

A black and white portrait of Brad Hook, a man with short dark hair and a light beard, looking directly at the camera. He is wearing a dark t-shirt. The background is dark and slightly textured.

BRAD HOOK

Author of *Start With Values* (Penguin)
Head of Resilience Lab @ Resilience Institute
Speaker & Podcast Host

A man, Brad Hook, is shown in profile from the waist up, facing right. He is wearing a dark blue button-down shirt and a white earpiece. His right hand is raised with fingers spread, and his left hand is open and held out. He appears to be speaking or presenting. The background is a blurred stage with blue and white lights.

Who is Brad Hook?

Brad Hook is an internationally recognized author, speaker, and innovator in human performance and well-being. As the head of the Resilience Lab at the Resilience Institute and founder of the Values Institute, he develops frameworks that enhance resilience, mental clarity, and personal growth. His work has helped people and organizations thrive amid change.

Brad's books, including *Start With Values* (Penguin Random House), focus on practical tools for growth and balance. He's also a contributor to Entrepreneur magazine, the director of the documentary *Waves of Freedom*, and the founder of Surfd, a leading action sports publication.

As host of The Brad Hook Podcast and The Resilience Podcast, Brad engages with thought leaders to uncover actionable strategies for personal and professional growth. His mission is to inspire meaningful change and provide pathways to fulfillment.

[View website](#)



Speaking topics

Resilience Unleashed

Antifragility: from survive to thrive

In this session, participants will discover the core principles of resilience, exploring tools and strategies to navigate adversity with confidence and clarity. Drawing from cutting-edge research and practical exercises, this session will empower individuals to bounce back from setbacks, maintain mental clarity, and build a foundation for long-term success, both personally and professionally.

Start With Values

Bring your values to life

This session focuses on the power of aligning with core values to guide decision-making, increase trust, and deliver purposeful performance. Attendees will learn how to activate their personal or organizational values, creating a clear roadmap for aligned behavior and habits. The session offers practical frameworks to foster a values-driven culture that boosts belonging, growth, impact, and fulfillment.

7 Keys to Well-being

Recovery, energy, and rhythm

Explore the essentials of holistic well-being in this session, where participants will learn how to optimize their mental, emotional, and physical health. Through evidence-based strategies, attendees will gain insights into stress management, fostering positive habits, and enhancing overall life satisfaction. The session aims to help individuals build routines and mindsets that support lasting well-being and performance.

[View showreel](#)



Brad Hook is an outstanding presenter, facilitator, communicator and educator. His evidence-based approach and insights provide credibility and robustness to even the most critical of audience members. He meets people where they are on their journey and invites them, without judgement, to explore opportunities to lean into a greater understanding and practice. I have had the pleasure of observing Bradley work with academic and business audiences and have absolutely no hesitation in recommending him.

Deborah Shepherd, PhD.

This a program that genuinely helps people improve their wellbeing and health as individuals. It's a fantastic way to demonstrate that the organization is genuinely committed to their staff. Also, progress is measurable.

John Bell, CIO, Fletcher Building

Average workshop rating



“Absolutely brilliant, engaging, practical & energizing.”

“Very engaging & informative presentation with lots of humor.”

“Very cool – some interesting techniques learned.”

“Interactive, interesting, scientific”

“Very comprehensive, valuable, and accessible session.”

Participant feedback, Insurance Business Conference

Brad’s session went down really well with the team, with so much positive feedback on the content and a number of comments along the lines of “Best training I’ve ever done,” which speaks for itself! Brad got plenty of engagement from the crowd and the room was buzzing afterwards! If you’re looking for a speaker to help out your team, I would definitely recommend getting Brad in to speak!

**Bradley West, CEO
Pinnacles Civil**



Why choose Brad?



Connection and warmth

Through humor and storytelling, Brad will establish a strong connection with the audience, creating a space for conversation, vulnerability, and growth.



Reliable and proven

Brad weaves together the best of science, psychology, philosophy and history to provide guidance that can be trusted by you and your team.



Inspiration and action

Every concept is accompanied by tangible tools and resources, closing the knowing-doing gap. Participants leave feeling empowered to create change.



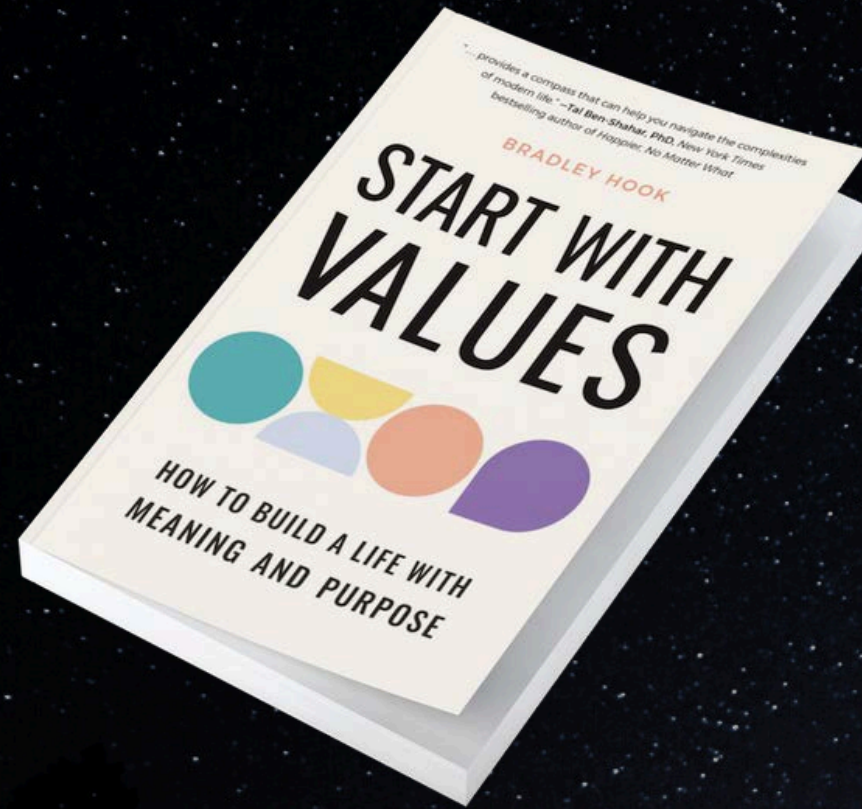
Brad has delivered workshops, keynotes and training programs for hundreds of organizations globally



Brad's content, lifestyle, and brand partnerships

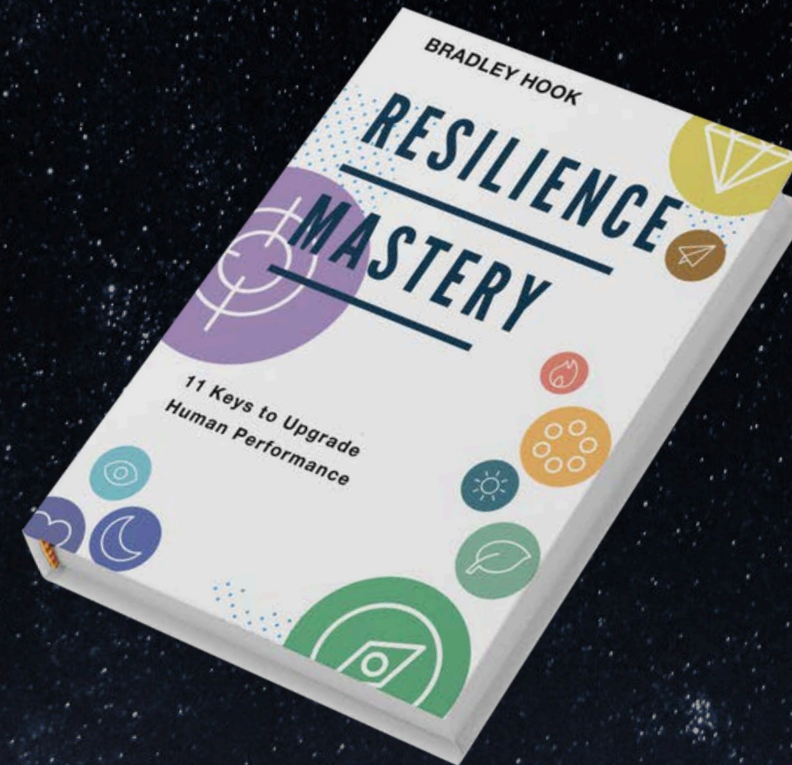


Books



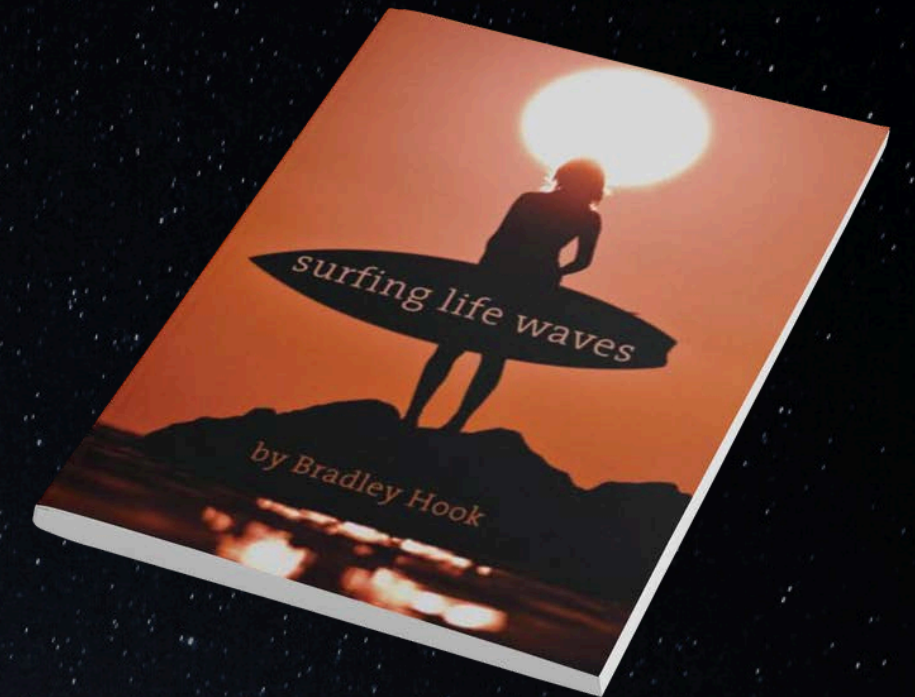
Start With Values (2024), brought to you by Penguin Random House, shares how to discover and articulate your core values. It includes unique tools and supporting resources.

[Learn more](#)



Resilience Mastery (2020) explores the 11 key factors that enable top performers to stay resilient, well and positive. Based on Resilience Institute research conducted by Brad.

[Learn more](#)



Surfing Life Waves (2012) uses elements of the surfing experience as a metaphor for living a purposeful life of flow and fulfillment.

[Learn more](#)

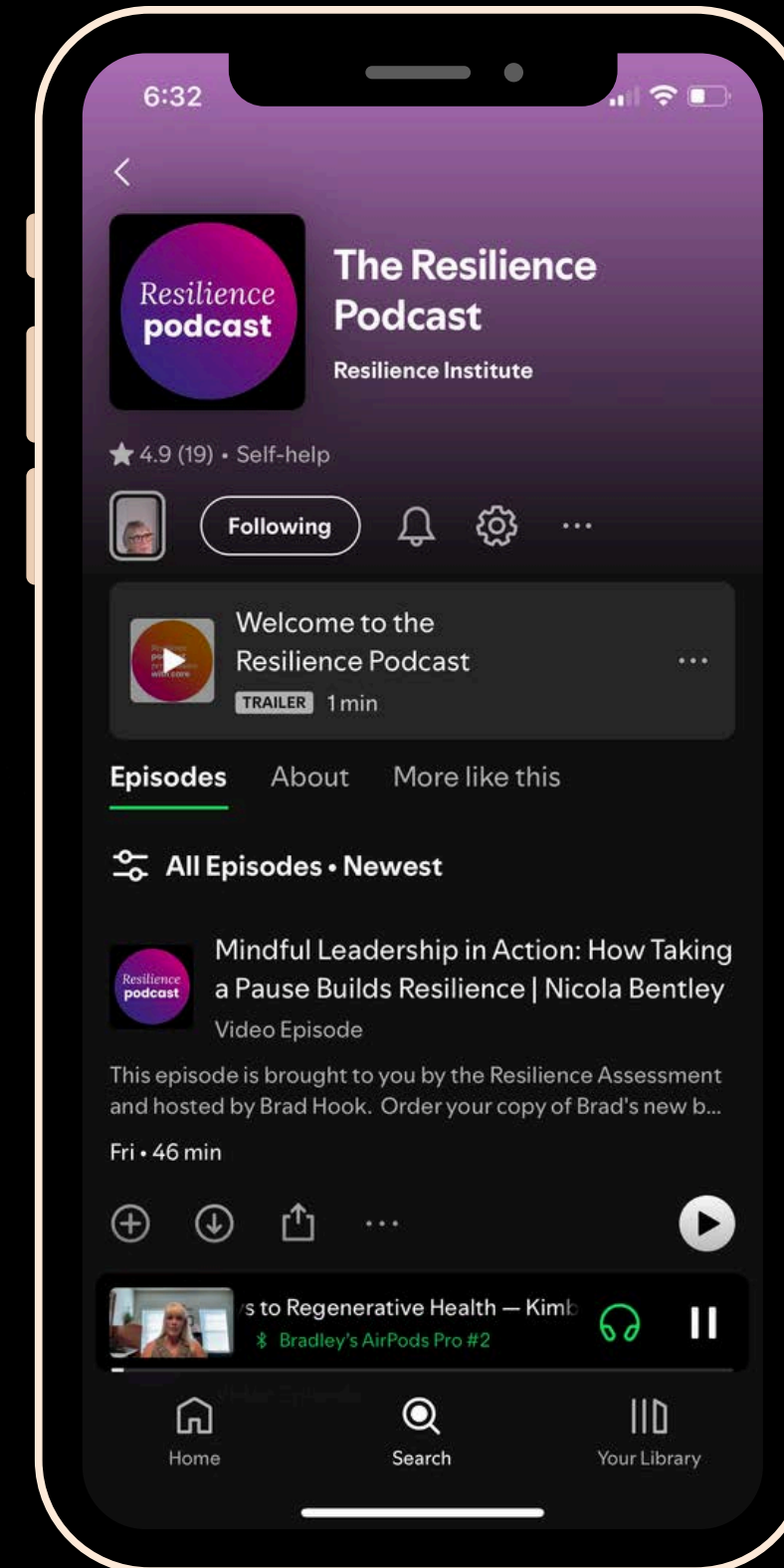
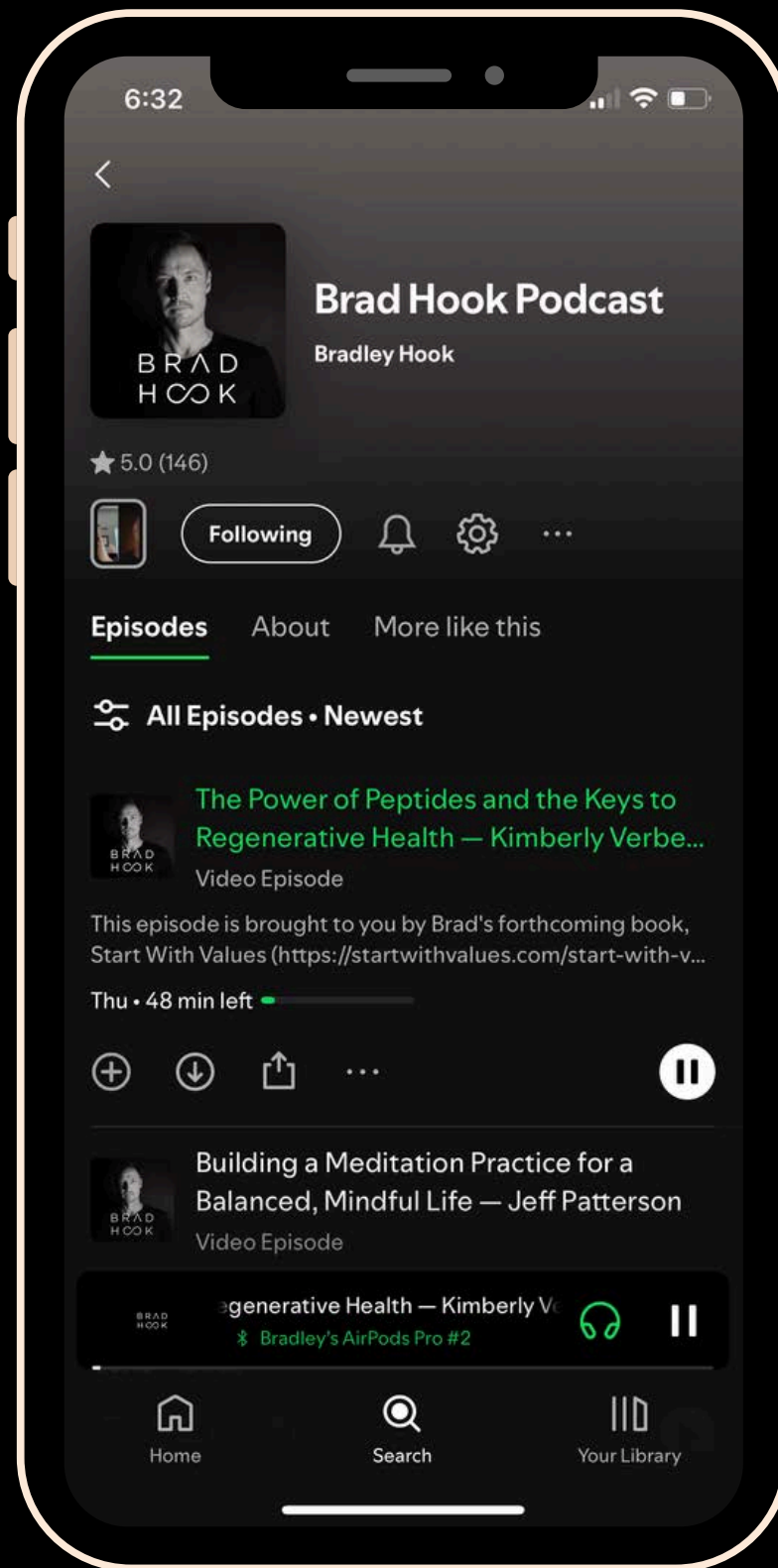
Podcasts

Brad has interviewed hundreds of the world's leading academics, authors, change-makers, entrepreneurs and athletes on his two podcasts.

The Brad Hook Podcast is a place for the curious, with guests ranging from Oxford University Philosophy professor Jonny Thompson to Miss Earth Lindsey Coffey and champion surfer Barton Lynch.

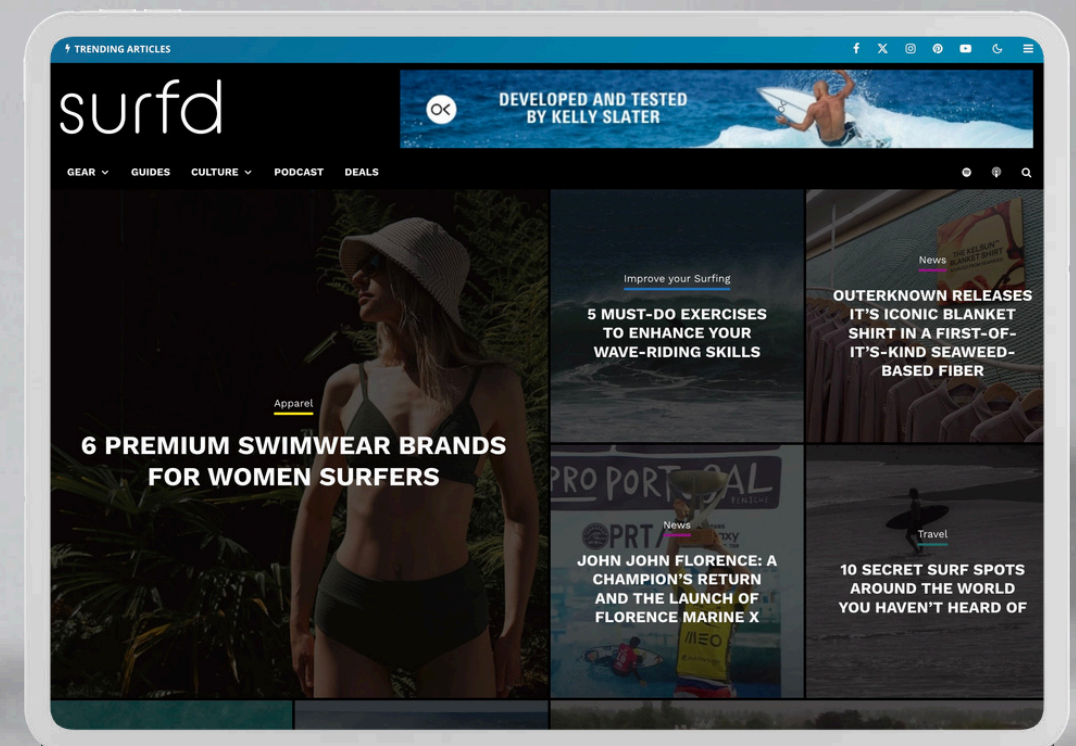
The Resilience Podcast is a space for leaders to learn how to build resilience, featuring Harvard University professor Tal Ben-Shahar, actress and supermodel Clarissa Burt, bestselling authors like David Robson, and many more.

Learn more



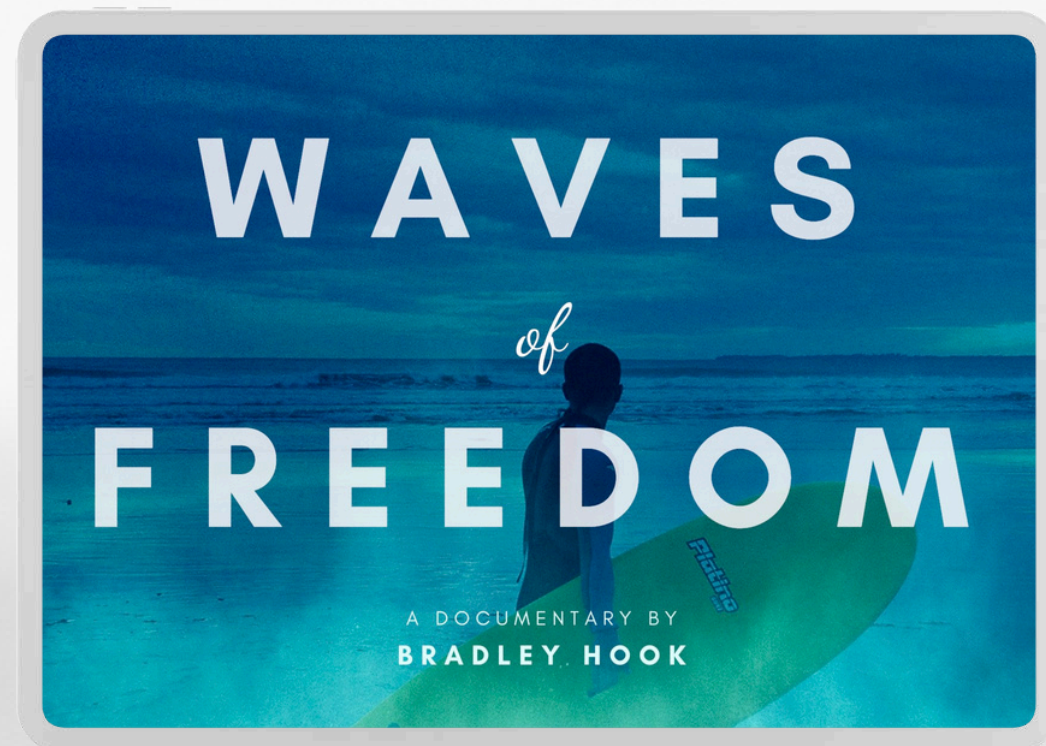
surfd

Brad founded Surfd.com in 2003. It is now one of the world's leading resources for surfers, featuring product reviews, interviews, feature articles, how-to guides and more.



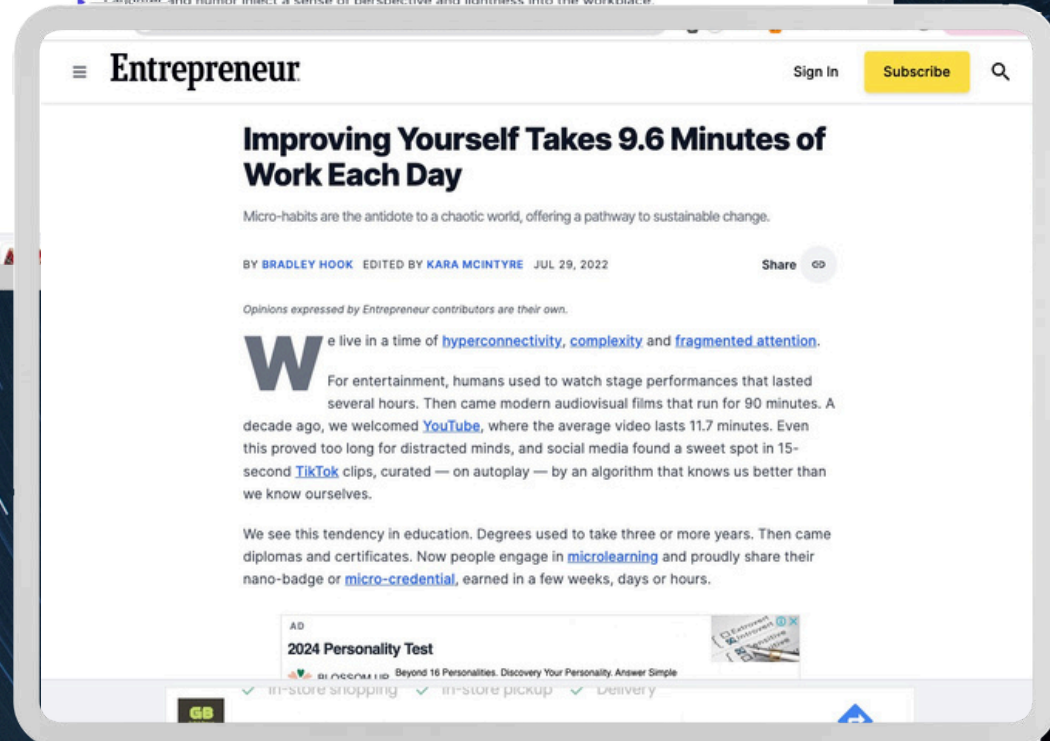
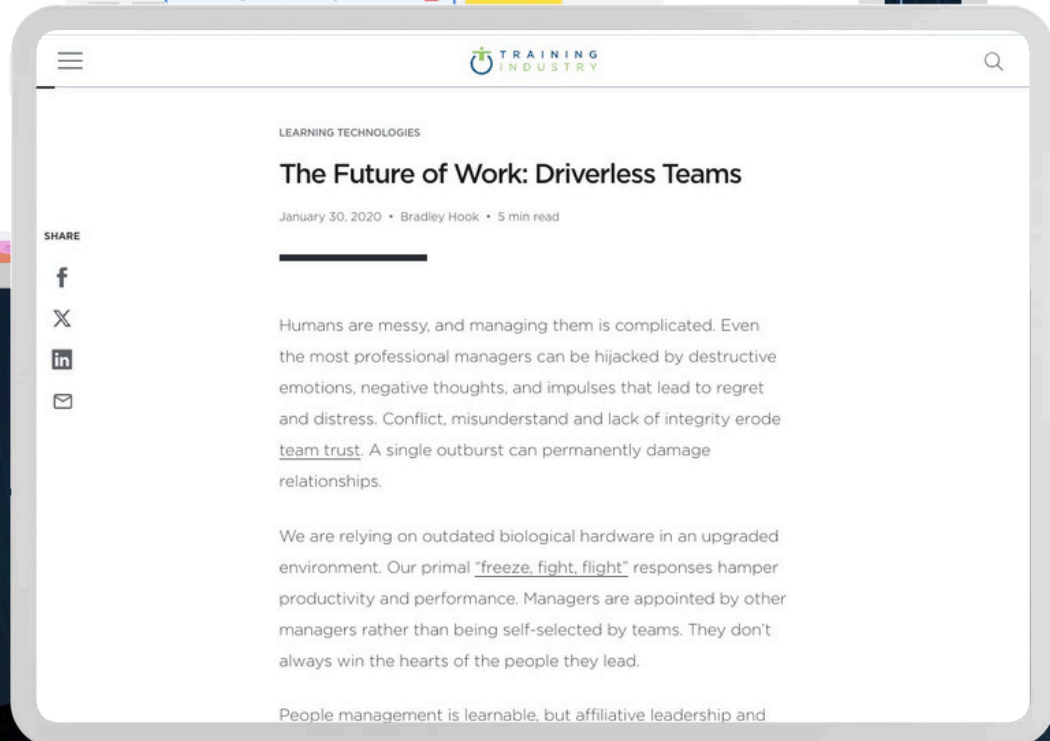
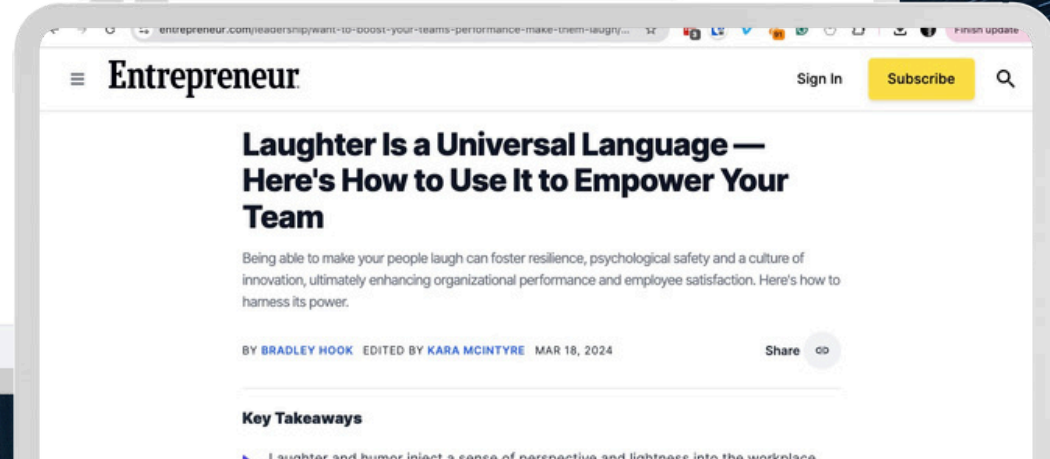
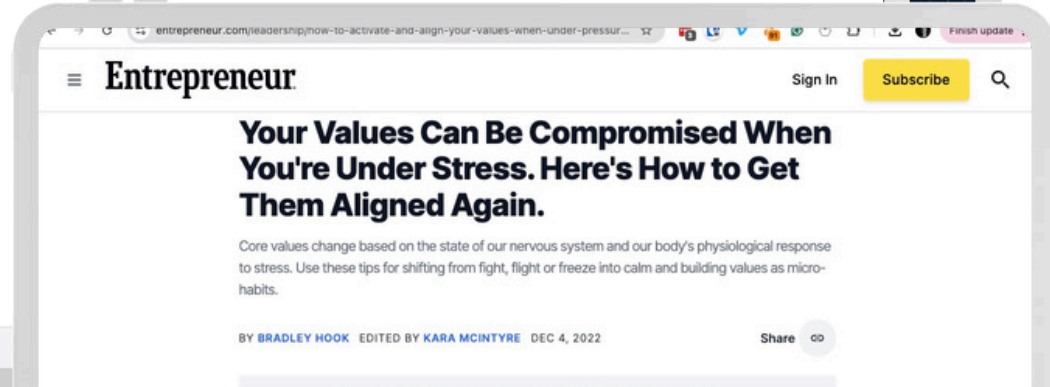
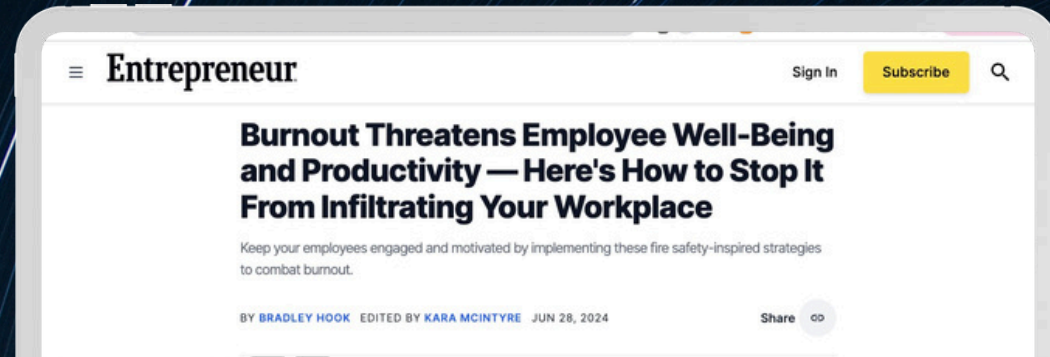
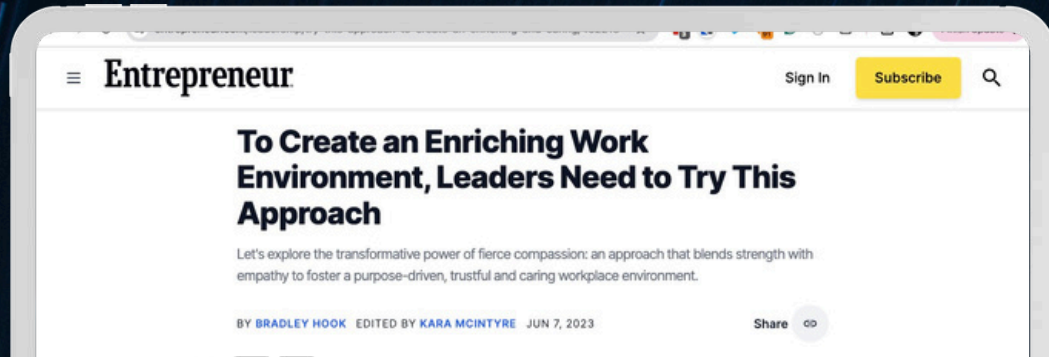
[View website](#)

Brad filmed, and directed Waves of Freedom, a documentary about the profound impact of surf therapy. The film released in 2019.



Watch movie





Entrepreneur[®] MAGAZINE

Brad is a contributor to Entrepreneur Magazine and has written feature articles for several global travel magazines, industry publications, and newspapers.

View column



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SCAN ME

