

# ROYSTON GUEST

KEYNOTE SPEAKER |  
BEST SELLING AUTHOR |  
LEADERSHIP EXPERT | BUSINESS  
GROWTH STRATEGIST





## ABOUT ROYSTON

If you know anything about Royston Guest or have had any experience with him or his work, you know one thing above all else: he delivers.

His sessions, focused on business growth and personal transformation, are game-changing, transformational experiences, and his energy and enthusiasm are contagious. Royston is passionate about making a real, tangible difference.

- Author of the #1 bestselling business growth book, *Built to Grow*, the ultimate playbook for growing & scaling your business
- Author of *RISE, Start Living The Life You Were Meant To Lead*, a proven blueprint to place you firmly in the driver's seat, live a full life and live it well
- CEO of Pathways Global, a high-performance business growth consultancy, coaching, and technology business focused on helping Business Leaders grow & scale their business and become Purposeful, goals-oriented, culture-driven Leaders
- Accomplished Business Strategist, Executive Coach, and Facilitator with a proven track record for delivering business growth and personal transformation
- Acclaimed Conference Speaker, speaking at over 100 events last year alone, inspiring over 30,000 people
- Active Business Growth Blogger, regularly featured in print, online, and on radio, including BBC Radio, The Guardian, Forbes, Mail Online, The Telegraph, FreshBusinessThinking.com, BBC World News, and many more

Known as a passionate, results-driven individual, Royston challenges the status quo and inspires others to take action.

His passion is understanding human potential, and helping Business Owners, Senior Leaders, Entrepreneurs, and Teams unlock their full potential, grow as Purposeful individuals and Leaders, and realise the full potential in growing & scaling their businesses.

### AS FEATURED ON:

Forbes

BBC  
WORLD  
NEWS

theguardian

Fresh business  
thinking.com

Daily Mail

BBC  
RADIO

## Are you looking for a dynamic speaker or facilitator to energise your next conference, offsite, or strategy day?



**Belong. Believe. Achieve.** Royston's sessions are more than just talks—they're catalysts for change. His engaging storytelling and actionable strategies empower teams to unlock their potential and drive measurable results.

Whether you're aiming to ignite innovation, foster leadership, shape strategy or align your organisation's vision, Royston's expertise ensures your event leaves a lasting impact.

A natural storyteller with infectious energy, Royston turns big ideas into real-world results—making him a go-to speaker for ambitious organisations ready to raise the bar.

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### WHAT CLIENTS SAY

*"Royston spoke at our annual company conference—his knowledge and energy were infectious. He created a real buzz across the business!"*

— Director of Communications

*"The best decision of my career. Practical, powerful insights I could action immediately."*

— Business Owner

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- Over 250,000 professionals inspired across 27 countries
  - Trusted by brands like DHL, Harrods, RAC, Rugby League World Cup, RBSI
  - Regular expert on BBC World News, Forbes, BBC Radio & The Telegraph
  - Author of two best selling books: Built to Grow and RISE

# Royston's 5 Signatory KEYNOTES:

## KEYNOTE: Are You Thinking Like a Day 1 Business?

### Why it's always DAY 1!

Your wake-up call to lead in the now, and win in what's next. In a world where chaos is the new normal and speed is the new currency, one brutal truth stands tall: If the pace of change outside your business is faster than inside... you're already losing.

Too many leaders are playing catch-up. Too many businesses are stuck in "day 1000" thinking — slow, reactive, and ripe for disruption.

This powerhouse keynote from Royston will jolt your leaders out of "business as usual" and into the mindset of a Day 1 Business: relevant, agile, bold, and built to win.

This isn't fluffy theory. It's a transformational mindset shift to help your people outpace disruption, outthink competitors, and outmanoeuvre change.

In just 90 minutes, Royston delivers the clarity, energy, and strategic edge your people need to drive momentum, lead with purpose, and future-proof your business.

Expect renewed energy

Expect a sharper edge

Expect a room full of leaders ready to drive a step change in momentum

If you want your team to be future-fit, battle-ready, and hungry to lead, *Royston Guest is your keynote.*

**Don't wait for the wake-up call. Book Royston now.**



# KEYNOTE: The Growth Trap — Why Most Businesses Stall and What High Performers Do Differently

## The 7 Silent Killers of Growth— And How to Build a Business That's Unstoppable!

In a world of unpredictable markets, rising customer expectations, and constant disruption, one thing is certain: **Growth is not a lucky break.**

It's a deliberate, conscious strategy — executed with precision, not hope. And yet, most businesses hit a wall. Not because of the economy. Not because of talent.

But because they unknowingly make one of the **7 FATAL Mistakes** that silently stall growth and kill momentum.

In this high-impact keynote, Royston Guest pulls back the curtain on decades of growth strategy, revealing a **proven blueprint and playbook** for scaling businesses with confidence and clarity.

## Businesses don't grow on their own...LEADERS grow businesses!

This masterclass is designed to enable your Leaders and teams with the mindset, skillset, and toolset to drive and deliver accelerated, sustained, and profitable growth.

No fluff. Just real-world lessons from the front lines.

Practical strategies your leaders can use immediately.

A powerful mindset shift from *reactive growth* to *growth mastery*.

**If you're serious about growth — this keynote is your roadmap.**

Give Royston your leaders for 90 minutes and they'll walk away with:

- Clear strategy
- Practical tools
- Renewed focus

And most importantly — a shift from chance... to certainty.



## KEYNOTE: “Be the Difference... It’s Time to RISE!”

**Stop waiting. Start rising.**

This keynote is not just a message — it’s a **call to arms!**

“Are you living your life on the front foot... or are you just a passenger?”

In a world full of noise, distraction, and constant comparison, the real power lies in remembering who you are — and choosing to rise.

Based on the bestselling book *RISE*, this 90-minute transformational keynote delivers a deeply personal, powerful journey through the key pillars of performance, purpose, and potential.

It’s the blueprint to unlock your own version of success — from mindset to mastery, from vision to reality.

**In This High-Energy, Thought-Provoking Keynote, Audiences Will Discover:**

- The 3 principles to shift from autopilot to intentional living
- Why mediocrity is the enemy and how to set a 100-foot standard
- The psychology of human behavior — and how to hack your own habits
- How to run your life like a business with the *Me Unlimited* model
- How to align with your deepest values and live on-brand
- Why *mortality motivation* is the most powerful fuel for change
- A step-by-step roadmap to turn your future into reality

### **Closing Message**

Be bold enough to believe. Brave enough to begin. Brilliant enough to rise.  
The world doesn’t need another copy — it needs YOU.

**It’s time to be the difference. It’s time to RISE.**





# KEYNOTE: How high-performance teams WIN!

## The 5 Proven Moves that Separate the Elite from Everyone Else

What do Olympic gold medallists, the New Zealand All Blacks, and industry-leading businesses like LEGO®, Google, and Disney have in common?

**They don't hope for high performance. They engineer it.**

This high-impact, 90-minute keynote is not about fluffy motivation or surface-level inspiration. It's about showing your audience how to architect high-performance teams that **deliver results under pressure**, consistently outperform, and scale with speed.

If your event is for ambitious leaders who want to move beyond theory and **build a team culture that wins**, this is the keynote that delivers.

### KEYNOTE PROMISE:

Your audience will walk away with a **complete blueprint** for building high-performing teams using **The 5 Pillars of the High Performing Organization Model** — a proven, repeatable system trusted by world-class organisations across industries.

### YOUR AUDIENCE WILL DISCOVER:

#### 1. Vision with Teeth

Why high-performing teams always start with purpose with punch — and how to embed a shared mission so strong that even your janitor says, “I’m helping put a man on the moon.”

#### 2. Values That Drive Velocity

How to go beyond the posters-on-walls and create values-driven behaviours that *actually shape* performance — and how to build a culture where people are proud to wear the badge.

#### 3. Strategy with Steel

Amundsen vs. Scott: two teams, same goal, different results. One brought dogs, one brought ponies. One returned as heroes, the other never returned at all. Your strategy determines your destiny. What the key ingredients in a winning game plan, playbook or strategy blueprint?

#### 4. Disciplined Execution

The gold-medal-defining question: “Will it make the boat go faster?” Learn how elite teams eliminate distraction, focus execution, and win by design — not default.

#### 5. Culture That Converts

The central nervous system of the organisation. Forget beanbags and breakrooms. Performance culture isn't about *perks* — it's about standards, storytelling, and systems. This keynote will show you how to *build it*.

### CLOSING MESSAGE:

“High-performing teams don't leave success to chance. They build it into their DNA.” In this keynote, you'll discover the **exact blueprint** to do just that — from the man who's helped thousands of businesses go from chaos to championship performance.



# KEYNOTE: The Purposeful Leader – Leading with Intent, Driving with Impact

## Conscious Leadership in a Disrupted World

“Leadership today isn’t about titles, positions, or fancy job descriptions. It’s about **impact**. It’s about being **fit for purpose** in a world that demands more — more speed, more agility, more humanity. And here’s the brutal truth... If your leaders are not evolving, they’re becoming obsolete.”

### CORE MESSAGE:

In a marketplace where 2.4 million “accidental managers” in the UK alone cost the economy **£84 billion** annually, you can’t afford leadership that’s lukewarm, reactive, or directionless.

**The Purposeful Leader keynote** is a wake-up call to every leader and aspiring manager in your organisation. It’s not a motivational sugar-rush. It’s a **strategic intervention**—one designed to ignite bold, conscious, high-performance leadership that gets results.

### THEMES EXPLORED:

#### *1. Lead Self: Master the Inner Game*

Why should anyone be led by you? We’ll dismantle comfort zones, expose blind spots, and rebuild a **personal leadership brand** that commands trust, respect, and results. This isn’t soft skills fluff—it’s hard-edged personal accountability.

#### *2. Lead the Business: Think Like a Commercial Athlete*

Your leaders will walk away thinking like **entrepreneurs**, not employees. We’ll dive into:

- Agility in complexity
- Strategic execution
- Customer obsession as a competitive weapon

#### *3. Lead Others: Unlock Potential at Scale*

People don’t leave jobs. They leave poor leaders.

This session arms your leaders with the **tools, mindset & emotional intelligence** to:

- Build loyalty
- Drive performance
- Lead through uncertainty with radical clarity and conviction

### TANGIBLE TAKEAWAYS:

After this keynote, your leaders will:

- Stop drifting. Start leading with **deliberate, conscious intent**
- Replace meetings with **performance conversations**
- Build teams who own results, not just tasks
- Become the kind of leader people choose to follow, not have to follow





## CLOSING CALL TO ACTION:

Don't wait for the next crisis to realise you needed better leaders yesterday.

The future doesn't belong to the most intelligent or experienced — it belongs to the most **purposeful**. So here's the question every leader must ask:

*Am I just in the role... or am I living the responsibility of leadership?*

**Let's stop managing. Let's start leading—on purpose.**

Whether it's a high-stakes conference, strategic off-site or company-wide event, Royston brings real energy, real insight, and real results.

Ready to elevate your event and make your next gathering unforgettable?

**LET'S TALK!**

[www.roystonguest.com](http://www.roystonguest.com)

Email: [maryka.gouws@growthpathways.com](mailto:maryka.gouws@growthpathways.com)



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