

## Richard Sauerman

### ***Branding & Performance Expert, a Keynote Speaker & Workshop Facilitator***

Richard Sauerman is a branding and performance expert who takes companies and individuals out of their comfort zone, then removes the obstacles to help them reach potential that is far beyond their daily performance.

Known as 'The Brand Guy', Richard has been ranked #3 in the Global Gurus Top 30 Branding Professionals since 2019. The co-founder of a successful strategy, brand and communications agency, he is the pioneer of an approach to branding that sees everything said or done as a business aligned to the brand strategy.

Richard is also a highly successful conference speaker and workshop facilitator who delivers original, intelligent, and creative content. Drawing on the philosophies of the human potential movement (Abraham Maslow, Viktor Frankl, Alan Watts) and Positive Psychology (Martin Seligman), he helps his audiences recognise what's holding them back at work and in life. But it doesn't end there. Richard goes on to help them see the opportunities and become empowered to pursue them.

A self-described 'champion for all people' Richard is renowned for rejecting mediocrity and challenging norms and conventional thinking. His approach as a keynote speaker and workshop facilitator is highly energetic and fun, empathetic, and yet ruthlessly honest. His presentations make use of videos, music, visuals, a large whiteboard to map the journey... and plenty of humour to engage and inspire change.

### **More about Richard Sauerman:**

Richard was born in South Africa and worked in London before moving to Australia where he has lived for over 30 years. During his career, he has worked in multi-national ad agencies that include Saatchi & Saatchi London, Ogilvy & Mather, DDB, and McCann-Ericsson.

Richard has worked with clients from diverse industries that include insurance, financial services, healthcare, recruitment, technology, disability services, construction and manufacturing, arts and museums, industry associations, solar energy, horticulture and start-ups. His clients have included Microsoft, Contiki and Clayton Utz, Vodafone, CommInsure, AMP, Horticulture Innovation



Australia, Talent 2 and Anglican Retirement Villages.

### ***Richard speaks about:***

Richard Sauerman themes his presentations around 'the Big YOU' and, whether you're after a workshop or keynote, can tailor his program to last anywhere from 90 minutes to two days.

Every presentation is customised and can include the topics of personal brand/ development; peak performance; change; customer service, sales, branding and innovation.

Big YOU lays the foundations of self belief and positive attitude that ensure individuals become committed and engaged with change management projects, leadership and development programs, and employee engagement initiatives. He engenders a genuine desire among his audiences to step out of their safety zone and start being the individuals they really are.

### **Client testimonials**

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“ The feedback was extremely positive, we even had an email come through on the Monday after the conference saying "PS. I've been a "10" kinda guy ALL morning!!!" To be honest we couldn't have asked for anything more, your presentation/workshop achieved the key outcomes we were looking for in a way that was relevant, inspiring and practical. The case studies you discussed are still being spoken about and from a marketing point of view we have noticed a positive change in the way our clients are connecting with their customers.

#### ***- Siemens Hearing***

“ You could check your dictionary and thesaurus for 'inspiring', 'interesting', 'challenging' or you could have Richard come and talk to you and your people. His content is original, relevant and different and not a rehash of all the stuff you've already seen and heard before. But most importantly — it's bloody good.

#### ***- Nova 96.9***

“ Richard, everyone still hasn't stopped talking about your presentation - it certainly did add magic to our National Sales & Marketing Conference. Inspiring, motivating, interesting, informative and you'll be pleased to know that you scored very high points on feedback form.

#### ***- Mirvac***

“ Richard achieved an excellence score of 4.86/5, the best score of the conference by a long way.

**- Mastering SAP Conference**

“ Great session, taking people out of their comfort zone, forcing us to look at things from a different perspective.

**- Ogilvy Public Relations Worldwide**

“ You were an inspiration to the team, and from the feedback I have received they now come to work with a very different view of the world. They are more animated and confident and this is undoubtedly the result of the way in which you have helped them realise that it is those individual and intangible qualities that make the difference between doing well and doing brilliantly.

**- British Telecom**

“ Richard delivered amazing "Big You" workshops for my team and also in our leadership college. He was raw, open, straight forward and insightful. The challenges he encourages you individually and as part of a team are still spoken about and reflected upon months and years later. It's a true investment in individuals and the team and so worth it.

**- Surf Life Saving Australia**

“ Richard ran a great session with our agency team. His approach is honest, fresh and to the point. He really encouraged us all to reflect and think much more deeply about what makes us tick - in life and at work. The workshop had a very positive impact on many of our team as individuals and we enjoyed a valuable group session centered around how we live our core values.

**- WPP Health & Wellness AUNZ**

“ I recently attended a session run by Richard, which to be honest I was pretty skeptical about attending ... let's be honest, some training sessions can be a hit or a massive miss. Boy was I wrong about this one. Richard, I cannot commend you enough for the brilliant session you ran with our entire agency. The team are not only still talking about how wonderful it was, but we have already started to implement very practical strategies and approaches that are already making a huge difference. You bring such a unique style of being real and no bullshit to get to the root of issues and create a very simple structure to navigate the session and desired outcomes. Cannot recommend you enough. Sincere thanks and wonderment from the entire team!

**- Ogilvy CommonHealth Australia**

“ Richard hosted two workshops I attended. He was amazing. My friends and I still all talk about Richard and what an inspiration he was. He is an incredible orator and speaks from the

heart. He inspired me to be the best person I can be and reminded us of the importance of self-confidence and self-belief. I would unequivocally recommend Richard for any learning and development exercise or suchlike.

- *Clayton Utz*

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[VIDEO OF SPEAKER](#) 