

BRAD HOOK · AUTHOR · SPEAKER · FOUNDER

A human future.

Exploring what matters, what makes us human, and how we thrive in the age of intelligence.

Brad Hook has spent twenty years exploring how people work, what they value and what helps them thrive. He is an author, international speaker and founder of FLAME and the Values Institute, and he turns the science into tools people use on Monday. Author of five books including *Start With Values* (Hatherleigh Press, distributed by Penguin Random House). Based in New Zealand, he has spoken to more than 100,000 people across five continents.



SIGNATURE KEYNOTE

The Human Advantage

Creativity, curiosity and connection in the age of intelligence. What machines are getting good at, what they're not, and how to get better at the human part on purpose. For conferences and leadership teams.

ALSO SPEAKING ON

Leadership · the weather you make: a leader's state as the team's climate

Burn Bright, Not Out · resilience, well-being and mental fitness

Start With Values · what matters, under pressure

The Open Mind · the future of work and the capacity to update

High Performance · flow, focus and the predictive brain

FORMATS

Conference keynote **45 to 60 minutes**

Leadership team session **half or full day**

Workshop or team programme **half day to four sessions**

Live online masterclass **60 to 90 minutes**

Every session includes a briefing call, a digital FLAME Field Guide for participants and the resource library afterwards. Travel and accommodation at cost.

TRUSTED BY

PwC

Shell

Electronic Arts

Fonterra

Fletcher Building

Toyota

Bridgestone

Schindler

Sport New Zealand

Zespri

Tourism New Zealand

The Icehouse

Open Polytechnic

Connexa

Realty Group

Delegat

Leadership Luminary Top 50 (2025) · The Inspirators Series · Writes for Entrepreneur and The Icehouse · Host of FLAME with Brad Hook



WHAT PEOPLE SAY

“Brad delivered an engaging and insightful presentation on wellbeing and performance that resonated strongly with our audience.”

ED BARTLEY · SPORT NZ

“What sets Brad apart is his ability to translate high-performance concepts into something tangible and actionable.”

PAULINE MCLAREN · HEAD OF PEOPLE & TECHNOLOGY, REALTY GROUP

“His ability to bring together science, storytelling and practical ideas made the session incredibly relatable. Our people came away feeling energised, reflective and, as one person put it, ‘fired up!’”

EMMA ALEXANDER · SAFETY AND WELLBEING TEAM, ZESPRI

HOW BOOKING WORKS

1

Enquire

Email or the form at bradleyhook.com/speaking. Dates, audience and the question you want answered are the useful bits.

2

Discovery call

Twenty minutes to shape the session: your industry, your team's dynamics, what success looks like.

3

Confirm and prepare

A clear proposal, then a tailored session, with a resource pack for your people afterwards.

BOOKS

- **Start With Values** (2025, Hatherleigh Press, distributed by Penguin Random House)
- **The FLAME Field Guide** (2026)
- **Resilience Mastery** (2020)
- **Surfing Life Waves** (2012)
- **Lilly Loves Surfing** (picture book)

IN THE ROOM

- Science, story and humour, with a moment of live performance magic that demonstrates the predictive brain
- A live heart-rate variability demonstration: calm is a skill, on demand
- Interactive, industry-aware, and followed by a post-session pack of tools