

# CHRIS HIRST

Speaker. Author. Leader.

Represented exclusively by Clash Creation | [ChrisHirst@clash.cc](mailto:ChrisHirst@clash.cc) | [clash.cc/talent/chris-hirst](https://clash.cc/talent/chris-hirst)

*"Chris is an exceptional leader with an ability to simplify what is complex and galvanise action."*

Google

## SIGNATURE KEYNOTES

### No Bullsh\*t Leadership

Why the world needs more everyday leaders — and why that leader is you. Practical, direct, and built from running a \$1bn business. His thesis: Impact = Clarity × Action.

### No Bullsh\*t Change

The 8-step framework for leading real organisational transformation. Features Schwerpunkt, OODA loops, and the Naysayer Protocol.

### Superpower: Culture

How to build high-performance team environments — even through mergers and restructures. Culture is like wet concrete: malleable when poured, rock-hard once set.

### Indispensable

The no-nonsense guide to career success. Attitude × Aptitude — and why attitude wins every time.

### The Agency Equation

11 rules for building brilliant agencies. Tailored for creative industry leaders and holding companies.

## CREDENTIALS

<b>\$1bn P&amp;L</b>	Former Global CEO, Havas Creative Group
<b>10,000+</b>	People managed across all global territories
<b>3 books</b>	Including Best Business Book of the Year 2020
<b>500K+</b>	Podcast listens — No Bullsh*t Leadership
<b>36+ months</b>	No.1 WH Smith bestseller

## AVAILABLE FORMATS

- 45-Minute Keynote
- Keynote + Executive Q&A
- 90-Minute Masterclass
- Half-day Leadership Programme
- Virtual / Hybrid

## WHAT SENIOR LEADERS SAY

*"Chris was a huge hit — not just with clients but also with the PwC team."*

PwC

*"One of the most unconventional and successful leaders I know."*

Sir Clive Woodward

*"Practical, engaging, and refreshingly honest. Chris gave our leadership team exactly the kick they needed."*

Verizon

*"His clarity of thought and judgement make Chris a rare breed."*

Senior Stakeholder

*"A punchy, plainly written guide, offering a readable and enlightened view of what leaders do."*

Financial Times

## CORE FRAMEWORKS

- Impact = Clarity × Action — the Leadership Equation
- The 40/70 Rule — deciding under uncertainty
- Culture as Concrete — behaviour beats values statements
- Schwerpunkt — force at the point of maximum effect
- Talent × Culture — the only two differentiators
- Error Is Embedded — permission to act imperfectly

## NOTABLE STAGES & CLIENTS

Google · PwC · Verizon · Cannes Lions · Specsavers · Nissan · PepsiCo · RightMove

Featured in: Financial Times · Sky · BBC · CNBC · Management Today