

# JONATHAN GRIFFITHS

Award-winning Keynote Speaker

LONG BIO · 500 WORDS

[jonathangriffiths.co.uk](http://jonathangriffiths.co.uk)

Jonathan Griffiths is an award-winning, UK-based keynote speaker on celebrating brilliant humans and workplaces. He was named PSA Emerging Speaker of the Year 2026 for Be More Fudge — a talk that distils years of research, lived experience, and a dog who always seemed to know what good looked like before the data did. It is the kind of talk that leaves audiences quieter than they expected, in the best possible way.

Before speaking, Jonathan spent over two decades in senior marketing leadership. He held director-level roles across major brands and international events, including Rugby World Cup 2019 and the Tokyo 2020 Olympics. That career gave him a ringside view of how organisations work when they are performing at their best — and what quietly unravels when they are not. The pattern he kept noticing was human. Not strategic. Not structural. Human.

The Brilliant Humans research was his attempt to name that pattern properly. He spent time in conversation with 105 people — asking what makes someone truly brilliant to be around, to work with, to learn from. The findings were not what most leadership frameworks would predict. Fifty-four per cent named kindness and empathy first. Creativity came last, cited by just 48% of people. Eleven per cent said they had never found the words — or the moment — to tell the person who shaped them most what that had meant. The research became the foundation for everything Jonathan does on stage.

His three signature talks draw directly from that foundation. Be More Fudge: the keynote of feeling is story-led and emotionally resonant, with the Brilliant Humans research woven throughout — a talk about what we most value in the people around us, and why organisations so often measure the wrong things. Ignore the Algorithms: the keynote of perception explores how humans are wired for negativity and how the platforms we inhabit exploit that wiring — while making the case that the world is measurably kinder than our feeds suggest. From Crisis to Prosperity: the keynote of utility offers a practical framework — HABITS (Humanity, Accountability, Bravery, Integrity, Transparency, Sustainability) — for leaders who want to build high-trust teams or rescue one that has already broken down.

Jonathan also hosts the Brilliant Humans Podcast, bringing the same spirit of curiosity and celebration to long-form conversations with people who do things differently and do them with care. He speaks at all-hands events, sales kick-offs, culture summits, leadership offsites, HR conferences, and marketing events across the UK and internationally. To enquire about booking Jonathan for your event, visit [jonathangriffiths.co.uk](http://jonathangriffiths.co.uk).