

Job Title

Future Ready Mindset Activator + Speaker

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Email

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Media & Event Kit (for photos & video)

<https://allisterspeaks.com/media-kit/>

Social Networks

@allisterspeaks (e.g. [linkedin.com/in/allisterspeaks](https://www.linkedin.com/in/allisterspeaks))

Professional Qualifications

BA(Hons) European Marketing 1st, DESEM 1st, DipM, DipCW (Inst CW),

Awards

Winner Speaker Showreel of the Year, The Speaker Awards 2023
Winner UK Digital Marketing Personality of the Year 2013 & 2019
Winner Best Virtual Speaking Consultancy, Lux Awards 2022
Winner Client Service Excellence Award, Corporate Vision Magazine
Winner Best Boutique Consulting Firm, Design Rush Awards 2019
Winner Lester Wunderman Client Award for Outstanding Creative Work
Winner Direct Lion Award, Cannes Lions International Festival of Creativity



Short Biography (<100 words)

Allister Frost is a business growth expert and speaker with real-world experience of transforming change into opportunity. He was Microsoft's first Head of Digital Marketing Strategy and holds multiple awards for his communications and speaking work. He specialises in helping leaders and teams rethink their relationship with change, so they stretch their comfort zones and realise their full career potential. His mission each day is to help organisations change faster and better with the positive mindset needed to become—and remain—future-ready for life.

Long Biography (<300 words)

Allister Frost is a business growth expert and keynote speaker, who inspires audiences to transform ever-accelerating change into collective growth and a brighter tomorrow. During a three-decade career, he abandoned the relative security of a leadership role in a global consumer goods company (Andrex, Kleenex, Huggies) to join Microsoft. In the emergent technology sector, he immediately faced the dizzying effects of relentless change and uncertainty. To help his team thrive in perpetual ambiguity, he developed and codified a new mindset for growth that he now shares in his talks. He became Microsoft's first ever Head of Digital Marketing Strategy, pioneering revolutionary new communication channels and launching iconic global brand campaigns.

Since 2012, Allister has worked as a motivational speaker and consultant to leading organisations including Cisco, the NHS, Hyundai, 3M, Team GB, Vodafone, and the BBC. Through client projects and coaching programmes, he has showed how anyone, regardless of the state of the economy or the nature of their business, can develop a Future Ready Mindset so they keep up and thrive. He specialises in helping leaders and teams rethink their relationship with change, so they stretch their comfort zones and realise their full potential. He believes everyone can enjoy a lifetime of personal growth and career success when they have the right attitude to change and clarity of purpose.

Allister now shares the secrets of his ReadyAlready growth cycle at company conferences and industry events. He helps busy professionals develop a more optimistic relationship with change, so they stretch their comfort zones and courageously seize new opportunities for personal and business growth. His mission each day is to help organisations change faster and better with the positive mindset needed to become—and remain—future-ready for life.