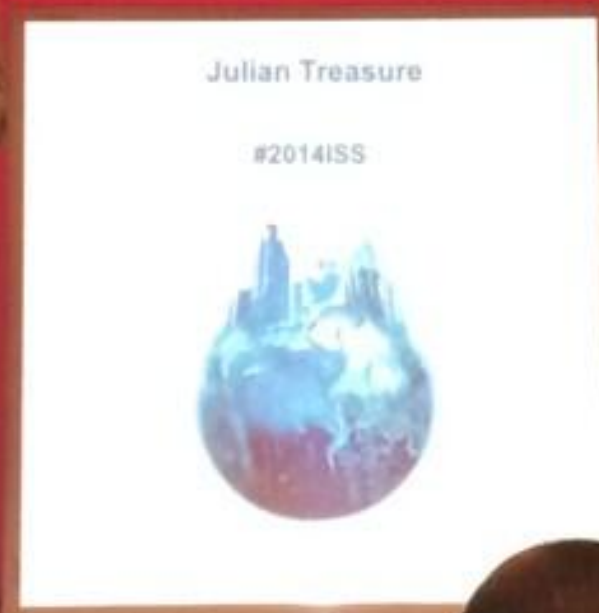
A photograph of Julian Treasure, a bald man with glasses, wearing a light-colored blazer over a striped shirt and jeans. He is standing on a stage, gesturing with his hands as if speaking. The background is a large, colorful, abstract graphic with swirling patterns in shades of red, orange, yellow, and blue. The overall lighting is bright and professional.

“Many people struggle to speak powerfully, and even more to listen well. I help business leaders and their organisations to transform outcomes, from sales and profit to morale, relationships and wellbeing, through mastery of **conscious listening**, **powerful speaking** and **intelligent design of sound in marketing and spaces.**”

Julian Treasure
140 million TED views

Open plan offices
productivity
↓ **66%**

Banbury & Berry (1998)



S P E A K

L I S T E N

B E

WELL

Julian helps his audiences to speak, listen and be well.

Never has listening been more needed in the world.

Julian Treasure delivers engaging keynote speeches and workshops on the vital but widely undervalued skills of **conscious listening** and **powerful speaking**, and on the **power of sound** for business benefit.

His five **TED** talks, including the sixth most-viewed of all time, have been seen by over 150 million people.

His book *How To Be Heard* won both the SOVAS and Audie awards for the world's best business audiobook of 2018.

His work inspires audiences on many levels, enhancing communication skills, personal effectiveness, wellbeing and relationships – both at work and at home.

His mission is to help leaders and senior management to enhance their own and their organisation's performance by becoming listening leaders.



Topics

The listening leader

Organisations are terrible at listening and the cost is huge: lost loyalty in staff and customers, lost sales, reduced morale, and more frequent crises and conflicts. Julian spotlights the threats to organisational listening, and the skills and tools leaders and managers can deploy in order to create a listening organisation with enhanced success and well-being.

How to speak so that people want to listen

Have you ever felt like you're talking, but nobody is listening? Julian reveals the secrets of powerful speaking – from designing great content to vocal exercises and tips on building rapport, with an optional public speaking masterclass.

Conscious listening in a distracting world

Many of us struggle to truly listen. This leads to ineffective communication, which causes companies to lose billions. Julian explores the most untapped tool each of us can use to improve our relationships, leadership, sales skills – and happiness, effectiveness and well-being.

Sound business

Most business sound is accidental, incongruent and even hostile. As founder of one of the world's leading audio branding companies, Julian uses first-hand case studies to showcase the power of intentional, designed sound to increase sales, customer satisfaction, and brand recognition. He also describes the coming audio revolution and its implications for marketers and the radio industry.

Designing with our ears

Did you know that the wrong sound can degrade productivity by up to two thirds? Julian explores the hidden 'aural architecture' of important spaces such as offices, hospitals and schools. He reveals the four simple steps needed to design spaces that enhance rather than degrade effectiveness and well-being.

Sound affects!

Julian transforms the audience's relationship with sound by demonstrating how it affects everything from our heart-rate to our thinking and behaviour. He explains the importance of conscious listening and reveals how we can use the right sound to lead healthier, happier lives.



TED: Why architects need to use their ears



TED: The 4 ways sound affects us



TED: How to speak so that people want to listen



TED: 5 ways to listen better

World class speaking

Julian has spoken all over the world for clients including PWC, Goldman Sachs, Shure, Kohler, Million Dollar Round Table (opening talk on main stage to 11,000 people), Adobe, SAP, Google, the Presidents Summit, Swiss Economic Forum and Johns Hopkins Hospital.

His talks on listening, speaking and sound have inspired senior management, marketing and sales people, architects, financial advisors, media owners (especially radio) and many groups or organisations seeking better communication or enhanced happiness, effectiveness and wellbeing.

The pictures left are all hyperlinked to online videos.



TED: Shh! Sound health in 8 steps



TEDxCannes: The sound of happiness

Testimonials

listen!

Congratulations on a wonderful presentation that truly resonated with our audience.

Stephen P. Stahr CAE, Chief Executive Officer, MDRT

Julian's excellent keynote speech about active listening at XTM Live London received great reviews from the audience, setting the tone for a vibrant conference. I would thoroughly recommend him as an interesting and motivational speaker and look forward to working with him again in the future.

Robert Willans, Chief Executive Officer, XTM International

The buzz in the hall after your presentation and the continued chatter about its content for the rest of the weekend emphasised how powerful it was. It connected with delegates on so many levels and was an auditory and visual extravaganza.

Richard Brown, Secretary-General, World Federation of Chiropractic

Thank you for your amazing closing speech. It (and you) got an incredible response. It was a real pleasure working with you.

Belinda Raynes, Partner, Forgather



Awesome... At the risk of over-using the word, I can't think of a more appropriate use of it than when applied to you! Your presentation was so insightful, truly brilliant, inspiring and full of heart.

Lynne Grigg, President and Chief Creative Officer, The Designory

Feedback from our delegates has been unanimously positive. Julian's session on our web-tv is the most sought after from this year's conference.

Anngun Dybsland, Nordic Media Festival

Without exception, his presentation was voted as the best of the event. Julian has a wonderful ability to communicate and connect with his audience, and his hour passed all too quickly.

BPC Banking Technologies

Julian's presentation was not only an inspiration business-wise, but it was also a good mixture of information - conveyed in a lively way - and provided great learnings for everyday life. His subject is universal and relevant for everyone.

Anne Guennewig, Manager, Corporate Communications, Panasonic Europe

Julian was one of our highest rated speakers with wonderful content and energy.

Caroline Bell, Managing Director, Unwired

Virtual virtuosity

Today's technology makes it possible to save time, money and carbon by booking a high quality virtual keynote or workshop, created especially for your event. We are delighted to offer such bookings, either live or prerecorded (or both).

After years travelling the globe with fiancée Jane and daughter Holly to deliver his talks in person, Julian decided to embrace and master virtual speaking so that he could innovate, demonstrate and most of all teach this vital new communication skill.

Julian's virtual keynotes and workshops are state of the art. Using leading-edge apps, plus high quality equipment for both video and audio, Julian delivers stunning, professional video content that replicates the visceral impact of his physical performances with added intimacy from the close camera and excellent sound.

Software: OBS Studio, Mmhhh, Descript, Elgato Stream Deck and more

Video: 1080p Elgato FaceCam, multiple Canon DSLR

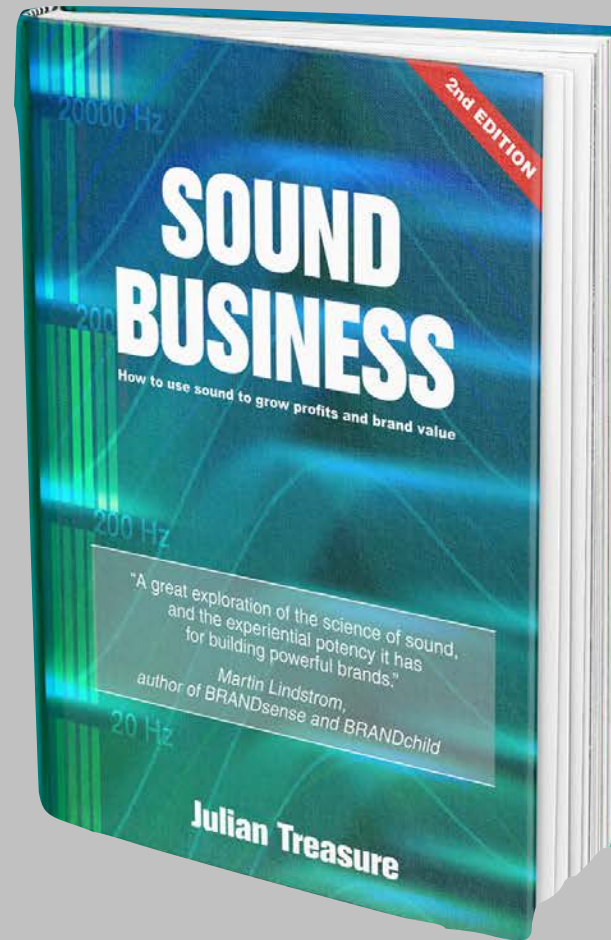
Audio: Various mics including RØDE NT1-A mic, RØDECasterPro™ desk, multiple DSP

Other: acoustically treated studio, lights, green screen

listen!



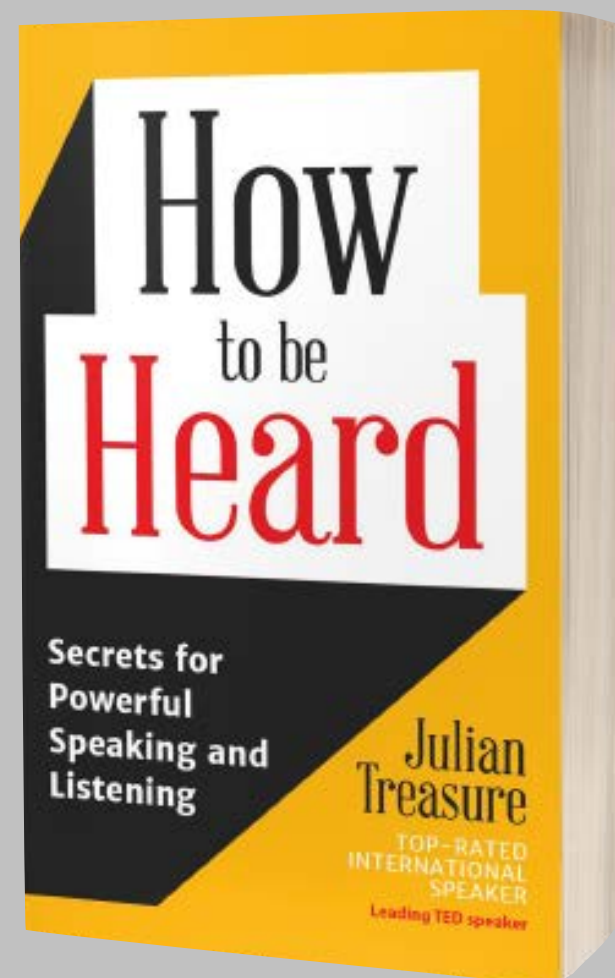
Books



Sound Business

How to use sound to grow profits and brand value

A fascinating practical guide to the use of sound in business, from performance-enhancing soundtracks to retail environments.



How to be Heard

Secrets for powerful speaking and listening

This multiple award-winning book reveals how to speak so that people listen – and how to listen so that people feel heard.

Please request a complimentary copy of either book by emailing beverley@juliantreasure.com.

Jane Majendie

Julian often works with his partner, four-time world champion martial artist and wellbeing expert Jane Majendie, who delivers workshops for all levels focusing on breathing, posture, stretching and general wellbeing, with special techniques for platform speakers and for people who spend long periods sitting.

Biography



Julian Treasure is a multiple **TED** and international keynote speaker, entrepreneur, and author of the books *Sound Business* and *How to be Heard*. Since 2003, he has been exploring and communicating the power of sound, both for organisations (in audio branding, aural architecture and organisational listening) and for individuals (in personal speaking and listening skills).

Following a career in publishing and marketing, Julian founded The Sound Agency, a global consultancy that has helped some of the world's leading brands to create and deploy designed sounds and soundscapes effectively in their marketing and particularly in spaces like offices and retail outlets. The outcomes, such as increased sales and wellbeing, happier customers and lower crime rates have made headlines worldwide. The Sound Agency has proved that good sound really is good business. Julian's book *Sound Business* has become a bible of the audio branding industry.

Julian's passion is improving the world's speaking and listening skills. His unique insights into conscious listening and powerful speaking have been expressed in the award-winning book *How To Be Heard*, five acclaimed **TED** talks with over 120 million views (one of which is the seventh most-viewed of all time), eight **TEDx** talks, online courses and world-wide speeches and workshops.

Julian's work has been featured by the likes of Time Magazine, The Economist, Vogue, GQ, the BBC, CBS, Oprah's O magazine and NBC's Today show, and he has been interviewed on countless global podcasts and TV and radio stations. He has given keynotes or workshops globally for diverse organisations ranging from banks, wealth managers and architects to leaders in media, retail, healthcare, agrochemicals, pro AV and manufacturing, as well as at many major international conferences.

Julian has been honoured with Toastmasters International's prestigious Golden Gavel award, and with a Special Recognition award from the International Listening Association. He is a Fellow of the Royal Society of Arts and a Liveryman of the Worshipful Company of Marketors. He lives in Orkney, Scotland with Jane and their two daughters.

Bookings

Formats

Julian can deliver both keynote talks and interactive workshops either virtually or in person. We are very keen on virtual these days!

Fees

A table of fees is overleaf. We're happy to discuss specific requirements and quote accordingly.

Expenses

We are based in Orkney, Scotland and travel as a family for most events. If travel is involved, we will book and recharge the family's airfares (BA preferred, business class if over two hours), accommodation in a good hotel with breakfast and fast Internet, ground transportation as necessary and a £200 per diem.

Currencies

Fees are quoted in sterling; we can if required bill in US dollars or Euros with a 10% surcharge to cover intermediary deductions. We have W8-BEN so no tax withholds are necessary in the US.

For information or availability please contact

Beverley Kursten, Executive Assistant

beverley@juliantreasure.com

Telephone +44 (0) 333 247 0408

www.juliantreasure.com



Fees

Speaking	Virtual	Europe or US (East)	US (West) or ROW	Notes
Julian: keynote/workshop	£12,000	£16,800	£21,600	Up to 90 minutes; includes preparation and travel time/recording if relevant
Julian: second keynote/workshop at same event	£6,000	£6,000	£6,000	Up to 90 minutes; includes preparation and recording if relevant
Julian: Q&A-only webinar	£6,000	-	-	Up to 60 minutes; includes preparation and recording if relevant
Julian and Jane: full day workshop	£18,000	£22,800	£27,600	4 x 90 minute sessions; includes preparation and travel time/recording if relevant
Jane: 60m workshop	£2,400	£2,400	£2,400	At an event we are already attending; includes preparation
Jane: 30-45m well-being session	£1,200	£1,200	£1,200	At an event we are already attending; includes preparation
Out of pocket expenses	at cost	at cost	at cost	Travel for the family (Julian, Jane, Holly and Sapphire)
Per diem	£200	£200	£200	Applies to all full or half working/travelling days for physical events
Consultancy/coaching	Virtual	Europe or US (East)	US (West) or ROW	Ideally virtual; any travel time charged at one third of hourly rate
Julian: per hour	£1,800	£1,800	£1,800	Or three sessions at a discounted total of £4,800
Julian: day rate	£12,600	£12,600	£12,600	Multiple day contracts by discussion
Jane: personal training per hour	£240	£240	£240	Or three sessions at a discounted total of £600
Jane: day rate	£1,200	£1,200	£1,200	Multiple day contracts by discussion
Special rates	Virtual	Europe or US (East)	US (West) or ROW	Notes
Access to online course for delegates	£199	£199	£199	Full price £998; over 100 delegates = £99 per head
Charities, NFPs	50%	50%	50%	Discount applied to speaker fees only
Public sector	25%	25%	25%	Discount applied to speaker fees only

We are always happy to see if we can tailor content to fit any budget, so please don't hesitate to ask!