



Hamish Taylor

Driving innovation in businesses, successfully leading them through times of change and providing business insight at all levels—from prime ministers and CEOs to front-line staff.

KEY TOPICS

- **The Customer Promise: Lessons in putting the customer at the heart of all activities**
- **MasterThief: Lessons in driving innovation and change by stealing ideas from the outside**
- **Playing Reverse Football: Lessons in making sure you take the organisation with you!**

BIOGRAPHY

With a CV that the Times described as “*takes some beating*”, Hamish Taylor is an award-winning CEO whose career has taken him from international consumer goods giant Procter and Gamble, consultancy firm Price Waterhouse and British Airways to become CEO of the Channel Tunnel railway Eurostar, and then CEO of Sainsbury’s Bank ... all before he was 40!

In all cases, he left behind a record of significant business growth triggered by a willingness to challenge the normal way of doing things - so much so that his advice and assistance are now sought by organisations all over the world in many different industries. Hamish’s energetic, thought-provoking and humorous keynotes are based on a rare combination of real stories and a fantastic ability to inspire audiences with tailored advice and practical tools. Regularly featured in broadcast media, today Hamish acts as an advisor to some of the world’s largest companies (and even governments), assisting with specific innovation projects, customer focus and/or people leadership. As the self-appointed “chief dunning down officer” in each of his roles, his approach is simple - but highly effective in delivering breakthroughs.

1. The first thing that has to change is the way you look at your customers (both internal and external). If you look at your customers the same way, you will get the same answers and keep doing the same things.
2. Secondly, you need to use your customer insights to create a new leadership tool - a simple “customer promise” as a platform for ALL future activity that puts customer benefit at the heart. Your customer doesn’t care about what you do but about how they benefit as a result of what you do - so use this as your key purpose.
3. Thirdly, you must look to other environments and industries if you want breakthrough ideas for products, services, processes, leadership and much more. The Inspired Leaders Network dubbed him the “master thief” due to his track record in this area.
4. Concentrate your major energy on changing the way you engage with the team that will deliver the customer promise.

Hamish’s keynotes will demonstrate the major breakthroughs that can be achieved by changing your approach.

WHAT PEOPLE SAY

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"It went fantastically well, I can't begin to tell you how good Hamish was"
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— UBS

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"Hamish's presentations crackle with energy and original insights that make even our group of top level, seasoned, high achieving business and public sector leaders think "crikey: that's inspiring! Why didn't I think of that?" And these are people who it is hard to impress..."
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— Chairman - The Inspired Leaders Network

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"One of the best presentations I have ever seen, let alone had the good fortune to chair"
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— Chairman - Economist IT Directors Conference