

Speaker's Sheet



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



*Explore
Exploit
Explode*

Credit photo: Audrey Verriest Photographie

**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)



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"® – 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. **Signals** – Spot strong clues and your ADN: your *Differentiating Natural Asset*.
3. **Hypotheses** – Build possible scenarios 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 ground new habits.

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.

They've already worked with Fred

Banking & Insurance



Retail & Consumer Goods



Healthcare, Pharma & Beauty



Energy & Industrial



Technology & Business Services



Education & Public Sector



Associations, Networks & Media





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