspiration Into Daily Action – Your 24/7 Leadership Companiion

Most events don't fail from lack of inspiration. They fail because scattered notes, fleeting insights, and the chaos of daily firefighting bury the breakthroughs. Leaders leave with good intent but drown in the same disconnected tools, blind spots, and bottlenecks that bleed time, money, and energy. AI adoption only adds pressure—without alignment, it multiplies chaos, not clarity.

That's why our technology platform exists. It doesn't patch the gap between events and execution, it replaces it. A single installable system that captures insights, reinforces rhythms, and integrates funnels, dashboards, AI analytics, and automation—built to keep momentum alive in real time.

From inspiration to integration—we don't just digitise effort. We install visibility, precision, and execution that compound to save time, money & stress long after the event ends.
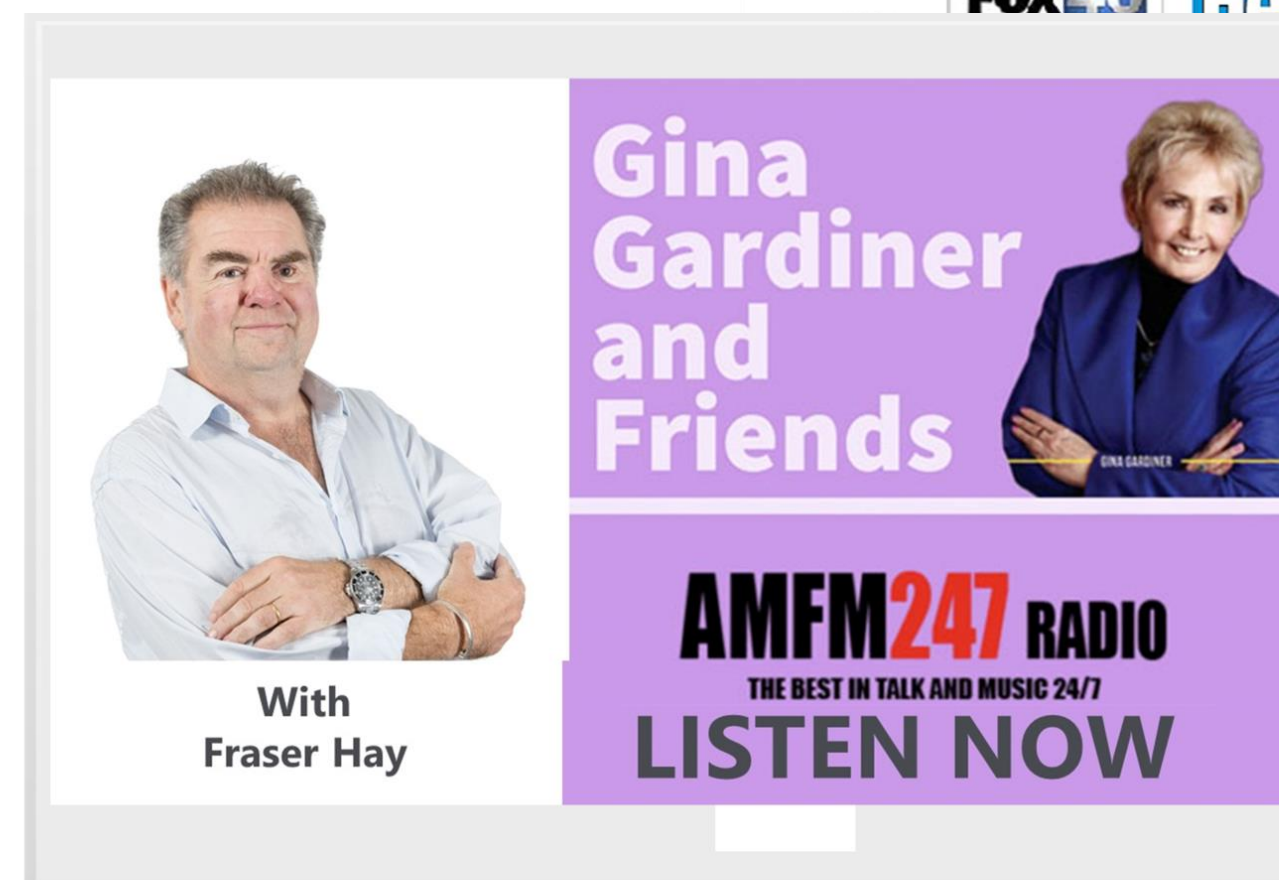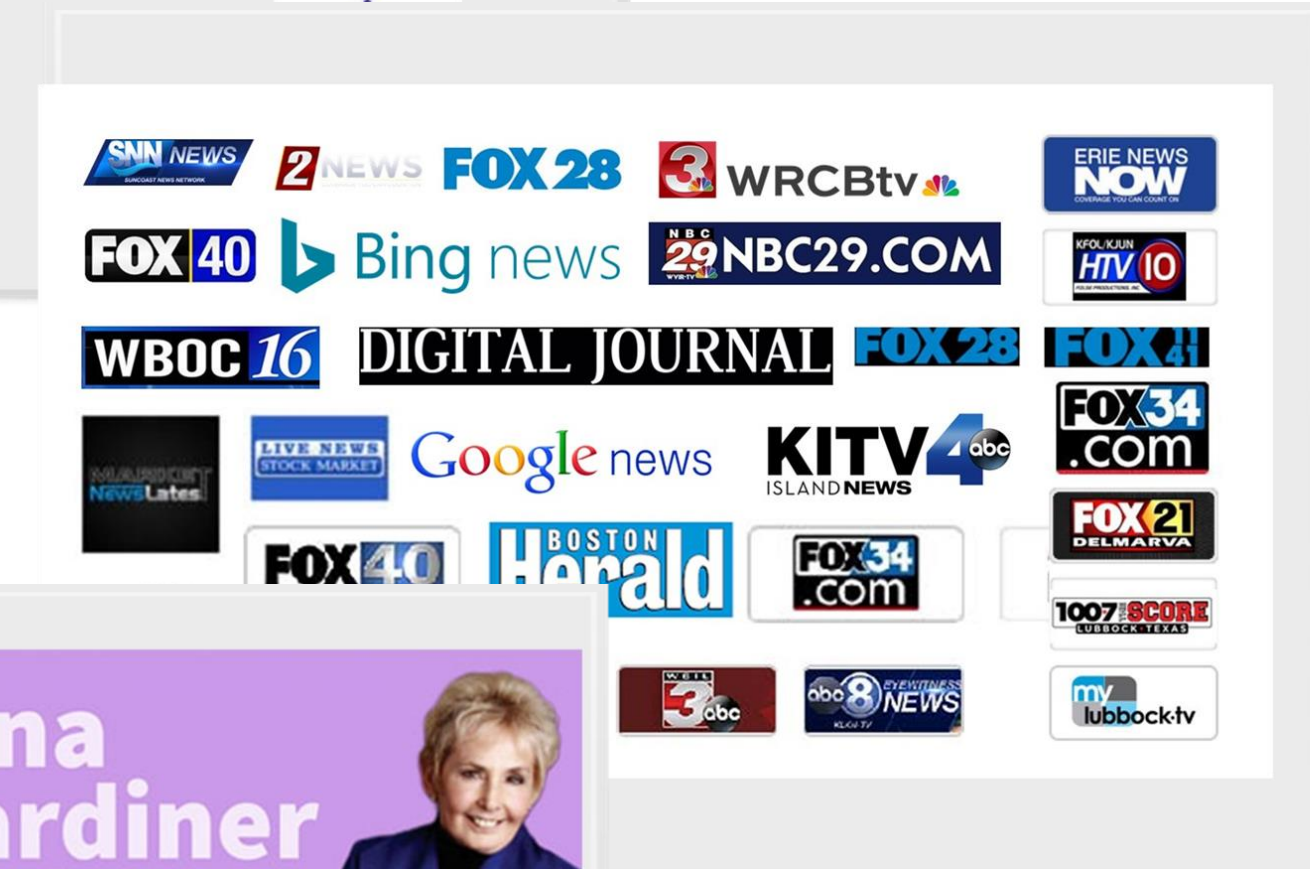
Featured in Multiple Media Outlets

...online, offline, TV, Radio & The Press.
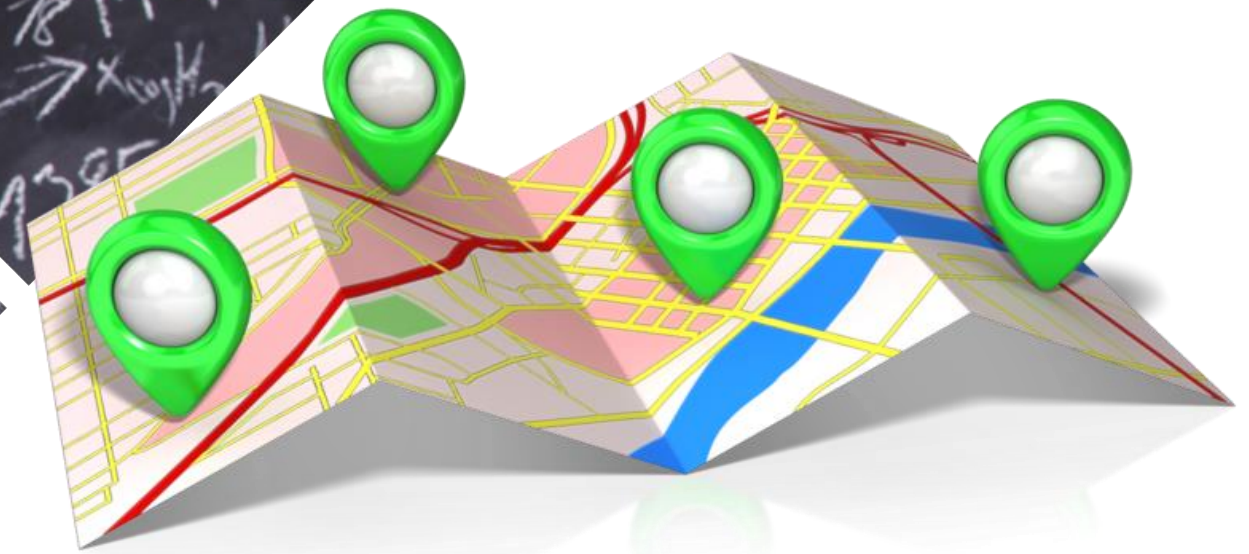
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Big Companies already trust his thinking

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.

vodafone
pwc
SIEMENS
KUEHNE+NAGEL
BASF The Chemical Company
Sparkasse
LIDL
BNP PARIBAS
MICHELIN
KING'S College LONDON
H&M
G4S
kpn
Panasonic
SAP
UNOPS
A0K
KPMG
RWE
NHS

* Delivered Virtual Classrooms on the varying topics

Fraser Hay
Your Meaningful Work
The Intr@preneur's Guide to Get On Point, On Form & On Fire
bookboon

Fraser Hay
Your Marketing Mindset
The Intr@preneur's® Guide to Adopting a Marketing Mindset
bookboon

Fraser Hay
Your Business Idea
The Intr@preneur's® Guide to Planning & Sharing Your New Idea
bookboon

Fraser Hay
Your Business Model
The Intr@preneur's® Guide to Planning Online Business Models
bookboon

Fraser Hay
Your Marketing Strategy
The Intr@preneur's® Guide to Marketing Strategy
bookboon

Fraser Hay
Your Marketing Tactics
The Intr@preneur's Guide - Generating Leads Online & Offline
bookboon

Fraser Hay
Your Customer Journey
The Intr@preneur's® Guide to Planning Your Customer Journey
bookboon

Fraser Hay
Your MarTech Stack
The Intr@preneur's® Guide to Automating Your Marketing
bookboon

Fraser Hay
Your PR Strategy
The Intr@preneur's Guide to PR Strategy Planning
bookboon

Fraser Hay
Your Sales Strategy
The Intr@preneur's® Guide to Sales & Selling
bookboon

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Where is Your Audience?

HIGH GROWTH

SURVIVAL

START-UP

PRESTART

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.

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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®**   JOB WHEEL   HIGH ★★★★☆

3   **Things Have Chainged**   ASK STAX®   VERY HIGH ★★★★★
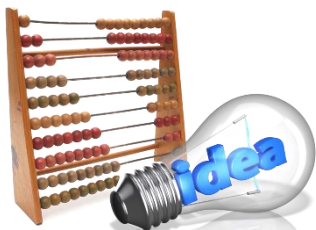
4   **Your BIG Idea**   idea   HIGH ★★★★☆

5   **From Chaos to Clarity**   DASHBOARD®   VERY HIGH ★★★★★

6   **How to Lead From The Inside Out**   FIRMPOINT   HIGH ★★★★☆

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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 **Your BIG Idea** — Get help to document your idea and share your model, vision & strategy to stakeholders, shareholders & investors

5 **From Chaos to Clarity** — **AI isn't just a productivity tool.** It's a mirror. It reflects your clarity or amplifies your distortion .If your signal is scrambled, AI scales the chaos. If your signal is clean, AI locks clarity at speed.

6 **How to Lead From The Inside Out** — How to get on point, on form & on fireand lead from the inside out, then the top down.

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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."

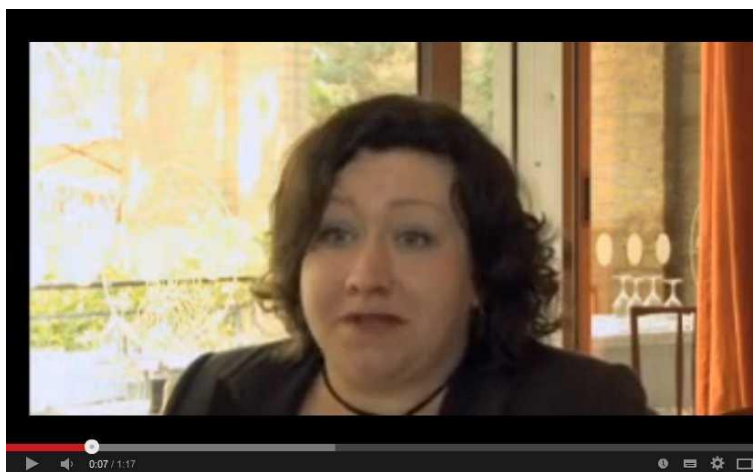it stacks up

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."**

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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.

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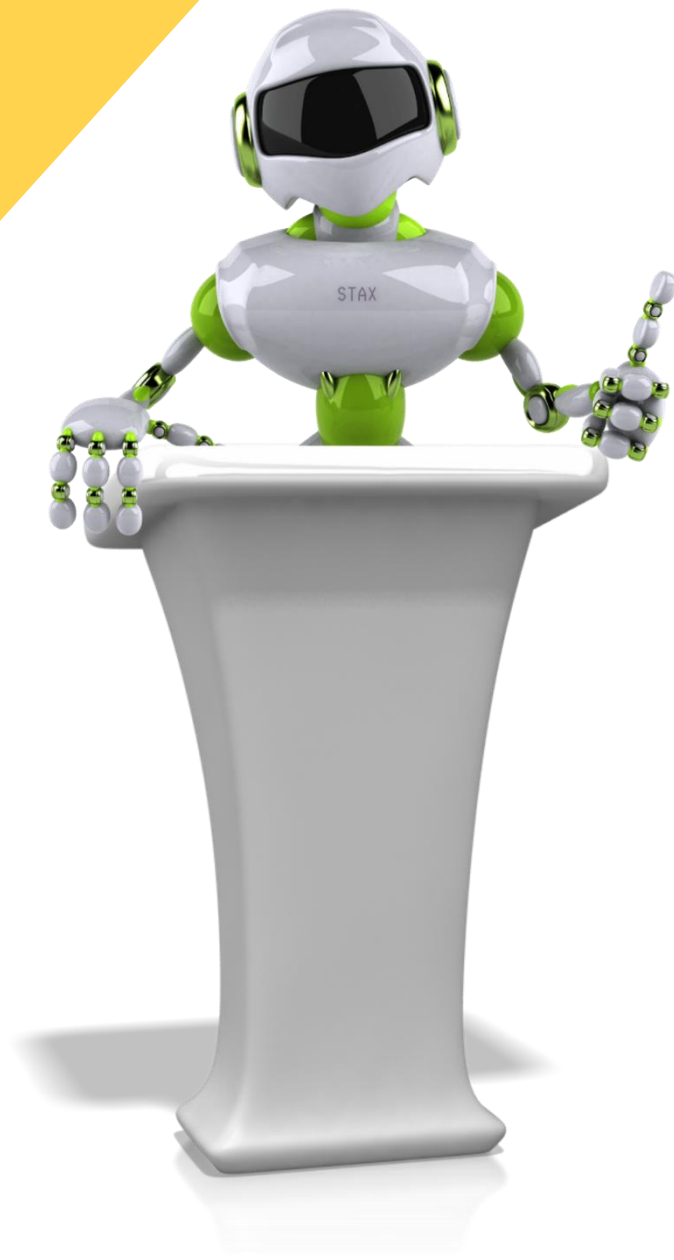
Questions to Ask Yourself

- 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

LEAD WITH AI

SCALE UP

STEP UP

WAKE UP

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