

Allister Frost

Allister Frost is an award-winning keynote speaker, bestselling author and former Microsoft leader specialising in future-ready mindsets, change and resilience. Drawing on global business experience, he inspires leaders and teams to embrace uncertainty, overcome resistance to change and unlock new opportunities for growth and long-term success.

KEY TOPICS

- The Future-Ready Mindset: Embrace change, overcome uncertainty and develop the confidence to thrive in a rapidly evolving world.
- ReadyAlready® – Keep Up, Stand Out and Shape What's Next: Discover the FROST Framework for continuous growth, adaptability and future readiness.
- Leading Through Change and Uncertainty: Inspire teams to overcome resistance, build resilience and turn disruption into opportunity.
- The Human Advantage in an AI-Driven World: Harness curiosity, imagination and courageous communication to remain relevant alongside emerging technologies.
- Future-Proof Your Career and Working Life: Develop the mindset and skills to sustain professional relevance, fulfilment and success throughout your career.

BIOGRAPHY

Allister Frost is an award-winning keynote speaker, bestselling author and former Microsoft leader who helps individuals and organisations thrive through continuous change and uncertainty. A recognised thought leader in future-ready thinking, change management and work-life longevity, he inspires audiences to embrace new possibilities, overcome resistance to change and build the confidence to shape their future. With a mission to save one million working lives from premature irrelevance, Allister equips leaders and teams with practical tools to remain adaptable, resilient and successful in a rapidly evolving world.

From Global Business Leadership to Future-Ready Thinking

Allister's expertise is grounded in a successful career with major global organisations, including serving as Head of Digital Marketing Strategy at Microsoft and holding marketing leadership roles at Kimberly-Clark. His experience navigating technological disruption and business transformation gave him first-hand insight into the challenges organisations face when adapting to change. He understands how emerging technologies reshape industries, working practices and human behaviour, and why the psychological barriers to change can be as significant as the technological challenges themselves. Drawing on this experience, Allister now helps organisations develop forward-thinking cultures where employees feel empowered to challenge outdated practices, embrace innovation and pursue new opportunities for growth.

The Future-Ready Mindset and FROST Framework

At the heart of Allister's work is the belief that future success depends not simply on acquiring new skills, but on developing a more positive and proactive relationship with change. His ReadyAlready® Growth Cycle, also known as the FROST Framework, provides a practical approach to navigating uncertainty and unlocking

personal and professional potential. The framework encourages individuals to harness three distinctly human strengths: curiosity, imagination and courageous communication. By developing these capabilities, leaders and teams can become more adaptable, explore emerging opportunities and work confidently alongside advancing technologies, including artificial intelligence. Allister challenges audiences to recognise that what brought them success in the past may not be enough for the future. His approach helps professionals move beyond established habits and develop the mindset needed for continuous learning, innovation and long-term career relevance.

Inspiring Organisational Change and Resilience

Allister recognises that resistance to change, uncertainty and change fatigue can undermine even the most ambitious transformation programmes. Rather than treating change as something to endure, he encourages organisations to view it as an opportunity for reinvention and progress. His insights help leaders understand the human factors behind successful transformation and create environments where people feel motivated to explore new ways of working. By combining practical strategies with an optimistic outlook, Allister helps businesses strengthen adaptability, encourage collaboration and build cultures that are better prepared for whatever comes next.

An Award-Winning International Speaker

Allister has delivered presentations on more than 500 stages across over 30 countries, inspiring audiences at corporate conferences, leadership events and industry gatherings worldwide. Known for his energetic, engaging and often humorous delivery, he combines compelling storytelling, real-world business experience and actionable insights to make complex challenges accessible and relevant. His keynotes and workshops are designed to stretch comfort zones, challenge established thinking and spark fresh optimism about the future. Audiences leave with practical ideas for embracing change, strengthening resilience and taking greater ownership of their personal and professional development.

Awards and Recognition

Allister's achievements as a business leader, marketing innovator and professional speaker have earned him industry recognition, including being named UK Digital Marketing Personality of the Year in both 2013 and 2019. He is also a winner at The Speaker Awards and has received recognition for Best Virtual Event Keynote Speaker, alongside Cannes Lions recognition for outstanding creativity. These accolades reflect his ability to communicate powerful ideas, inspire audiences and bring fresh perspectives to business transformation and innovation.

Bestselling Author of ReadyAlready

Allister is the author of ReadyAlready: The Future-Ready Mindset to Keep Up, Stand Out and Shape What's Next, published in 2025. The book explores how individuals can develop the mindset needed to navigate accelerating change, remain professionally relevant and create new opportunities throughout their working lives. Building on the principles of his FROST Framework, Allister provides practical guidance for developing curiosity, embracing uncertainty and taking proactive steps towards a more fulfilling and successful future.

Helping One Million People Become Future-Ready

Allister's personal mission is to save one million working lives from premature irrelevance in a rapidly changing

world. He believes that everyone deserves the opportunity to remain relevant, fulfilled and successful throughout their career, regardless of how industries, technologies or working practices evolve. Through his speaking engagements, coaching, workshops and writing, Allister empowers professionals to take control of their future, develop confidence in their ability to adapt and recognise the opportunities that change can create. For organisations seeking to inspire a more resilient, innovative and future-ready workforce, Allister Frost delivers an engaging combination of business insight, motivation and practical strategies. **Contact us** now to book Allister Frost for your next corporate event, leadership conference or team development programme and inspire your audience to embrace change and shape what's next.