

# Paul Spiers

## Speaker Profile & Media Pack

**“An insightful and passionate advocate for a ‘New P&L’ for business – one based on Principled Leadership and Powerful Purpose”**

**Global Keynote Speaker,  
Conference & Panel Moderator,  
Top 5% global podcast series  
Host & Workshop Facilitator**



# CHAMPION OF PRINCIPLED LEADERSHIP & PURPOSE-DRIVEN BUSINESS

Paul is a global keynote speaker, author and leadership & culture consultant whose passion lies in redefining the business landscape through a 'New P&L' - one defined by Principles & Leadership as much as Profit & Loss.

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As the founder of The New P&L® Institute and host of the top 5% global podcast series, The New P&L® – Principles & Leadership in Business, Paul is at the forefront of the movement to transform leadership, culture, and purpose in the modern workplace.

Paul has established himself as an insightful and compelling advocate for principled & purpose-led leadership. His keynotes and workshops empower leaders, teams, and organisations to align their strategies, values, and vision, preparing them to excel in the complex landscape of the Future of Work.

Through his powerful storytelling, Paul delivers actionable insights, challenging audiences to move beyond transactional leadership and embrace a transformational approach that fosters creativity, innovation, purpose, and sustainable success.

[View Speaker Reel here](#)

# KEYNOTE TOPICS THAT INSPIRE AND CHALLENGE

Paul works closely with all event organisers to ensure his keynotes are tailored to suit each conference or summit audience.

## THE NEW P&L FOR THE NEW LEADER

Exploring why the next generation of leaders demands a shift towards principled and purposeful business practices.

## CHAMPIONS OF TRANSFORMATION & CHANGE

Leading yourself and your organisation towards greater innovation, impact & transformation

## TRANSACTIONAL TO TRANSFORMATIONAL LEADERSHIP

Guiding leaders on how to transition from one-dimensional strategies to building a meaningful legacy in business.

## THE MAKING OF A MAVERICK

The power of intrapreneurship and how purpose drives innovation.

## ARE WE OUTSOURCING OUR CURIOSITY TO AN ALGORITHM?

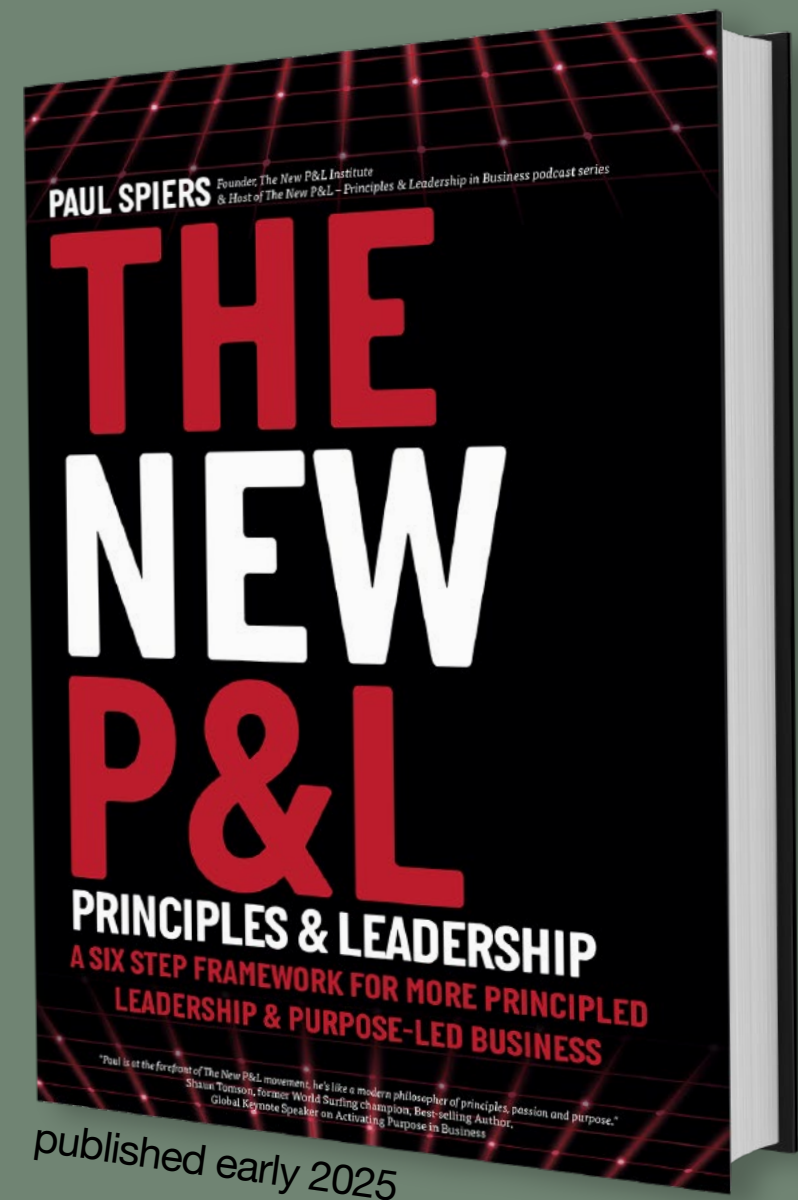
Investigating the impact of technology on creativity and innovation in the digital age.

## COMMUNITY AND LEADERSHIP IN THE AGE OF AI

Building a company culture that maximizes human potential in an era dominated by artificial intelligence.

Paul's upcoming book, **The New P&L – Principles and Leadership: A Six Step Framework for More Principled Leadership and Purpose-Led Business**, set for publication in early 2025, further cements his reputation as a thought leader in the fields of leadership and purpose-led culture.

His work is built on the belief that when a business's principles are aligned with its purpose, and its leadership is both clear in vision and empathetic in approach, the result is not just financial gain but a truly thriving organisation.



published early 2025

# RECENT KEYNOTES



Business Change &  
Transformation Conference Europe



London  
Business  
School



# TESTIMONIALS



**“Paul keynoted at our Business Change & Transformation Conference Europe and was very well received by delegates. He was one of the highest scoring speakers of the event. I have no hesitation in recommending Paul as a keynote speaker. He was also a pleasure to work with, I hope we can work together again in the future.”**

Shane McGlynn, Managing Director, IRM UK

**“At the 2024 AMEC Global Summit in Sofia, Bulgaria Paul provided the closing keynote. Paul spoke eloquently about why curiosity is critical to business success and what leaders can do to re-engage their curiosity for organisational success. The last session is always the toughest and Paul owned the audience to the last minute. Legend!**

Raina Lazarova, Co-founder of Ruepoint,  
Chair at AMEC



**“I highly recommend Paul for anyone seeking an insightful speaker on transformational leadership and purpose. Paul's ability to captivate an audience with thought-provoking insights and real-world examples was brilliant. His keynote presentation left a lasting impact on our SLT.”**

Shalen Suchak, Head of  
Culture and Employee  
Experience, Westminster  
City Council

# TESTIMONIALS



**“Paul is at the forefront of The New P&L movement, reevaluating traditional corporate success metrics. Paul has a warm and engaging manner and a truly authentic curiosity about life and business, passion and purpose. Speaking with Paul is like experiencing an inspiring self-analysis session. He is a modern philosopher of principle, passion and purpose.”**

Shaun Tomson, former world surfing champion, global keynote speaker, environmentalist, best-selling author

**“Paul provided a keynote on ‘transactional to transformational leadership’ for my department. An inspirational and thought-provoking session expertly delivered and made a great contribution to our day of learning. I would highly recommend Paul if you want to develop your leadership to be truly transformational.”**

Jenny Baynes, Change & Transformation Director, University of Leeds

**“At London Tech Week, Paul was notable for his poise, professionalism, and ability to keep discussions focused and on track. He excels in creating a dynamic and interactive atmosphere, encouraging speakers to share their perspectives and ideas freely.”** Charleene Tom, Event Producer, London Tech Week



# TESTIMONIALS

“Paul guided our global audience of advertising agency leaders on a journey of the importance of self-awareness, providing not simply rhetoric, but an actionable framework for applying purpose-based leadership principles to how we work and how we live. Paul’s ability to translate his conviction into inspiration & action is unmatched, and the impression he has left on our organization is profound.”

John Harris, CEO.

Worldwide Partners Inc (World’s largest network of Independent Advertising & Marketing Agencies)



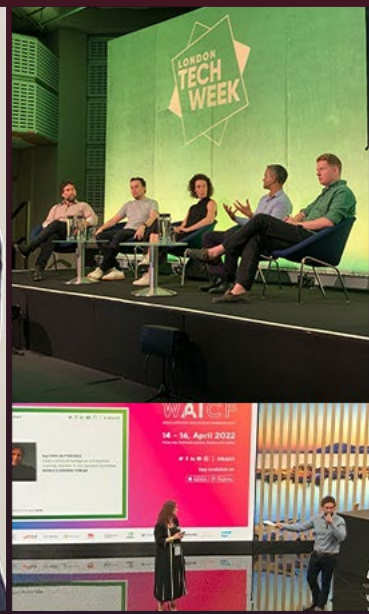
“Without any doubt, Paul has an indisputable impact in terms of communication skills. It is not difficult to see that he is greatly appreciated by the speakers and the members of conferences team. I recommend him as an experienced and agile professional. He truly brings value to our event as a moderator.”

Jade Berre,

Conference Manager, World AI Cannes Festival & Big Data & AI Conference, Paris

“A great keynote from Paul on Transactional to Transformative Leadership. He challenged us to think about leadership differently. I love it when someone can ‘give you the words’ to express concepts clearly and concisely.”

Louise Hill, Co-founder & CEO, Go Henry







## **INSPIRING LEADERS TO LEAD WITH PURPOSE**

**Paul Spiers is more than a speaker; he is a catalyst for change, inspiring leaders around the world to redefine success through the lens of principles and purpose, and powerful leadership. His message resonates with those who aspire to make a meaningful impact in their organisations and in society. His podcast, The New P&L® – Principles & Leadership in Business, has earned international respect, reaching the top 5% of global podcasts and inspiring thousands of leaders to embrace a new paradigm of business.**

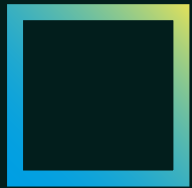
## **A GLOBAL PERSPECTIVE, GROUNDED IN VALUES**

**Born of Irish, English, and Māori descent (Ngā Mahanga a Tairi) on the Kapiti Coast in Aotearoa/New Zealand, and now a resident of the United Kingdom for over 20 years, Paul's diverse heritage and global perspective shape his approach to leadership and business. He brings a blend of cultural insight, innovation, and passion to every engagement, encouraging audiences to lead with both heart and mind.**

**Paul remains an avid surfer, trail runner, and travel enthusiast, constantly seeking new challenges that fuel his creative and strategic thinking.**

# THE NEW P&L INSTITUTE WORKSHOPS

All The New P&L Institute workshops can be delivered in 1.5 hours; half day and full day workshop formats.



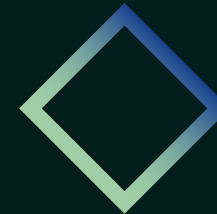
**BUILDING  
COMMUNITY,  
CULTURE &  
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**HOW TO BUILD A  
BRAND WITH  
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**DRIVING  
INNOVATION BY  
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**MOVING FROM  
TRANSACTIONAL TO  
TRANSFORMATIONAL  
LEADERSHIP**



**MAKING  
MAVERICKS -  
BUILDING TEAMS  
THAT THINK LIKE  
ENTREPRENEURS**

# THE NEW P&L INSTITUTE

The New P&L Institute was founded on the belief that business needs a 'New P&L': one that is focused as much on 'Principles and Leadership' as it is on 'Profit and Loss' - as if a business's Principles are right and aligned with its Purpose, and its Leadership has clarity of vision and is strong, focused and empathetic, then it will be in profit and not in loss in so many ways.

As a Culture & Management Consultancy it is focused on moving Purpose from Why to How by helping business leaders to redesign, redefine and realign the purpose and principles that underpin their business culture and the strategy and vision that drive their commercial ambitions.

## LISTEN TO THE NEW P&L PODCAST

