

THE ORIGINAL BRAND GUY

Richard Sauerman

Three keynotes.
One big thinking shift.

KEYNOTE SPEAKER · BRAND STRATEGIST · PROVOCATEUR

Three keynotes.
One big thinking shift.

Richard Sauerman is "The Original Brand Guy." A brand strategist, keynote speaker and provocateur who has spent over 40 years working with some of the world's biggest brands, challenging people and organisations to think differently and unlock their potential.

His three signature keynotes explore what it means to be human, how we respond to change and why people are at the heart of every great brand.

Provocative, entertaining and highly interactive, Richard challenges audiences to question what they believe, rethink what's possible, and make things happen.



#7
GLOBAL TOP 30 BRAND GURUS 2026

4.86/5
CONFERENCE EXCELLENCE, BEST OF THE EVENT

40
YEARS IN BRAND STRATEGY & CULTURE

9.3/10
LEADERS' RATING AT A THREE-DAY LEADERSHIP EVENT

01	**Take the Handbrake Off Your Life**	PEAK PERFORMANCE
02	**Tomorrow Is Up for Grabs**	CHANGE & INNOVATION
03	**Power Branding: The People Edition**	PEOPLE & CULTURE

PEAK PERFORMANCE

Take the Handbrake Off Your Life



01 The power of being who you really are.

Who are you?

Beyond your job title, the roles you play and the expectations of others, who are you, really? What you think, feel and believe about yourself shapes your identity, behaviour and performance.

What's holding you back?

Too many people settle for being a 7 out of 10. Fear, self-doubt, and limiting beliefs keep us playing safe, trapped in our comfort zones, and falling short of what we're capable of.

What are you capable of?

Imagine what could happen if you took the handbrake off. Richard takes audiences on a provocative, entertaining and highly interactive journey of self-discovery that challenges them to question their limitations, back themselves and discover their full potential.

AUDIENCES LEAVE WITH

- ✓ **Self-awareness** A deeper understanding of themselves and what drives them.
- ✓ **Self-belief** Greater confidence in who they are and what they can achieve.
- ✓ **Positive attitude** Renewed passion, energy and enthusiasm.
- ✓ **Empathy** A fresh perspective on their colleagues and the people around them.
- ✓ **Action** The motivation to make immediate changes in their work and lives.

BEST FOR

All-staff conferences, leadership events, team development and culture days.

FORMAT

Keynote
45–120 minutes

Workshop
Half or full day



CHANGE & INNOVATION

Tomorrow Is Up for Grabs

02 How to embrace change and create your future.

Why do we resist change?

Change makes people uncomfortable. It creates uncertainty, anxiety and fear. Our natural instinct is to cling to what's familiar, even when we know things need to change.

What if we saw things differently?

Change challenges us to question how we've always done things and imagine what could be. Richard encourages audiences to embrace uncertainty, think creatively and find new and better ways of doing things.

What future do you want to create?

We can't predict the future. But we can help create it. Through humour, storytelling and provocative insights, Richard inspires people to take intelligent risks, challenge the status quo, and become active agents of change.

AUDIENCES LEAVE WITH

- **A new perspective** A fresh outlook on change and opportunity.
- **Confidence** Greater confidence in navigating uncertainty.
- **Creative thinking** The ability to challenge assumptions and see new possibilities.
- **Innovation** The courage to experiment and try new ideas.
- **Action** The motivation to take risks and create their future.

BEST FOR

Leadership conferences, organisational transformation, innovation events and all-staff conferences.

FORMAT

Keynote
45–120 minutes

Workshop
Half day

PEOPLE & CULTURE

Power Branding: The People Edition



03 Your people are your brand.

Companies don't make things happen. People do.

What people think, believe, say and do determines how your brand is lived, how it shows up and how customers experience it. Richard calls this Branding the Inside.

Branding is a leadership matter.

The strongest brands are built from the inside out. They have a clear purpose and strong values that people live and breathe every day. A brand becomes powerful when people understand it, believe in it, and bring it to life.

Make your brand real.

Richard challenges leaders to make branding everyone's business, building a culture where people understand what the brand stands for and take ownership of how they bring it to life.

AUDIENCES LEAVE WITH

- ✓ **Brand awareness** A deeper understanding of how people bring brands to life.
- ✓ **Purpose** An appreciation of why purpose matters and how it gives people meaning.
- ✓ **Culture** Greater awareness of how values and behaviours shape culture.
- ✓ **Leadership** A fresh perspective on leading from the inside out.
- ✓ **Ownership** Greater personal responsibility for bringing the brand to life.

BEST FOR

Leadership conferences, executive teams, HR, People & Culture and all-staff events.

FORMAT

Keynote
45–120 minutes

Workshop
Half day



START THE CONVERSATION

Looking for a keynote that opens minds, challenges assumptions and inspires people to do more?

Let's talk about your event, your audience and what you want to achieve.

EMAIL	richard@the-brand-guy.com
PHONE	+61 405 151 915
WEB	richardsauerman.com

Stop building brands. Start being one.