



# 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shift the way we look at how business should be done, and invite us to consider how business can be done if we avoid outdated assumptions, embrace the new, and create our own regimes on the pathway to success.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

Event planners and Conference organisers book Jacob Aldridge when they are committed to delivering world-class business content that stands out for memorability and practical application.

Well versed in all aspects of privately-owned business growth, with surprising and tactical insights and an infectious personality, Jacob works as:

- A professional, experienced MC
- An engaged, outcomes-focused Facilitator
- A motivating keynote and conference Speaker
- Signature Keynote "AI versus the Deep Generalist" dives immediately to the heart of current fears and the thrill created by Artificial Intelligence in SMEs.

## Signature Keynote

### Artificial Intelligence versus the Deep Generalist

Author, Traveller, Entrepreneur, Hall of Fame Speaker and Guinness World Record Holder: my life is a testament to one abiding principle, to ignore the "experts" who say that to succeed you must pick a box and specialise.

This is the **Deep Generalist** approach to life and business, and since 2019 I've been warning audiences around the world that the Deep Generalist is your only hope for **competing with Machine Learning and Artificial Intelligence**.

Drawing on real-world experience and delighting audiences with my eccentric and abundant embrace of life, I unpack the wrong instructions we've received when it comes to creating long-term, sustainable success.

Beyond embracing change, beyond being agile, I'll demonstrate how important it is to adopt this concept if you want to leverage the AI revolution ... not become roadkill when the rise of the machines comes for you.

A provocative, enticing keynote which delivers a powerful combination of a new paradigm, challenge and hope for your audience.



## What Others Say

*"Self-reflective deep generalist approach addressed extremely well, and engaging. Excellently delivered and insightful!"*  
Dr Andre Van Zyl, Director, The CFO Centre

*"Jacob got my attention straight away, and held it throughout the entire workshop. He has the ability to challenge, and a very engaging and humorous presentation style."*  
Jacqueline Nagle, Managing Director, Any Given Tuesday

*"Jacob is a brilliantly entertaining guy with a gift for bringing a room to life and helping people learn in a vibrant atmosphere."*  
Andy Hurst, Chairman, Shirlaws Group

*"I would recommend Jacob to anyone who wants to have absolute confidence that things – and the right things – will get done; and have a good time doing it."*  
John Rosling, CEO, Contexis

## Booking

Workshop Facilitation | Price confirmed on briefing  
Keynotes & Conference Speaking \$4,500 | Breakout/Plenary Sessions \$3,000 |  
*Plus reasonable travel expenses where applicable | Exclusive of Sales Tax*

Business Presentations POA | Charities please contact for 'Sponsored Talks'

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