

# Dom Thurbon

Dominic Thurbon has cracked the code for making change happen, with the ultimate formula to drive innovation, future-proof your workforce and design brands that really matter.



## Speaker Bio

Dom is an internationally engaged speaker and facilitator who helps individuals and organisations drive behaviour change in the face of external disruption.

Dom is a Partner in the Climate Change, Sustainability and Community Impact practice at EY, and has authored and researched best-sellers published in over 15 countries, on subjects as diverse as generational change, business strategy, purpose-driven leadership, the future of work and education, and disruption.

He has over 17 years' experience as a successful senior executive and entrepreneur. At just 23, he was founder and Chief Creative Officer at Karrikins Group, a behaviour change agency he grew to over 150 staff across Australia, New Zealand and North America (acquired by EY in 2019). He was also founder and director at Educator Impact, a technology company providing on-demand teacher quality and student wellbeing solutions (acquired by Qoria in 2022).



## Testimonials

**"Dominic really inspired people about the potential to unleash collaboration and innovation. His dynamic and engaging style affects real behavioural and attitudinal change and made him a hit with the audience."**

IBM

Dom has been architect of multiple-award winning behaviour change programs that reach over 500,000 people per year. Over his career, Dom has spoken to a combined audience numbering in the tens of thousands across Australasia, Europe and North America, with clients spanning financial and professional services, technology, FMCG, pharmaceutical and automotive industries, as well as working extensively in education, Government and not-for-profit sectors.

His publications include (as author) *Matter: Rising Above the Competition to Become the Obvious Choice*, *Purpose-Driven Leadership*, and *Talent Magnets: Attracting Top Staff*; (as lead researcher) *Flip: How counter-intuitive thinking is changing everything* and *Game On: How video games change work*.

Dom is also a previous world top-10 debater, Tottenham Hotspur tragic, and hasn't quite given up the dream of becoming a rockstar with his band The Glorious Fourth.

**"Dom Thurbon made us think very differently, and we were all buzzing with new ideas at the end of the session."**

Australian Broadcasting Corporation



## My topics...

### Behaviour Change

You and your business have a behaviour change challenge... you just might not know it yet!!

Ever had someone in your business say “we need to be more innovative”, “we need to respond to disruption” or “we need to do things differently”?

The truth is, it doesn't matter how much you know about innovation, how many books you've read on AI and disruption, how many podcasts you've listened to on sales effectiveness... if you can't do behaviour change, you can't do, any of them.

That's because organisations don't change, people do.

**In this thought-provoking and compelling session audiences will:**

- ▶ unpack the core drivers of human behaviour, and the 5 universal responses to ALL change you will encounter
- ▶ share inspiring, industry-relevant case studies and stories that are packed with usable insights
- ▶ unpack a simple 3-step toolkit we can use to be more effective in making change happen inside our organisations

### Sustainability, ESG & Purpose

The market has never been so 'hot' for conversations about sustainability and ESG. On one level, that's brilliant: it could herald in a new age of sustainable business and accelerate our transition to a cleaner, more just, more equitable world (and help companies innovate and transform, along the way).

On another level, it runs the very real risk of going the way that many similar conversations have gone before: more marketing and PR hype than action.

The truth is, you cannot PR your way out of a problem you behaved yourself into.

**In this thought-provoking and compelling session audiences will:**

- ▶ demystify what ESG and sustainability really mean for you and your team
- ▶ examine mega-trends that drive both the risks and opportunities of ESG
- ▶ unpack the oft-misunderstood link between ESG and corporate 'purpose'
- ▶ develop practical, usable strategies that can help you leverage the ESG agenda to drive greater sustainability and improved performance

### Disruption & Innovation

The world is changing more rapidly and profoundly than ever. Around 40% of CEOs say their business will cease to exist within 10 years without radical reinvention.

Responding to disruption with innovation and behaviour change is an urgent business priority. But HOW!?

**In this thought-provoking and compelling session audiences will:**

- ▶ explore the major forces of disruption that are affecting you and your business
- ▶ look at the difference between organisations that successfully change, adapt and thrive ... and those that don't
- ▶ unpack a toolkit for driving real, dollar-productive innovation in the face of change and uncertainty