

David Ferrier

Motivational Speaker and Judo Champion

A celebrated professional speaker with multiple international awards, and recognised for his ability to engage audiences at major conferences. He brings over 25 years of experience in professional speaking.

David Ferrier is the former president of the National Speakers Association of Australia, a five-star Fringe writer, director and performer, as well as a multiple national judo champion.

David excels at collaboratively brainstorming with clients to tailor his presentations, crafting experiences that take audiences on transformative adventures. His goal is to inspire meaningful interactions that lead to lasting life changes.

Driven by a passion for making a positive impact, David believes in creating talks that not only inspire during the event but also encourage ongoing engagement afterward. This, he asserts, is the hallmark of a world-class professional speaker.

David's journey began in humble beginnings as a Jackaroo (on horseback) in the Northern Territory. He later moved back to the city to study accountancy but found his calling in direct and then corporate sales, excelling as the top sales representative for Yellow Pages Australia.

In 1999, inspired to share his knowledge, he established his own training conference company and has since conducted training sessions across Australia, focusing on his core topics.

He has received numerous awards for his insights on communication, leadership and psychology.

David Ferrier Talks About

The Mindful Leader - Check Yourself Before You Wreck Yourself

Negative perceptions can hinder effective leadership. By replacing judgments with compassion and acceptance, leaders can help others overcome past obstacles. Effective communication, both with ourselves and others, is crucial for successful leadership.

The Secret Art of Sales Psychology

David explores the four key conversions in sales. From call to appointment, appointment to



decision-maker, appointment to sale and follow-up to sale. This talk emphasises adapting to change and improving communication techniques to enhance sales conversions.

The Awareness Doctor

Poor communication is a leading cause of workplace failure, often linked to mental health issues. David discusses the importance of effective communication and self-reflection, encouraging individuals to observe their internal dialogue rather than be controlled by it. He produced his first guided meditation 'tape' in 1999, emphasising the value of mindfulness.

Communication and Unsolicited Advice

Communication can be strained by unsolicited advice, particularly from parents, which may lead to feelings of inadequacy. David advocates for replacing judgmental responses with reflective listening, fostering genuine understanding and connection.

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