

# Speaker's Sheet



**FRED**  
**COLANTONIO**  
Rock'n'Roll Criminologist



*Explore*  
*Exploit*  
*Explode*

For decision-makers who have no time for soft talk:  
high-impact experiences that shake things up, realign  
teams, and get people back in motion.

# Which Problems Does Fred Solve?

## ★ *Challenging the status quo*

**When the organization is running in slow motion...**

Break the routine  
Put things back in motion  
Bring back the hunger to conquer

## ★ *Zooming out to decide better*

**When being stuck in the weeds makes you lose the plot...**

Take a step back  
Clarify what is really at stake  
Realign everyone on the direction

## ★ *Re-igniting teams*

**When energy and trust start to erode...**

Rebuild cohesion  
Strengthen the sense of belonging  
Help everyone step back into real ownership

### *Delivery Formats*

- ★ Executive and leadership offsites
- ★ Managers' days and key teams' sessions
- ★ Internal conventions and corporate events
- ★ Companies in major change or reorganization
- ★ Entrepreneurs kicking off or repositioning

### *Main Audiences*

- ★ CEOs, C-suite and executive committees
- ★ Managers and leaders of key teams
- ★ Sales forces and all client-facing roles
- ★ SME and mid-cap leaders, entrepreneurs
- ★ Professional networks, federations, institutions

### *Track Record*

**Fred is recognized by his peers:**

- ★ Board Member  
*Les conférenciers professionnels* 
- ★ Membre CAPS Canadian  
*Association of Pro Speakers* 

### *Dosage*

**Repeated use leads to:**

- ★ Leadership (motivation, optimism)
- ★ Energy (drive & action)
- ★ Creativity (options & perspectives)

### *Directions for use*

**Fred may contain traces of:**

- ★ Music (Heavy Metal, Blues, Rock)
- ★ Pop culture (geeky)
- ★ Humour (improv-style)

# Clients



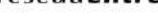
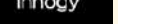
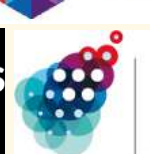
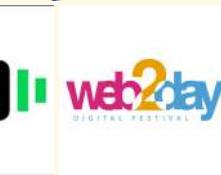
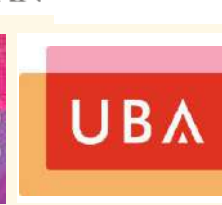
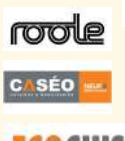
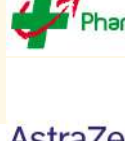
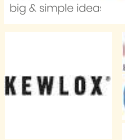
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PARFUMS & COSMETIQUES



sanofi aventis

L'essentiel c'est la santé.

securex





Change and innovation  
Leadership and transformation  
Failure culture, differentiation and sales



# Rock'n'Roll Criminologist

Serving leaders and teams at pivotal moments

FR EN | 1,100+ keynotes | 20+ countries, 4 continents | 240+ client organizations

10 books in 12 years | 4 best-sellers | 2x "Marketing Book of the Month"

**A criminologist by training**, Fred has spent 20 years decoding human behaviour and motivation: what activates people, what shuts them down.

**Instead of playing a Netflix series character**, he chose a different playground: companies, their leaders and teams.

**Instead of a desk in the Belgian public administration**, he works in the field, where decisions, resistance and real progress actually happen.

**His goal**: turn this decoding into clear markers so leaders can decide, act and move the lines while respecting the organization's DNA.



## Facts

200+ client recommendations on LinkedIn

- ★ 1x TEDx Speaker (Liege '14 )
- ★ 2x CAPS Speaker (Quebec '23 , Costa Rica '24 )
- ★ 2x ATD US Speaker (Atlanta '17 & San Diego '23)
- ★ 1x ATD Asia Speaker (Taipei '23)

# Speaker & Performer - CSP®

## Certified Speaking Professional CSP®: Global TOP 1,5% \*



The only international certification that recognizes a speaker's skills and standards, this title has been earned by fewer than 600 active professional speakers worldwide.



## Signature Speaking Topics

### The Heroes' Attitude – No one will succeed on our behalf...

- ★ Boldness
- ★ Agility
- ★ Courage
- ★ Leadership
- ★ Responsibility

- A shared language for what is expected from a leader in the day-to-day.
- A clear reset between "spectator", "supporting act" and "hero" attitudes inside the organization.
- Concrete commitments to move into action rather than suffer and complain.
- More ownership, less passivity and silent resistance.

### Innovate Every Time... or Almost – Turning obstacles into miracles

- ★ Change
- ★ Innovation
- ★ Agility
- ★ Engagement
- ★ Team spirit

#### *Alternate* Change: do we just face it... or fully embrace it?

- A lucid look at how each person reacts to change and pressure.
- A shared lens on divergent behaviours to create real complementarities.
- Concrete markers to turn errors into opportunities and constraints into decisions.
- More assumed boldness, less energy wasted in passive resistance or sterile criticism.

### Rock'n'Roll Team Management – What legends teach us about cohesion

- ★ Impact
- ★ Cohesion
- ★ Conquest
- ★ Performance
- ★ Team spirit

- A simple lens to read the roles in any team: firestarters, connectors, performers...
- Concrete actions to strengthen trust, information flow and mutual support.
- Clear decisions on which behaviours to encourage, reset or stop.
- A team that walks out aligned, with a shared energy boosted by rock.

### Rock Your Sales – Make your message stick every time... or almost.

- ★ Impact
- ★ Buy-in
- ★ Conviction
- ★ Sales
- ★ Storytelling

- A simple storyline to understand why an argument lands... or crashes.
- Concrete keys for pitches that really hook and keep attention.
- Participants more at ease building connection, telling stories and owning their influence.
- Less "wasted ideas": good intuitions are better told, better sold and better followed through.

### Bouncing Back from Failure – Turning setbacks into personal climax

- ★ Resilience
- ★ Bounce-back
- ★ Unblocking
- ★ Engagement
- ★ Initiative

- A shared understanding of failure: what it is, what it is not, and how to use it.
- Clear markers to understand different perceptions and their impact.
- Concrete levers to learn without shaming people or removing accountability.
- More initiatives fully owned, less fear, hiding and power games.

# Business Advisor

*Think of Fred as a "Chief Momentum Officer," creating lasting impact, not just another static report*

## Clients book Fred when they need:

- GROWTH** ★ They must cross a key milestone and speed up their conquest.
- TRANSFORMATION** ★ They evolve or reinvent their culture, offer or business model, down to the teams.
- COHESION** ★ They have to unlock a stuck organization: silos, blur on "who does what, and how".
- LAUNCH & PIVOT** ★ They are starting up, pivoting or repositioning as entrepreneurs.

## "Defy The Odds"<sup>®</sup> – Fred's approach to support your progress

- 1. Ground Zero** – Put everything on the table, no filter: what is solid, what is stuck, what is cracking.
- 2. Clues** – Spot strong signals and your ADN: your Natural Differentiating Asset.
- 3. Hypotheses** – Build possible trajectories that are simple to understand and to explain.
- 4. Tests** – Launch targeted actions with fast impact, to validate or adjust.
- 5. Conclusions** – Decide what to keep, what to stop and how to anchor new reflexes.

### *Client Reviews*

**"If you're looking for someone to help you see clearly and find the attack angle that will truly set you apart, Fred is the one you want."**

**"Taking a repositioning plan initially scoped at 3 years and condensing it into 6 months of work while balancing strategy and alignment: check!"**

*"Your keynote on innovation was a big success. Everyone is energized again, and relationships that used to be tense have warmed up."*

### *Reliability*

- ★ We keep our word.
- ★ We own our responsibilities.

### *Candour*

- ★ We trust ourselves.
- ★ We say things as they are.

### *Fun*

- ★ We don't take ourselves seriously.
- ★ We put play back into the game.




# FRED COLANTONIO

defy the odds

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+34k  
followers



+5,8k  
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+6,2k  
followers



+2k  
followers



+1,3k  
followers



+600  
subscribers

