
SPEAKER PACK / INTRODUCTIONS

Three ways to *bring him on.*

Pick the length the run sheet allows. Read at a measured pace, land the last line, and hold a beat before the name. The room does the rest.

THIRTY SECONDS

63 WORDS / APPROX 0:30 / READ SLOWLY

Tonight's speaker has spent two decades helping CEOs build companies that actually matter. He's the creator of the RAW Leadership framework, the author of six books, and a former Dragons' Den inventor.

He's also the man responsible for England fans singing Swing Low at Twickenham. He doesn't do recycled clichés, and he doesn't do passive inspiration.

Please welcome to the stage, Benjamin Drury.

SIXTY SECONDS

130 WORDS / APPROX 1:00 / READ SLOWLY

Tonight's speaker has spent two decades working at the intersection of human behaviour, organisational culture and high performance. He is the creator of the RAW Leadership framework and the Unstoppable Company methodology, and he works privately with CEOs and senior leaders of businesses across the UK.

He has written six books, four of them on leadership. He has spoken to audiences at Zurich, Unilever and GSK, and lectured at Teesside University. He appeared on BBC Dragons' Den as the inventor of Lacemups, and, perhaps most improbably, he is the man largely responsible for England rugby fans singing Swing Low, Sweet Chariot at Twickenham.

He doesn't do recycled clichés. He doesn't do passive inspiration. He asks the questions most leaders spend a career avoiding.

Please welcome to the stage, Benjamin Drury.

The full *walk-on*.

For a headline slot with room to breathe. Slow down on the Swing Low line, it always gets a reaction.

TWO MINUTES

265 WORDS / APPROX 2:00 / READ SLOWLY

Tonight's speaker understands that championship teams are not built on talent. They are built on standards, on relationships, and on the willingness to have the conversations everyone else is avoiding.

He has spent two decades working at the intersection of human behaviour, organisational culture and high performance, helping CEOs and senior leaders build the kind of cultures that win. He is the creator of the RAW Leadership framework and the Unstoppable Company methodology, and the author of Four Times Four, his book on the eight non-negotiable rules of champion teams, drawn from the All Blacks, Manchester United, and championship sides across sport and business.

He has written six books, four of them on leadership. He has spoken to audiences at Zurich, Unilever and GSK, and lectured at Durham University and Teesside University. And along the way he has lived several lives most speakers can only borrow stories about.

He appeared on BBC Dragons' Den as the inventor of Lacemups. He toured the country writing, directing and performing with theatre companies. And, perhaps most improbably, if you have ever sung Swing Low, Sweet Chariot at Twickenham, you have him to thank for that too.

When he isn't challenging boardrooms, you'll find him on a rugby pitch in the North East, where he serves as Deputy Director of Rugby for Northumberland County, developing the next generation of girls and women in the game.

He doesn't do recycled clichés. He doesn't do passive inspiration. He asks the questions most leaders spend an entire career avoiding.

So please, put your hands together, and welcome to the stage... Benjamin Drury.

Delivery notes. Sized at about 130 words a minute, the pace of an unhurried MC. The three dots before the name are a held pause, not a stumble. Surname is Drury. He answers to Benjamin or Ben. Book title is Four Times Four. If you only nail one moment, make it the final line.