

Justin Herald

Influential Business Leader, Mentor & Keynote Speaker

At the age of 25 with only \$50 to his name, Justin Herald set about changing the course of his life.

Justin created Attitude Inc, a clothing brand that became an international licensing success that turned over in excess of \$30 million per year.



Justin's success was so well noted that he was named the "International Entrepreneur Of The Year" in 2005.

He has also been awarded the Future Leaders Award, which recognises him as being one of the 50 most influential leaders of the next generation in Australia.

He is Managing Director of Customer Culture, one of Australia's leading customer service and customer engagement training companies, that not only teaches staff the "how" to give great service, but more importantly, "why" it is needed.

Justin also is the author of 8 international bestselling books and personally mentors over 100 business owners each year.

Justin is regarded as one of Australia's most sought after speakers with engagements booked all over the country and overseas speaking in front of 150,000 people each year.

Justin Herald talks about:

Justin Herald talks to leaders and staff about achieving their full potential and provides expertise to businesses and individuals looking for advice from a proven market leader. His speaking topics range from his own business' success story, to branding, marketing, business building, leadership, customer service, the psychology of success, and more.

Client testimonials

“ Wow! Justin was well received by our audience. He delivered a very thought provoking message!

- Advanced Retail Management Systems

“ A person with a clear sense of direction, a vision for the future and the ability to encourage and influence others to become committed to those same directions.

- Australian Taxation Office

“ It’s my opinion that anyone who wants to succeed in life needs to hear you speak. You have given me the extra drive I was searching for.

- ITN Group

“ Thoroughly entertaining, informative and inspiring. An extremely effective communicator, a dynamic personality, an energetic and influential individual.

- Hand Brake Turn

“ Thank you for your inspiring words at our Motor Show Breakfast. I have fielded so many call from the Dealer network stating how motivating your speech was and also your ability to connect with each and every one of us.

- Mercedes Car Group

“ Justin is the best speaker we have ever had for any of our conferences. His content, delivery style and messages rang plenty of bells and enabled us to end the conference on a high note.

- PepsiCo

“ I was particularly pleased with how you focused on customer service and its importance, accompanied with your down to earth examples of your philosophies in action. You certainly tailored your experiences to relate to the people on my team.

- Boots Outdoor World

“ Justin Herald’s ability to connect with people at all stages of life and from all walks of life is exceptional. I have never seen our management group so unanimous about anything before. They all loved it!

- Vision Group Australia

“ Justin was received well by the Lifeline group. What he had to share was relevant and certainly entertaining. What Justin delivered was what I was looking for.

- Lifeline

“ He certainly connected well with the audience and was engaging throughout. People were talking about how great the speaker was for days afterwards.

- Ray White Canberra

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