Che "Wondrously Heretical"

Keynote Presentations

8 Fireside Provocations

of Dr. Jason Fox



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—Welcome letter—

hoy and hello! Thanks for taking a moment to peruse this guidebook. There's always a tension when presenting one's services. At their most succinct, it just sounds like a list of buzzwords. "I'm a Wizard-Philosopher and Leadership Futurist with a PhD in Motivation Science specialising in Strategic Innovation." But what does that mean, exactly?

Thus this *guidebook* is an attempt to provide you with the best insight as to the *how* and *whyfor* of what I do—so that you can make the best recommendations to your clients. You'll no doubt note that I don't quite "fit the box" for many engagements—which, for some clients, is *exactly* what they are looking for.

It is an honour to be amidst those you present to your clients, and I hope this guidebook serves as a useful companion. Of course, if you ever have any questions, I'm always happy to chat.

Warmth,

Dr Jason Fox

April 2024



Wise the witted & wise hire the wizard Dr. Fox

The clients I work with tend to be very astute and well-read. They've a dark and wicked humour, and their bullshit detectors are well-honed. Thus: the usual charismatic pseudoscience, choreographed tear-jerkers and TED-like epiphany story-arcs don't quite work.

What they seek is not some hero 'sage on stage' with 'all the answers'. Nay: they seek someone who can manifest an affect. Someone who can bring about a state-change amidst their people: more curiosity, greater courage, better questions—and a willingness to venture above and beyond the default.

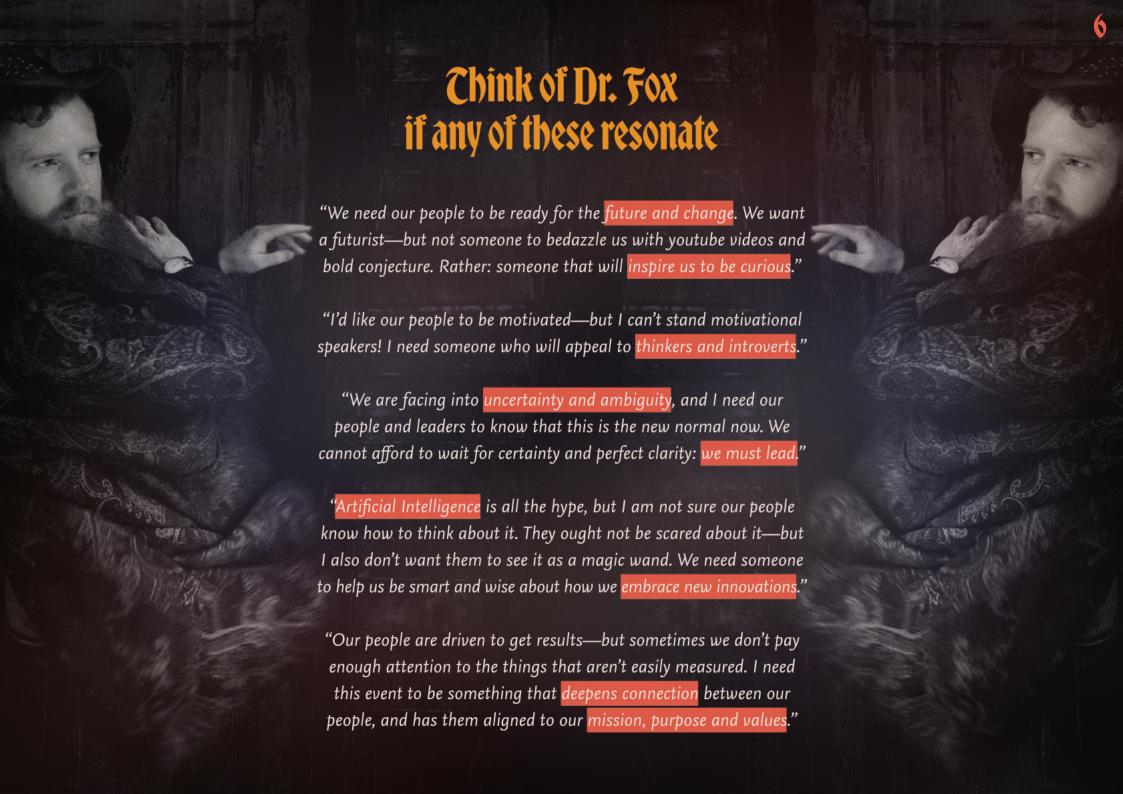
This is what I do. Rather than dumb things down to quick hacks, top-tips, and neat linear three-step plans that do not work, I awaken the genius within the audience; having them rise to meet the challenges of leading amidst complexity and change.

Dr Fox speaks on these topics:

- **V** future of leadership
- **v** strategic innovation
- **w** motivation & culture

Book Dr Fox if ye seek:

- curiosity & courage
- adaptability through change
- meaningful progress





Keynote Presentations



Nothing comes close to the catalysing effect of a well-crafted event. To take the savviest people within a field and immerse them within a compelling context to explore new ideas and better ways of working—at depth—is a kind of magic. The kind of magic that *only* events can bring about.

I overthink the future of leadership, motivation and work.

Thus, when manifesting at events, I bring the freshest distillation of insight—packaged into relevant, timely and apt keynote presentations to inspire your audience to venture—beyond the default.



#curiosity
#empathy
#strategy
#innovation
#progress

1. A Quest Beckons -Beyond the Default

The artist-philosopher and mystic James Lee Byars once said: "To arrive at the edge of the world's knowledge, seek out the most complex and sophisticated minds, put them in a room together, and have them ask each other the questions they are asking themselves."

This keynote will move your audience to the edge of knowledge. (And perhaps a smidge beyond.) The outcome of which is:

- » greater self-awarness for our own default thinking & behaviour
- » deeper empathy for each other & evolving value propositions
- » renewed curiosity for the future & how we can remain relevant

Seize the opportunity to imagine beyond the operational and the immediate. Take the opportunity to quest—beyond the default.



#leadership
#future
#complexity
#change
#courage

2. Into the Storm —Leading in Uncertainty

A storm is coming (it's already here). Our world is increasingly volatile, uncertain, complex, ambiguous and full of doubt. Leaders cannot afford to wait for stability, certainty, simplicity, clarity and a sense of conviction. They must lead—into the storm.

This keynote provides:

- » a rousing primer of emerging trends in a time of accelerated change (AI, decentralised networks, climate collapse + more)
- » insight as to the true future of leadership (innovative ways to work amidst complexity at scale)
- » a vexing yet compelling wake-up call to all: don't wait—lead!

Have your leaders rise to meet the complexity of our times.



#motivation
#behaviour
#culture
#productivity
#teamwork

3. Change the Game —Making Clever Happen

The true measure of the impact of your event is not just in how people feel in the moment, nor immediately after. It's in what happens in the weeks, months and years that follow.

In this engaging keynote, we will have your audience mindfully distill the inklings, hunches and insights generated by your event into new and meaningful progress. This keynote conjures:

- » insight from motivation science along with game design savvy to support lasting behaviour change
- » strategies to side-step self-sabotage and delusions of progress
- » pragmatic rituals to progress the things that matter

Have your event be a catalyst for new and meaningful progress.



Fireside Provocations



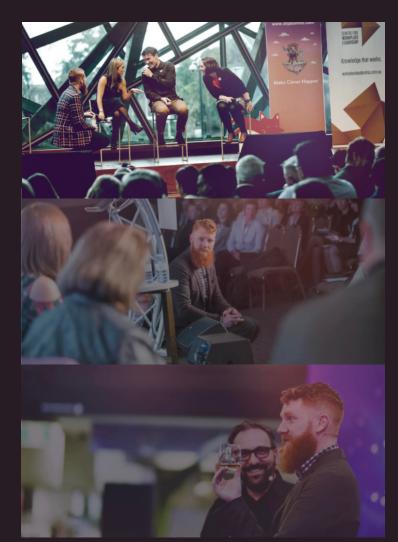
fireside conversation cultivates a more intimate context wherein we unpack pertinent questions and pursue insights beyond the edge of knowledge.

I am asked to share my thoughts on a wide array of topics—though I primarily offer insight from the following domains:

- » artificial intelligence, web3 + the future of work
- » the delicate taboo of leadership development
- » navigating conflicting values & hidden commitments
- » regenerative sensibilities for the collapse-aware
- » wisdom beyond rationality; meaning, myth & magic

A fireside is a short presentation followed by deep and dynamic conversaion. In the past I have:

- » engaged in deep on-stage podcast interviews with key leaders
- » deftly facilitated emergent mini-workshops on thorny topics
- » hosted conspiratorial luncheons and dinners
- » weaved coffee & whisky tastings into intellectual speakeasy salons
- » facilitated frank panel sessions with captains of industry







Masterclasses & Programs



I deliver practical half-day "deep-dive" half-day (3.5h) masterclasses:

- **» The Motivation Design Masterclass** for managers & team leaders
- » The Metamodern Wizardry Masterclass for thought leaders & experts
- **» The Bardic Savvy Masterclass** for speaker-facilitators

I also serve as wizard for **Questing Fellowships**. These are half-year leadership development programs that serve to cultivate in-house intelligence as a precursor to new strategy.



I've written two bestselling books + made an artf+business+philosophy magazine.

- » The Game Changer—shift behaviour, shape culture
- » How to Lead a Quest—a handbook for pioneering leaders
- » The Cleverness—thoughtful provocations for the quietly dissatisfied

I am also conjurer of **The Ritual of Becoming**—a comprehensive online program to help you

—a comprehensive online program to help you find and/or fabricate new motivation and meaning in the next chapter of life.

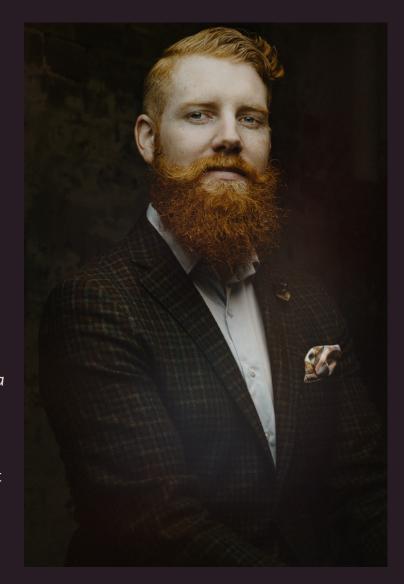
The official bio of Dr. Jason Fox

Dr. Jason Fox is a wizard-philosopher masquerading as a leadership futurist. He works with smart teams seeking meaningful progress—beyond the default.

His many happy clients include the senior leadership teams of Fortune 500 companies around the world including Microsoft, HP, Novartis, Red Bull, Cisco, Johnson & Johnson, Porsche, Toyota, Honda, Sony, Oracle, Honeywell and Salesforce, to other multinationals such as Beam Suntory, Vodafone, Tableau, Gartner, Xero, HP, Bupa, Red Cross, Bulgari, Pandora, Arup, Aon, PWC, Ricoh, Honeywell, KPMG, The World Tourism Forum and The International Institute of Research (along with university chancelleries, government agencies, software developers, decentralised autonomous organisations, the defence force, and more).

Much of Dr. Fox's work is as a leadership advisor to teams questing amidst complexity and change. Jason has lectured at three universities (systems and behaviour), and is the bestselling author of *The Game Changer* and *How to Lead a Quest*. In 2016 he was awarded Keynote Speaker of the Year by Professional Speakers Australia (the highest honour of this craft).

Dr Fox lives with an illustrator-veterinarian, a chihuahua named Snörri and a cat called π (pi) in an old chocolate factory in Melbourne, Australia. When not liberating the world from the delusion of progress, Jason enjoys partaking in extreme sports such as reading, sun-avoidance and coffee snobbery.



Fee Guide

Note: this is a guide for budgeting purposes only, and may vary pending specific context or whim. The amounts quoted do not allow for expenses directly related to the activity (such as airfares, transfers and accom), which should be added where appropriate. All fees are quoted in AUD.

Virtual Keynotes & Firesides

For virtual keynotes and firesides in my daylight hours, the fee is \$7k+gst. Outside of these hours, it's \$9k+gst. This assumes I am working with a competent team or host.

Fireside Provocations

For local (in-person) firesides in greater Melbourne, the fee is \$7k+gst. For all other Australian or New Zealand cities with airports, it's \$9k+gst. For international or particularly remote events, please get in touch. The same additional recording fees apply to firesides, too

Programs

Questing Fellowships (strategy and leadership development) start at \$70k+gst. Best we discuss.

Keynote Presentations

For local (in-person) keynotes in greater Melbourne, the fee is \$9k+gst. For all other Australian or New Zealand cities with airports, it's \$12k+gst. For international or particularly remote events, please get in touch and we'll figure out something apt.

If the keynote is recorded, it will be an additional \$3k+gst and is subject to some restrictions; namely: that it is not posted on any public channel, held for a maximum of one year, and is for non-commercial use only. I'd also need a copy for my own use.

Masterclasses

I don't do virtual masterclasses. For local (in-person) masterclasses in greater Melbourne, the fee is \$15k+gst. For all other Australian or New Zealand cities with airports, it's \$18k+gst. For international engagements, let's chat.

Consulting & Wizardly Sparring

I serve as a complexity practitioner and thinking-partner to questing executives. My consulting rates vary—do get in touch if you are interested and let's explore.

[just a few of]

The Many Happy Clients of Dr. Fox

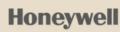






































































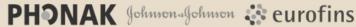


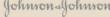






















"Every 2 years we organise a global meeting for some of our most experienced leaders, from over 25 countries. Finding a speaker who is genuinely relevant and thought provoking for an intelligent, sceptical and astute audience is therefore always a challenge. And this is where Dr Jason Fox came into play. As both our opening and closing keynote speaker and moderator, Jason successfully engaged our leaders. He evoked new thinking, and drove a much richer level of conversation, honest reflection and strategic thinking, which truly resonated with this audience. Faving worked with a number of 'speakers' for similar events over the years, we found Jason to be a consummate professional. We placed immense trust in him to assist in delivering some differentiated messages and experiences for this event—he did this and more. Chroughout the design, planning and preparation in the lead up to the event, to the intuitive support, shrewd thinking and adaptable 'can do' attitude he demonstrated throughout, Jason became a trusted advisor amongst the team. T warmly and enthusiastically recommend him."

—Tsabelle Hllen, Head of Global Clients & Markets KPMG International

"We planned to hold a business planning retreat (or offsite) to set the strategy for the next three years. And then Covid—19 hit and we were compelled to look at how we might do this in a virtual environment. Driving blue sky thinking via an interactive session involving multiple participants (160 staff) in multiple locations in an online environment was ambitious and would require careful planning. We needed help, and so we engaged Dr Jason Fox to serve as 'a wizard advisor & facilitator-host' to help us conceptualise, plan and run the event, ensuring that event remained engaging and on point. From the start I loved working with Jason: he was engaged and thoroughly collaborative, seeking to understand our vision and desires and then helping us to frame an event that was structured and robust, whilst flexibility enough to pivot as the conversations unfolded. He brought adventure, intrigue, innovation, whimsy, energy and clarity. Hs I write those words, I appreciate they are odd descriptors, but an online event requires something unique to maintain the energy and engagement and Jason absolutely nailed it."

-Dr. Andrew Spinks, Principal Operations Leader, ARUP

"Every two years, we gather the most important people in the global travel, tourism and hospitality industry together in Lucerne. Our speakers and participants include Prime Ministers, Reads of Courism, leaders of 17FPs, CEOs of large enterprises, and the directors of new and impactful startups. This is a vitally important event and with such a discerning audience, it is essential we work with only the highest quality speakers. Dr Jason Fox would have to be one of the best speakers we've ever worked with. He played a key role throughout the event. Hs our opening keynote speaker, he was able to set the tone for the whole event—moving our audience into an open state of curiosity. His message was completely congruent to our theme— 'staying relevant in uncertain times'. With such a diverse audience (we had representation from over 75 countries), we wanted to maximise the opportunities for rich and deeply relevant conversations and connection. And so we had Jason facilitate a large and interactive 'world cafe'. This was immensely successful, and a highlight for many who attended the event."

-Professor Martin Barth, President & CEO, The World Tourism Forum Lucerne

"I have admired Jason's work for many years now. He is immensely intelligent and yet maintains a warm and humble curiosity that is infectious—and very appropriate for these complex times. We booked Jason to open our Annual Conference on Leadership & Leadership Development—one of the most important events we run each year. Jason's style is distinct, engaging, entertaining and wickedly irreverent to convention. What I really appreciated was just how 'in service' Jason was to the overall event. He had our audience conversing at depth within his session; and this helped set the tone of authentic and courageous exploration throughout the event. his sessions were voted amongst the best we have had over our nine year period of hosting these events. Tam beyond elated to have had Jason contribute to our event, and T heartily recommend him to any event organiser that values curiosity over conviction."

-Padraig O'Sullivan, President (Hsia-Pacific), The Leadership Circle

"Ht Prestel & Partner we host exclusive events for Principals and Family Offices that have at least £150 million in assets. It is therefore essential that we have speakers of the highest integrity, calibre and character. People of proven reputation, and who do not feel the need to 'pitch' to the audience. Dr Jason Fox is a shining example. He came enthusiastically recommended to us by one of our audience, and we gave him the task of opening our event in London. His opening keynote was original, practical, humorous, relevant and deeply insightful. And most importantly, Jason was able to 'humanise' the conversation. People lowered their guards, and embraced the opportunities to connect and engage in authentic conversation. Hs an event organiser, I've seen a lot of keynote speakers—Dr Fox is the absolute best. We are so grateful for the chance to work with him, and we look forward to future opportunities."

-Cobias Prestel, Managing Director, Prestel & Partner

"We engaged Dr Jason Fox to speak at our country-wide roadshow event, which lead to an unprecedented amount of positive reception. The demand was so high that every city sold out, and we had to find larger venues to fit hundreds of participants. Such a good problem to have! Jason offers a genuinely fresh, relevant and [meta] modern perspective to motivation and leadership. His understanding and empathy for leaders looking to change culture and drive innovation within organisations is unmatched. It has been a privilege to share the success of this event with Jason and to bask in the glowing feedback coming from our audiences across all of Hustralia. And it doesn't end there—Jason and his team are a total joy to work with. We are incredibly happy!"

-Dana Grgas, Director, The Australian Human Resources Institute

"Wow. What can I say? Jason Fox. Given the immense pace of change we face as a business in the world today, I wanted a senior leadership forum that would challenge complacent, hum-drum, default thinking. I wanted us to venture beyond the default—and Jason Fox leading our quest worked a treat. Jason is thoughtful, challenging, motivating, funny, always entertaining, and incredibly insightful. He seemed to 'get' Arup quickly and won the crowd over within minutes. He was just what we were looking for. Jason has the ability to just knock you over with undeniable home truths; incredibly, right there in the moment, and with a laugh. Not just in a challenging keynote, but by linking together new learning across all sessions. His impact in the room was tangible, and any default thinking that emerged was quickly exposed! The feedback on Jason was overwhelmingly positive and I felt strongly that we had moved our senior leadership forward a long way at our best forum ever. Chanks Jason!"

-Peter Bailey, CEO & Chair, ARUP Hustralasia

"Within our Business School we hold an annual teaching and learning event for our academic and professional staff. In organising the event T wanted a keynote speaker who was a bit out of the ordinary from the usual 'academic' speakers we normally have. Thad previously seen Jason present and he made a big impression on me so T knew he would be perfect for this event. Jason was one of the best speakers T have ever seen and the attendees at our event certainly felt the same. T have never seen someone hold the attention of an audience so well. his presentation was funny, informative, thought provoking, and highly engaging. Even though as academics we present all of the time, many of us were amazed with his presentation style—absolutely fantastic! Jason and his team were a pleasure to deal with in the lead up to the event and the briefing discussion before the event with Jason made sure that we were on the same page about what we needed. Without question T would recommend Jason to anyone looking for a highly engaging and dynamic speaker. Thope T get to hear him speak again soon."

—Dr Lisa Ruhanen, Associate Professor, University of Queensland Business School

"We first engaged Jason to facilitate an important strategic offsite with our senior leadership team. The opportunity for such offsites is rare, and the time senior leaders have together at such offsites is very precious. It was essential we engaged someone who could not only cover the agenda, but also provide space to explore new possibilities. Jason did this and more. He immediately built rapport with the team, and was able to challenge us to think beyond our defaults. The result was a strategy that was refreshing, courageous and differentiated, and a leadership team that was inspired to make it happen. We couldn't have predicated this, but Jason's unique approach allowed it to happen. We have since then engaged Jason to help us build momentum with our people. He delivered a keynote to our business in support of the strategy, and the feedback was overwhelmingly positive. We loved that he was able to tailor it serve the strategy. Then, recently, we engaged Jason again to facilitate further strategic development. And it just gets better and better! We look forward to such experiences, and will be working with Jason again in the near future."

-Alli Smith, Executive General Manager, Suncorp

"We were facing some serious challenges across the CSTRO, and as a result we were forced to make some tough decisions about what programs and positions could continue. The leadership team organised an important event to present our vision and strategy for progress to over 400 of our people. We wanted to solicit input from them to shape the strategy—but it was critical that the day was facilitated delicately, with good thinking and deliberate design. And so we hired Dr Jason Fox to ensure this important event was a success. Serving as our facilitator and closing keynote speaker, Jason maintained a buoyant and practically optimistic tone throughout the day. His use of humour and intelligence was masterful—he had everyone constructively contributing to our strategy, connecting and collaborating at a level we rarely see. And finally, his expertise in motivation design was exactly the pragmatic yet strategic perspective our people needed to move forward. T recommend Dr Jason Fox for any organisation wanting to progress important strategy in challenging times."

-Professor Keith McCean, Director of Manufacturing, CSTRO

"Dr Fox not only has an impressive beard, book, and breadth of knowledge on business strategy and motivation, but when we asked him to advise our tiny company on how to best structure and nurture our rapid growth for an intelligently designed and successful future, he delivered a day that was useful, meaningful, and which genuinely inspired us to start moulding and evolving the company almost immediately. Fo took time to research us thoroughly and chat to each director before the meeting to get a thorough bandle on things before we kicked off, which I appreciated. Also be quite enjoys a walking meeting, which I also do, so that's nice."

-Zoë Foster-Blake, CEO & Founder, Go-To Skin Care

"Each year, for the last seventeen years Our Community has put on its two day 'Communities in Control' event—an extravaganza of new thinking and provocateurs to challenge the Australian community sector and its changemakers—it's a 1,000 strong audience of big thinkers and demanding people. We have had the brightest and best, from Australians of Che Year, the biggest celebrates and international speakers, scientists, public intellectuals and artists. In 2019 we had Dr Jason Fox—it was simply a highlight of my eighteen years—it was a beautifully crafted work of art, deep thinking, entertaining and be had every person on the edge of their seat with excitement, intrigue, energy and wonderment. Simply, no better."

-Denis Moriarty, Group Managing Director, Our Community

"Jason Fox was nothing short of sensational! He scored a 100% 5-star rating from our audience (of over 1,000) who not only loved his unique and humorous style but also the calibre of his message. Jason went to great lengths prior to the event to understand the audience, the theme and how he could link to the speaker immediately following him. Hat tips and gratitudes Jason!"

-Jo Vohland, General Manager & Curator, HTC Events & Media

"Dr Jason Fox is a unique and modern strategist who isn't afraid to cut through the clichés of business and leadership. With our organisation constantly adapting to changing consumer needs, we were in search of a speaker who could bring in sharp intellect for a critical leadership session. Jason brought this and more, with the perfect blend of expertise, depth and humour. Our leaders rated his session 5/5 and used phrases like 'so relevant for us right now', 'amazing tools for leadership', 'honesty' and 'very entertaining' to describe his session. We have no doubt that we'll be working together again in the near future."

-Michelle Aquilina, CEO, Primary Dental

"It was great spending time with you last week at our event in Chicago. You captured the conference themes and highlights in such a unique and special way that exceeded our conference attendees' expectations. I wish all my speakers could be as smart, talented and delightful to work with as you are. Chank you for raising the bar even higher than we dreamed possible! It was an absolute pleasure working with you on this event. On behalf of the entire TTR team, thank you again for making the main stage legendary (and memorable and FUI)!"

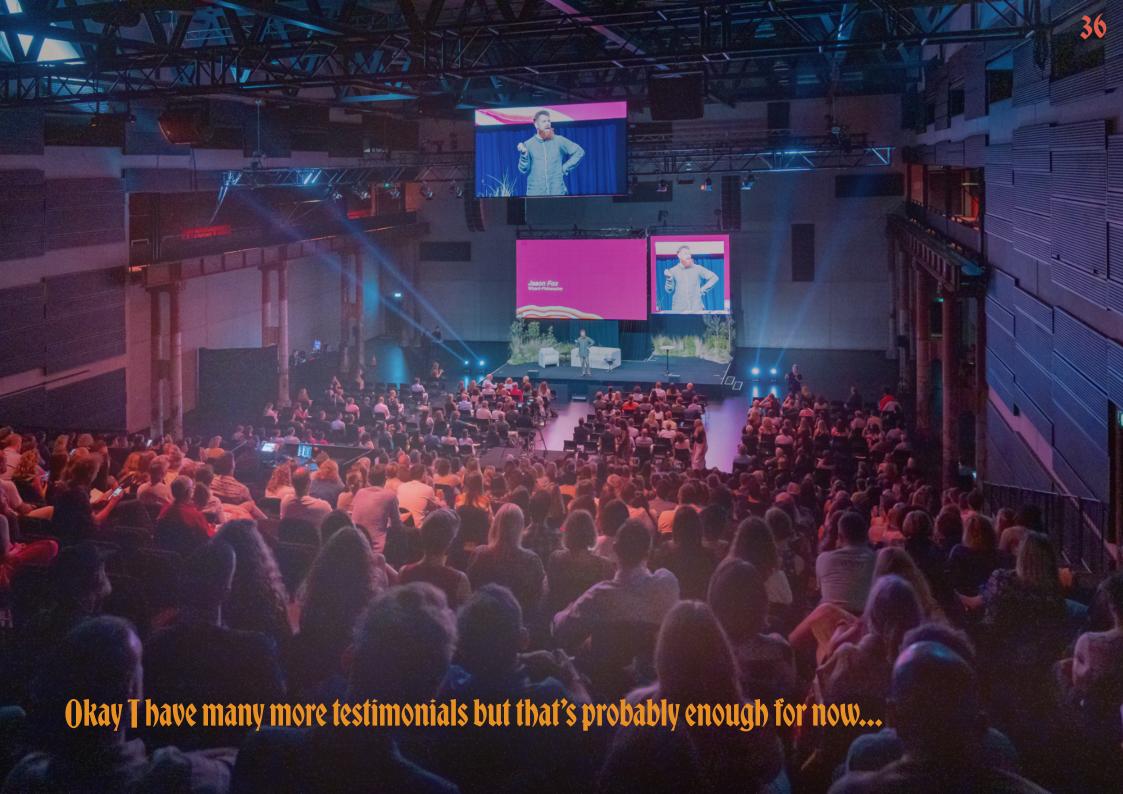
-Rachel McDonald, Producer, The Institute for International Research (NYC)

"We had Jason speak at our 925 festival in Helsinki—an event designed to empower Finland business leaders to think bravely and work smarter. The Finnish audience is very discerning, and we've worked with some of the best thought leaders from around the world—and I can honestly say Jason is world—class. He provided insight that was fresh, bold and very pragmatic. The audience loved his wit, passion and highly original style, including hand—drawn slides. Hs a bonus, he was a pleasure to work with."

-Saku Tuominen, Creative Director & Founder, Idealist Group

"For nearly 10 years T have had the privilege of working with a great leadership team. My people are incredibly astute, analytical, sceptical and busy—such is the nature of our industry (medical devices). Ht our annual strategic offsite this year, I wanted to bring in a new perspective, and to participate with the team, rather than lead the workshop. After much searching, we decided to hire Dr Jason Fox to facilitate our leadership offsite. Why? Because our time is precious, and my team don't suffer fools lightly. From the get go Jason was a joy to work with. He took the time to understand us, without making big assumptions or trying to box us in to a standard program. You can tell be knows his stuff he was able to hold the space and facilitate a lively, rigorous yet organic conversation exploring whole new domains and encounter possibilities we had never before considered. We were immersed in deeper thinking and conversation—beyond operational matters, and beyond our own defaults. The experience enriched us as a team and provoked our curiosity, starting many new experiments within in our business. Five months on, we have demonstrated new and meaningful progress born of our conversations with Jason. The team is still buzzing from the momentum generated, and as a leader it feels great to see them (and myself) so energised."

-Chris Cowley, Managing Director, Varian Medical Systems



next steps (/o o o)/*:· ° >

If you'd like your next event to be a catalyst for meaningful progress (and not a delusion of progress)—I'd love to assist.

I am always happy to hop onto a discovery call, and will work with you to bring about the best outcomes for your event.

My life-partner and business manager Dr Kim Lam is the best point of contact, as I am oft immersed with clients. Kim can be reached via kim@drjasonfox.com and +61 401 640 606.

Warmth,
Dr Jason Fox

