



Bringing out the best in Business!

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Name

Tim Drake

Topics and Title

Business & Communication Consultant

Background History

Tim's first hand experience of building a retail business gives him added authority as an Inspirational Speaker and Chairman/Facilitator. He gives insights into the new role of work in society, how and why consumers feel and behave as they

do, which could change your approach to your business. He also gives tools to benefit from it.

Tim spent more than a decade in Fast Moving Consumer Goods, ending up as Client Services Director of a global advertising agency. He then became an entrepreneur, and co-founded the first store specialising in sports shoes in the UK- Cobra Sports. Over the next fourteen years Cobra grew to over forty stores, and achieved a turnover of £17 million. 3i's called it "a gem of a company."

Selling the business in 1992, Tim has built up a portfolio of interests. He set up, and Chairs, two Think Tanks for Chief Executives in sectors of the Sports and Leisure Industry, including CEO's from brands such as Nike, Reebok, and Adidas.

Tim's latest book is entitled *You Can Be As Young As You Think*.

It is an uplifting and practical guide to moving from Old Brained, anxious, defensive, closed, thinking, to Young Brained, creative, enthusiastic and open thinking.

Tim's talks and coaching sessions share uplifting insights from his new book.

Tim combines the insights of his latest book with those of his previous book (*I Want to Make a Difference* – 5 Star rated on Amazon) to get to the heart of personal and group motivation.

Tim puts the audience through a Brain Age test to find out where their mental mindsets are now (with a fuller version for coaching sessions).

From this starting point, Tim takes them through the Six Wisdoms of Youth, which allow them to re-discover the freshness, energy, enthusiasm and engagement of their younger selves.

His central message is that tapping into our inner youthfulness and desire to make a difference will energise both us, and the organisation we work for.

Colleagues want to feel pride and a buzz in their work. Customers too are looking for a sense of purpose – as well as freshness and openness - in the organisations they deal with.

Tim helps organisations deliver this, and make a difference.

Areas of Expertise

Combining personal, with leading edge business, experience, Tim delivers both insights and motivation. He changes thinking, which changes behaviour, which produces results.

His central message is that human changes are more important than technological changes. Customers and staff are looking for different things to what they were ten years ago. Tim believes, like you do, that most of the staff in your organisation are bringing only a small part of themselves to work. But they want to use more of their energies, and to feel pride in their work. As you'll see, Tim helps them to do so.

Creating a High Energy, High Performance Culture

Tim explains the new position work is coming to occupy in people's lives. His insights into the impacts of social change show why Staff now are looking for meaning and significance in what they do. They want to bring more of themselves to work, and to invest their time and talent productively. Tim provides plenty of practical advice on how to create a company that is a magnet for innovative, high energy, enthusiastic people.

Brands - a Basic Requirement for success in the 21st Century

In a world in which consumers and customers have infinite choices, it is almost impossible to compete without a compelling brand. Creating and sustaining a good brand - be it Internal, Business to Business, or Consumer - is a most complex task. Tim lays out the principles that connect value creation, loyalty, growth and profits, and shows how companies can create genuine new value in the most challenging of circumstances.

Creating Genuine Customer Service

Consumers today can smell at fifty paces whether customer service is genuine, or is being read from a script. There have been profound changes in society over the past decade or so, and because beliefs, attitudes and behaviours are moving on, a new sense of pride needs to be created. Tim's message - that all your people can become heroes - will impact positively on your bottom line as well as your front line.

TOPICS

SHARPER LEADERSHIP, ENERGISED TEAMS

Individuals and teams can operate far more effectively, and fulfil much more of their potential, if they can re-find their Young Brains.

Tim shows your people how to get rid of their Old Brained anxieties, fears, doubts - and grumpiness - and get back to their excited, youthful selves.

They will become more in touch with what is going on in society – and how their customers are thinking and feeling. They will anticipate changes in consumer tastes and will be more creative, optimistic and enthusiastic – about their jobs, their markets and their lives.

YOUNG BRAINED SERVICE

Customers today can smell at fifty paces whether they are valued by the organisation they are dealing with. Great service is the result of Young Brained enthusiasm providing genuine value. If some of your front line staff have Old Brains, they need this session.

BRAND REJUVENATION

Like sharks, brands need to keep moving to survive. And in saturated me-too markets, incremental change is not enough. Tim's session is a wake-up call for brand owners. The world is changing faster than we imagine.

Client Comments:

"I think the Young Brain/Old Brain concept is brilliant. It's both easy to grasp and true – for both everyday life and business. You need a Young Brain to be effective in both. I believe that I already have a relatively young brain but, thanks to the insights in your session, it is getting younger by the day now!"

MIKE TOMKINS, CHAIRMAN, M & M DIRECT

"Your presentation on Young Brains at our high level customer day was both outstanding and highly relevant. Our audience thoroughly enjoyed the presentation, particularly the managers and company leaders, and the feedback was excellent. It worked particularly well for IBS because it hit the nail on the head for both us and our customers."

INTERNATIONAL BUSINESS SYSTEMS

"I loved Tim's session. He was a brilliant and passionate speaker. Superb in every aspect."

AIESEC CONFERENCE

"Using his Brain Age test and Six Wisdoms of Youth, Tim challenged our delegates with insightful and relevant questions, to dare to dream and be open to change, whilst having fun and throughout maintained the perfect balance between humour and serious content. With Tim you are guaranteed great results. His commanding intellect and engaging style make him a compelling choice as a keynote speaker."

VICTORIA ROUGHT, THE ENTREPRENEURS' FORUM

"Tim's presentation on the importance of branding was an inspiration to us all. He spoke extremely enthusiastically and with great clarity – an essential where, for 90% of the delegates, English is a second language."

NILESH GOKANI, COO LINGUAPHONE GROUP

"Tim brought enormous value to our meeting. His approach was refreshing as he was able to take both vision and theory and make it practical and accessible."

DWIGHT TIERNEY, VP, VIACOM EUROPE

"Tim's contribution was excellent. Feedback from customers was very positive reflecting the content and style of his presentation." Roger Cottell, MD ZURICH FINANCIAL RISK SERVICES

"Many thanks for your input off-site. The whole group found your input both stimulating and thought provoking. The group were still talking about IBG's the next day!"

DELL TOP MANAGEMENT CONFERENCE, IRELAND

"Tim was great. His piece was exactly as he said. We achieved our goals, which in this session was to try and understand how a great brand is made and what were the potential barriers to us becoming a great brand."

SAM RAYNER, MANAGING DIRECTOR, LAKELAND

"As a seasoned conference goer I am seldom very impressed but I found the session by Tim Drake truly inspirational."

LARRY BUNT, PERSONNEL DIRECTOR, UNIVERSITY OF WESTMINSTER.

"We know from delegate feedback that your presentation was extremely well received. Not only was it informative and insightful but it was also most revealing and entertaining."

SANDRA RUSSELL, CHAIRMAN LACA COMMITTEE

"Tim is an interesting, knowledgeable, and motivating speaker. He kept the audience's attention throughout the session, and managed to successfully combine his keen sense of humour with his in depth knowledge of business; and throughout he illustrated the points he was making with examples from his successful career. He was genuinely interested in his audience and keen to tailor his subject to their needs and interests."

PATRICK BUSHELL, PRINCIPAL CONSULTANT, THE OXFORD GROUP.

"Many thanks for joining us last night. Your speech was spot on in terms of style, content and timing. All the feedback I have received has been positive and the fact that you were able to correctly identify the key issues which we are dealing with, both in terms of business focus and people development made what you had to say highly relevant."

MARSH FINANCIAL SERVICES