

Aidan McCullen

Aidan McCullen is a keynote speaker on permanent reinvention, change leadership and digital transformation. An Irish change consultant and executive coach, he helps executive and organisational teams update mental models, change business models and embrace change with a practical, accessible and visual approach, building additional capability so organisations remain relevant amid galloping change.

KEY TOPICS

- Reinvention Mindset
- Change Management
- Resistance to Change
- Leading in Change
- The Speed of Change
- Flow in V.U.C.A.
- The Change Tsunami

BIOGRAPHY

Why Book Aidan

- Story-rich talks with an accessible and visual approach that turn new ideas into action
- Practical tools for personal leadership, psychological safety and culture change
- Credibility across sectors, shaped by a fascinating life that spans elite sport, media and boardroom transformation

Popular Keynotes For Events

1. Permanent Reinvention How change catches leaders off guard, why New Year’s resolutions fail for the same reasons most transformations stall, and how to update your mental software so people can change what they do by first changing how they think. Expect fresh mental models, personal leadership drills and a clear plan to remain relevant.
2. Now Culture What a **Now Culture** looks like in practice, how to build psychological safety, and the habits that help organisational teams move from old business models to new ones without losing momentum.
3. Digital Transformation, Human First Cut through the noise of the wider digital ecosystem to focus on behaviour, incentives and decision-making. Aidan shows leaders how to make sense of the external world, redesign processes and develop talent pipelines that fit today’s digital ecosystem and digital eco system.

Broadcast And Media

Aidan hosts **The Innovation Show**, broadcast globally on national radio stations and leading podcast platforms. The show airs on Ireland's national broadcaster RTÉ, and it is carried on Finland's Business FM where he hosts an English-speaking programme. Guests range from Nobel-level thinkers to hands-on innovators, which means your audience hears ideas that travel.

Teaching And Advisory Roles

Aidan lectures on Emerging Technology Trends and Transformation at Trinity College Business School in Dublin. *He also serves as a Board Director at National Broadband Ireland*. These roles keep his content current and grounded in real decisions.

From Successful Rugby Teams To Successful Teams At Work

Before his business career, Aidan played professional rugby for Leinster, Toulouse and London Irish, and was capped for Ireland in 2003. That experience of high performance, injury, selection and pressure shaped the way he coaches leaders to build resilient teams at work.

Books And Ideas

Aidan is the author of "Undisruptable: A Mindset of Permanent Reinvention for Individuals, Organisations and Life". Visa founder Dee Hock praised this thoughtful book for its clear, visual way of helping readers let go of the past and adapt to the future. The book underpins Aidan's work on changing mental models to change business models, so people and organisations can navigate major change with confidence.

Who Books Aidan

Leaders of global companies invite Aidan to keynote or run workshops when they need to refresh strategy, align around change leadership and develop additional capability before the market forces them to. He works as an innovation consultant, change consultant and executive coach, often combining a keynote with a workshop so teams can apply ideas immediately. In his own career Aidan worked across media, digital and transformation roles, which helps him connect with technical and non-technical audiences alike.

What Your Audience Will Take Away

- A plain, visual toolkit for permanent reinvention and personal leadership
- Language and models that help teams embrace change together
- Practical ways to create psychological safety so new ideas surface and stick
- Clear links between changing mental models and the business models your organisation needs next

Formats, Lengths And Tech

Keynotes 30 to 60 minutes with optional Q&A. Workshops half day or full day, tailored to your context. Standard AV: lapel or handheld mic, HDMI to screen, confidence monitor if available.

Fees And Booking

Aidan McCullen's speaking fee varies by location, format and audience size. To confirm availability and Aidan McCullen's fees for your date, please get in touch with your brief and budget range. We will respond with options, including keynotes, change leadership workshops and executive coach add-ons.

WHAT PEOPLE SAY

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> *"Aidan did a kickoff keynote for Mastercard's first virtual digital safari to over 10,000 participants. His talk was great. It encapsulated so many messages we are trying to drive with all our business partners around transformation, innovation, constant reinvention and experimentation as was a great segue into the entire three-day event".*
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> **— Mastercard**

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> "*Blown Away. A mix of analogy, business tools and storytelling*"
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> **— Dan Toma, author of The Corporate Startup**

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> *"While many speakers have trouble transitioning between face to face and virtual formats, Aidan energised the entire global community, kept us all on our toes and brought a much needed mix of depth and pragmatism while sprinkling it with a healthy dose of hope. Highly recommended!"*
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> **— Nadya Zhexembayeva, CEO WEEXIST.**