

CHRIS  
BARÉZ-BROWN

INSPIRE,  
INNOVATE,  
SUCCEED.

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UPPING<sup>YOUR</sup>  
ELVIS





# CHRIS BARÉZ-BROWN IS AN INTERNATIONALLY ACCLAIMED AUTHOR, SPEAKER AND CREATIVITY GURU.

He is the founder of business consultancy [Upping Your Elvis](#); specialists in Creative Leadership, based in the UK, in London and Dorset.

Chris is a master of transformation. His unique energetic approach challenges businesses to embed a dynamic creative culture within their company ethos. Brands such as Nike, Coca-Cola, Diageo, Unilever, Sony and WPP come back time

and again as his results produce tangible returns on investment. The impact of his work with Unilever was recently featured in the [Harvard Business Review](#).

A talk delivered by Chris is, well, quite simply, like no other you will have experienced before. Chris's life mission is people (with a side line in guitar playing!) This ethos, combined with a wealth of experience in innovation and leadership

across 6 continents, means Chris' talks are memorable, interactive and human.

Through humour, charisma and expertise, Chris brings out the potential in everybody and people leave not just inspired and energised, but thinking a little differently about the world: Equipped with tangible skills to deliver immediate change to their lives.

[The Guardian](#) recently summed up Chris's style as 'a long haired twinkly eyed cross between Richard Branson and a wizard', which paints the most accurate picture: A dynamic business change-maker with a magical hippy vibe.



# THE CHRIS BARÉZ- BROWN JOURNEY



After starting his career in the army, realising he was a lover rather than a fighter, he took a u-turn into brand management before immersing himself into the world of innovation and leadership development. Chris's leadership consultancy, [Upping Your Elvis](#), is inspired by musician and philanthropist Bono's signature question 'who's Elvis round here?' meaning 'who's the guy that makes things happen?' Upping Your Elvis' mantra is driven by the belief that everyone has a bit of Elvis inside them, by unleashing this innate human genius the planet will be a more engaged and fulfilling place for everybody.

Chris has spoken at [TEDx](#), inspirational ideas festival [The Do Lectures](#) and the world's largest leadership event Leadercast, where he also had the honour of interviewing Apples' co-founder Steve Wozniak live on stage.

Chris's work has featured in media such as [The Guardian](#), [The Sunday Times](#) and [Fast Company](#), and he writes monthly columns for GQ magazine, [Psychologies](#) magazine, [The Huffington Post](#) and British Airways' Business Life magazine.

With three bestselling [books](#) under his belt: *How to Have Kick-Ass ideas*, *Shine: How to survive and thrive at work and Free: Love your work, love your life*, Chris launched his latest mission

[Wake Up!](#) *Escaping a Life on Autopilot* in 2017. *Wake Up!* the book published in the UK in January 2017 (September 2017 in the USA) alongside *Wake Up!* the app, with broadcast coverage including [The BBC](#) and media such as *Cosmopolitan* magazine.

His books have become best sellers including the title of no 1 best selling business book in the UK.

He lives in Dorset, England, with his family, a sea view, his beloved 35 year old Land Rover and a selection of paddleboards and guitars.

Find out more about his journey [here](#).

# WHAT FOLK SAY ABOUT CHRIS

*So much big talk about transformation... Chris actually delivers it. Time and again. Part art, part gift, part crazy man. He works his magic every time!*

MARIA EITEL - FOUNDER AND PRESIDENT  
OF THE NIKE FOUNDATION

*Chris Baréz-Browns' interactive, energetic and playful style works every time at every level. What he demonstrates is a totally human approach to living our lives, inspiring teams to think differently and creating great impact, who wouldn't want that?*

DEREK KENT, CHIEF MARKETING OFFICER,  
CANADIAN OLYMPIC COMMITTEE

*Chris Baréz-Brown is a modern day prophet. He has a gift... an uncanny ability to inspire change agents in my organization. Everything he touches turns to gold and shines ever so brightly. He is our Elvis.*

KEITH WILMOT, THE COCA-COLA COMPANY

*Apart from the very insightful content and great techniques I thought the delivery was the best I've ever seen – very human and hilarious (and I have high comedy standards ;-))*

OLIVIA DIAMOND,  
COMMERCIAL PROGRAMME MANAGER, DIAGEO

*Chris leads the most amazing, inspiring, and life-changing events. They've had a profound impact on my life and on my work. He has the uncanny ability to help individuals and companies change – change for the better, more profitable, more joyful. He is a born-entertainer, a natural, he always know what is needed. Working with him has changed my life.*

JEFF SEMENCHUK, CHIEF INNOVATION OFFICER  
AT HYATT HOTELS CORPORATION





Leadercast



# TALKS, TOPICS & TAKEAWAYS

Topics and takeaways for short talks (45-90mins) or combined for longer sessions up to a full day:

## UP YOUR ELVIS! HOW TO BE A CREATIVE LEADER

- Create the conditions for your organisation to be more innovative every day
- How to make work more human, energetic and yet drive bottom-line results
- How to enhance your own personal creativity

## WAKE UP! ESCAPE A LIFE ON AUTOPILOT

- How to become a more conscious leader with simple strategies to avoid autopilot
- Connect more deeply with the people that you work with and those that you love
- An energetic reboot to make work fun again









# FIND OUT HOW CHRIS CAN HELP YOUR EVENT SHINE EVEN BRIGHTER:

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