

Andrew Griffiths

Small business and entrepreneurialism expert and author

Andrew Griffiths is best described as an entrepreneurial futurist - in other words he specialises in future proofing businesses across virtually every industry and in every corner of the planet. With 13 bestselling books sold in 65 countries (and he has just released his 14th book) and a client base that includes organisations such as the European Union, CBS, Hewlett Packard, Hertz and Telstra, to mention just a few of the 500 organisations he has worked with, he is clearly sought after to provide advice and wisdom for the smallest of businesses to the largest of organisations.



Andrew is able to share his observations, experiences and research from around the world to identify the exact steps any organisation needs to take to become future proof. And he delivers his advice in a down to earth, simple and often hilarious way. Andrew has been a commentator on all things business for many years for organisations including INC, CBS, NewsCorp and Flying Solo. He has created thousands of sharp, relevant and insightful articles, videos and podcast episodes as well as being interviewed hundreds of times by various media around the world.

Andrew's advice is a combination of street smart wisdom, practical concepts and productive triggers, derived from the hard learned lessons with his own trial and error, as well as years of close observation and identification of the characteristics shared by both the really successful and the really unsuccessful. Andrew started his business world at the age of 18 as a commercial diver, he taught bush survival skills in the outback of Western Australia, ran his own travel business, his own SCUBA school, an advertising business and most recently a marketing consultancy.

Described by many as the big man with the big heart, Andrew is on a mission to share the entrepreneurial rites of passage that he has learned to help others set themselves apart from the crowd and to stay relevant with their customers for a lifetime. In a world where simply keeping up is proving the greatest challenge, hearing about what is happening with both the big business world and the small business world, from someone with 35 years of entrepreneurial experience, is hugely beneficial.

More about Andrew Griffiths

As a keynote presenter, Andrew's authenticity is one of his greatest assets. He has the rare ability to hold a mirror up to people and show them the metaphoric parsley stuck in their teeth, with

unapologetic honesty and a quick wit. Andrew imparts wisdom generously but with clear expectations - he doesn't just want to leave a warm and fuzzy lasting impression on his audience, he wants to have a lasting impact on the way they choose to live, work and do business as a result of the information he shares and the stories he tells.

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Andrew is considered one of the greatest storytellers in the speaker profession. He has an endless bank of his own personal experiences to share with audiences as well as countless anecdotes and observations. Andrew delivers these in energetic storytelling mode that help impart meaningful and significant lessons to any audience.

Thoroughly engaging, a masterful speaker with decades of experience on stages around the world, and one of the leading entrepreneurial speakers in Australia, Andrew is the man that over 500 organisations, in 25 countries, have trusted to help inspire, challenge and engage their audiences. At the same time he is extraordinarily easy to work with and the consummate professional in all that he does. Voted the best speaker at events time and time again, booking Andrew for your next event is not only a safe engagement, but also a wise one.

What Andrew speaks about

- Someone has to be the most expensive - why not make it you?
- Why there's never been a better time to completely redefine your business.
- 7 strategies to guide your business in the new world we find ourselves in.
- It's time to redefine the meaning of "value".
- When it comes to marketing it's time to go old school.
- Making the vital move from transactions to experiences.
- The stories we need to tell and how we need to tell them.
- The business trends from around the world that we need to embrace.
- If you want to build a better business, become a better person.
- The next 10 years in small business - what we need to know and what we need to do.

Client testimonials

“ Andrew Griffiths showed a group of our clients how important it is to market their small business. He was able to provide them with the practical skills to connect with their clients. It was brilliant to watch.

- L'Oreal Professional

“ Andrew Griffiths hits the stage with great gusto. He's the guy next door, he's the guy who tried to climb the mountain and fell off and he's the guy who tried again and was a sensational success. He is truly inspirational but in a way that everyone can relate to. His story is challenging and he speaks frankly and openly about the life he's had. I found him to be an inspiring speaker and author. I left his presentation feeling motivated and enlivened by his story and quickly booked him for my next conference.

- Western Australia - Local Government Authority (WALGA)

“ Andrew is easily the most successful business writer in Australia. He is prolific and his books are in many ways both current and timeless. Andrew is published by both Allen & Unwin, one of the leading Australian publishers and Simon & Schuster, one of the worlds most acclaimed publishers. A rare feat indeed and one which shows the depth of the messages he shares. Andrew's acclaim is growing. Whilst known for his business writing and presenting, he is now branching out into the personal growth and development arena. A journey that is taking him to the world. I have no doubt that the name Andrew Griffiths is going to be heard very loudly around the planet and he is a man that we as Australian's will be proud to call our own.

- Unique People

“ Andrew was really well received. He was a complete match for our audience and they loved his delivery.

- The Coaching Institute

“ Andrew was very well received. He is very interesting to listen to with great stories and ideas that hold the audience's attention. Andrew's presentation complimented the points that we were trying to get across perfectly. We were very very happy.

- CNW Pty Ltd

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