

KEYNOTE SPEECH

Serve To Lead

A fresh perspective to leadership

Phil Jewell

Leadership Disrupter

"You exist for them; they do not exist for you"

Powerful storytelling combined with practical and simple lessons, learned across countries, continents, and cultures.



Main takeaways:

- Three principles we all need to live with, centred around character, trust and owning who we are.
- Two questions we should all ask daily, focussed on developing those around us and maximising the talents we have.
- Leave with the one enduring thought that we should all ponder.

Keynote description:

We're all leaders, no matter whether we hold an official leadership position or not, and no-one ever passes the course that says that's it, you're now a leader. We're all learning, all growing, all failing.

In "Serve To Lead", Phil's share's his three most important leadership principles, two practical questions any leader should ask, and one thought to ponder.

He will do this whilst recounting his times on patrol in the wadi's and deserts of Afghanistan and the lessons he learned on the way; ones that had been introduced to him during his training and became embodied during some of the most intense challenges a leader can face.

Subsequently becoming the cornerstone of his leadership, he will share how he has successfully transferred and applied them in his second leadership career outside the Army.

Regardless of the industry or sector, Phil strongly believes his 3-2-1 principles can be, and should be, universally applied. This follows his motto: that leadership is leadership, and it starts with ones self, regardless of the industry or profession.



Marc Doucet
Area Manager, Royal LePage



"Phil spoke at our annual business planning sessions totalling around 300 people. We wanted to inspire and motivate our agents; give them the belief that they have what it takes to navigate the challenges ahead. Phil met this objective and more. His powerful storytelling captivated the audience and I have never seen every single person in the room be as silent and engaged as when Phil was speaking. His ability to relate the message to our world and unique challenges was extremely appreciated and impressive, and without a doubt he left us all inspired to face the uncertainties that lie ahead."



Kim Day
President, Steele Auto Group



After having heard Phil speak myself, I was so impacted by his message that I invited him to speak to the whole leadership team here at Steel Auto Group. He did not disappoint. His messages and storytelling captivated the team; his points resonating clearly with everyone. We were fortunate enough to have some open discussion afterwards, where Phil shared some more of his lessons and beliefs; all of this led to some very thought provoking and honest reflections that will help us grow as a team and navigate the challenges ahead of us. I would highly recommend Phil as a speaker. He is honest, vulnerable, and 'real/unique' – he has lived the leadership experiences and not just read about them!



Sally Van De Wiel,
VP Operations , East Coast Credit Union



"We invited Phil to speak at the end of a three-day strategic planning session with our management team, and he did not disappoint! His powerful storytelling captivated the room, but it was his ability to relate his stories and experiences to our world and daily realities that really resonated the most. It was impactful, emotional, and also extremely relevant and applicable to the challenges, issues, and opportunities we face. I would highly recommend Phil as a speaker to your organisation. His fresh perspective really does challenge our way of thinking and leading and left a lasting impact on all of us."

