



# JACOB ALDRIDGE

Keynote Speaker | Global Business Consultant

*A deep generalist, provocative strategist, and accomplished business advisor with a global perspective and deep insight into creating competitive edge.*

## Further Info

Since the mid 2000s Jacob has been travelling the world as an international business advisor and keynote speaker, primarily in Asia-Pacific, Europe, and North America. Working with more than 300 companies globally, most of his greatest commercial successes are a result of working directly with business owners who find themselves stuck. They need someone who understands all the different aspects of business at enough depth to practically turn their dreams into reality.

Deeply intelligent with a keen eye for the off kilter and slightly absurd, Jacob's topical conversations shift the way we look at how business should be done, and invite us to consider how business can be done if we avoid outdated assumptions, embrace the new, and create our own regimes on the pathway to success.

Jacob has presented at Conferences in Australia, the United Kingdom, the USA, and Hong Kong, key experience includes: The Family Law Practitioners Association Conference (2019), Happy Lawyer Happy Life Retreat (2018-19), Annual Leadership of Principals and Property Professionals Summit (2016-19), generationYOU (2016), Key Person of Influence Australia (2014), World Business and Executive Coach Summit (2011), the Email Marketing Summit Australia (2009-15), and Shirlaws conferences in Australia, the UK and the USA.



## Why Book Jacob

Jacob Aldridge is the first to admit he is not the 'norm' when it comes to the business advisory / management consulting space; a self-proclaimed deep generalist, Jacob's unique view on the world encourages every single one of us to step into the new, to understand what a fixed perspective can cost, and to lose our fear of exploring a bigger world.

Entertaining with an easy conversational style, a sharp wit, and brilliant humour, Jacob Aldridge has the uncanny knack of distilling complex concepts into simple soundbites and powerful strategies that audiences love. He is the consummate professional – one you can trust to engage, delight and empower your audience.

## Engaging Jacob

Jacob Aldridge is a must for your next conference or corporate program in the entrepreneurial, innovation and reinvention space – and those organisations looking to ignite and harness creativity across their teams. Well versed in all aspects of business growth with surprising and tactical insights, Jacob works as:

- A professional, experienced MC
- An engaging, outcomes focussed Facilitator
- A motivating keynote and conference Speaker
- Signature Keynotes 'On Being A Deep Generalist' and 'Embracing the Feminine to Create a Robust Business'
- General speaking and business presentations across growth, strategy, culture, and communications

## Signature Keynotes

### On Being a Deep Generalist

Jacob credits his outrageous success and ability to live a great life on his terms within one key principle – ignoring the experts who told him to pick a box and focus on that one thing. His obsession with how we approach career and business success has led to the creation of his latest and most powerful keynote – On Being A Deep Generalist.

Drawing on real world experience rich in scope and drawing on real world experience rich in scope and delighting in an eccentric and abundant approach to life, Jacob unpacks the wrong instructions we have received when it comes to creating long-term, sustainable success. Beyond embracing change, beyond being agile, Jacob's insights show just how important it is to adopt the concept of deep generalisation if you want to be able to shift with ease through every conceivable business and economic environment.

A provocative, enticing keynote which has proven to delight audiences, and change perspective – delivering a powerful combination of a new paradigm, challenge and hope for your audience.

### Embracing the Feminine to Create a Robust Business

Working with professional services firms across the world, Jacob has been fascinated with just why some firms thrive, and others simply exist. Beyond the balance sheet and profit and loss statements, Jacob looked to best practice and its adoption and just how it was helping what seemed like the lucky few to move into the the lucky few to create thriving, sustainable companies.

Embracing the Feminine is the result of that fascination; where Jacob realised 'Best Practice' is anything but and unpacks the fundamental differences in the masculine and feminine approach to business and why embracing the feminine is in fact essential in creating a robust business.

A powerful keynote with fresh perspectives aimed to eliminate the divisiveness created in best practice environments, and to equip your audience with the tools and the strategies they need to create a different future – starting now.



## What Others Say

*"Very thought provoking. I came into this talk virtually disagreeing entirely with the concept. I've come out with much thinking to do and a possible conversion! Thank you Jacob."*

**Taryn Lovegrove, Lawyer, Davies Collison Cave**

*"Self-reflective deep generalist approach addressed extremely well, and engaging. Excellently delivered and insightful!"*

**Dr Andre Van Zyl, Director, The CFO Centre**

*"I love the concept of being a deep generalist. His stories, theories and concepts kept me riveted for his whole speech."*

**Lindsay Adams, The Relationships Guy, Global Speaking Fellow**

*"Engaging and passionate presenter who shared real life experience with both good and bad to illustrate his key points - both entertaining and rewarding. Loved his point that you don't have to be a genius to be a deep generalist."*

**Fiona Southwell, Organisational Change (Program) Manager**

## Booking

Workshop Facilitation | Price confirmed on briefing

Keynotes & Conference Speaking \$4,500 | Breakout/Plenary Sessions \$3,000\* |

*Plus travel expenses where applicable*

Business Presentations POA | Charities and Not For Profits please contact for 'Sponsored Talks'

All pricing is GST Exclusive.

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