

Hamish Taylor

CEO of the Hamish Taylor Skills Exchange Network
Former CEO of Top British Companies

Professional Speaker & Facilitator on
Business Innovation & Management

The “MasterThief” who stole great ideas from one sector and applied to another, he shares stories of successful business innovation and growth strategies



Hamish Taylor

his thoughts

Hamish Taylor is an **award-winning CEO** and now **inspirational speaker** whose career has taken him from the international consumer goods giant **Procter & Gamble**, to consultancy firm **Price Waterhouse**, to **British Airways** and then CEO of the channel tunnel railway **Eurostar**, and then to head **Sainsbury's Bank** ... all before he was 40!

In each case, he left behind a record of significant **business growth**, triggered by his willingness to **challenge the normal way of doing things** – so much so that his advice and assistance is now sought by organisations all over the world across many different industries. The Inspired Leaders Network gave him the title **"MasterThief"**, based on his track record of successfully transferring ideas between business sectors.

Hamish's **energetic, thought provoking and humorous keynotes** are based on a rare combination of **real stories** and a natural **ability to inspire** audiences. He offers **tailored advice** and **practical tools**. Hamish acts as an adviser to some of the world's largest companies (and even Governments) assisting with **innovation projects, customer focus and people leadership**.



Hamish Taylor

Keynotes Topics

1. The Customer Promise: Lessons in putting the customer at the heart of all activities

Changing the way you understand both internal and external customers brings new insights that enable you to create a **Customer Promise** – shifting from a definition of the business (or individual role) to a statement of customer benefit (rather than a description of your expertise.) The key to both is driving innovation and creating a simple leadership tool to unlock the firm's potential

- How concepts like **soft insights, customer expectations, customer's customer** and the **blank sheet of paper** approach give new insights that enable competitive advantage?
- How the **customer promise** provides a simple leadership tool that places the customer at the heart your work.
- What are the implications for both **customer engagement** and **leadership**?

2. Playing Reverse Football:- Lessons in making sure you take the organisation with you!

The biggest challenge we face in the change journey is to ensure employee engagement.

- How can you use the customer promise as a key leadership tool to drive focus through your team and organisation?
- Why setting the right ambition will determine whether or not you achieve breakthrough levels of innovation?
- When is it right to let go and, therefore, unlock the potential of the whole organisation?
- Great communication is important, but how good are you at ruthless simplicity, identifying champions, customer-focussed organisational design and to make it easy model?

3. MasterThief: Lessons in driving innovation & change by stealing ideas from outside

If you want a breakthrough, look outside your current environment! From yacht designers and Disney assisting British Airways, to rugby referees in banking risk management, the need to look for stimulus outside your current environment has been at the heart of the approach Hamish has brought to organisations.

- How does the customer promise provide a new starting point for your innovation?
- How can you become a MasterThief and steal ideas from the most unlikely of sources that are highly applicable to your challenges and provide essential breakthroughs?

Hamish Taylor

key facts

Currently ...

- CEO of the **Hamish Taylor Skills Exchange Network**
- Professional **speaker** and **facilitator**

Formerly ...

- 2001-2003: CEO for **Vision UK**
- 1999-2002: CEO of **Sainsbury's Bank**
- 1997-1999: CEO of **Eurostar Group**
- 1993-1997: Head of Brand Management at **British Airways**
- 1990-1993: A Management Consultant with **PriceWaterhouse**
- 1984-1990: held a variety of Brand Management positions at **Procter & Gamble**

Flies from **Edinburgh, UK**



Hamish Taylor

what people say

"One of the best presentations I have ever seen, let alone had the good fortune to Chair"

– **Chairman, Economist IT Directors Conference**

"Hamish's presentations crackle with energy and original insights that make even our group of top-level, seasoned, high-achieving UK business and public sector leaders think 'Crikey: that's inspiring! Why didn't I think of that!?' And these are people who it's hard to impress..."

– **Chairman, The Inspired Leaders Network**

"Dynamic and energetic messages; Hamish challenged our thinking and made us view some of our leadership issues as opportunities"

– **Camelot**

thought-provoking • lively • entertaining



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