

STRATEGIC LEADERSHIP KEYNOTE SPEAKER

CHARLIE CURSON

Helping leaders think clearly, decide better,
and act with intention when the pressure is on.



CLIENTS AND
STAGES INCLUDE:



FUJITSU

L'ORÉAL



experian.

BARCLAYS

DIAGEO



IRISH
HOTELS
FEDERATION

BGF

SIGNATURE TALK

'STOP REFERENCING STRATEGY. START PRACTISING IT'.

Think about the last time you were in a room where the leader was not really listening. Where decisions kept getting delayed. Where the urgent crowded out the important. Where people were 'busy being busy', reacting, firefighting – but no one was thinking clearly about what really mattered, or why.

That is what most leadership looks like under pressure. And it is far more common than most organisations admit.

"Be more strategic" is the most common piece of advice given to leaders at every level. It is also the least understood.

The result is a strategic capability gap. Talented, well-intentioned leaders who default to reactive thinking, short term decisions and the same patterns year after year – under the illusion of control, but without real strategic direction.

The leaders who break that pattern share the same qualities. They are self-aware. They regulate their emotions. They listen well, involve others, are decisive yet agile, and leave their ego at the door. They are accountable. They never stop learning.

None of it happens by chance. It is developed, worked upon, and practised deliberately. And in a world of increasing complexity and relentless change, it has never mattered more.

YOUR AUDIENCE WILL LEAVE HAVING

- A clear diagnosis of the strategic capability gap – and why it is fixable
- Practical tools for thinking and leading more strategically under pressure
- One thing they can do immediately to make a difference

IDEAL FOR

Senior leadership teams, corporates & SMEs,
founders and Investors.

ABOUT CHARLIE

Charlie Curson is a keynote speaker and international bestselling author on strategic leadership. His book *Be More Strategic* was shortlisted in the Leadership category at the 2026 Business Book Awards.

Working with leadership teams across 300+ organisations - from Barclays, Audi and L'Oréal to fast growth challengers like Innocent, CarWow and Concirrus - his keynotes close the strategic capability gap that holds most organisations back.

Grounded in real experience, built on rigorous research, shaped by thousands of hours in rooms with leaders at every level. Consistently described as clear, energising and real.

WHAT BOOKERS AND AUDIENCES SAY

"People left thinking bigger, thinking clearer - the whole purpose of the event."

Arron Baker, Partner, BGF

"Charlie is one of those unique individuals who captures the attention of the whole room and yet has each person believe he is speaking directly to them."

Andrew Yeoman, CEO, Concirrus

"Engaging and motivating, with actionable improvements our members implemented both personally and professionally."

Paul Gallagher, CEO, Irish Hotels Federation

BOOK CHARLIE



teammandarin.com/speaker

charlie@teammandarin.com

linkedin.com/in/charliecurson



**STRATEGY ISN'T WHAT YOU
PLAN. IT'S WHAT YOU DO
WHEN THE PLAN BREAKS.**