

# JONATHAN GRIFFITHS

Award-winning Keynote Speaker

MEDIUM BIO · 250 WORDS

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

Jonathan Griffiths is an award-winning, UK-based keynote speaker on celebrating brilliant humans and workplaces. Named PSA Emerging Speaker of the Year 2026 for Be More Fudge, Jonathan has spent two decades in senior marketing leadership — working across major brands and events including Rugby World Cup 2019 and Tokyo 2020 Olympics — before channelling that experience into research, speaking, and storytelling that changes how organisations think about their people.

The Brilliant Humans research began with a simple question Jonathan couldn't stop asking in conversations: what actually makes someone truly brilliant? He asked 105 people. The answers were striking. Fifty-four per cent named kindness and empathy first. Forty-eight per cent placed creativity last. Eleven per cent said they'd never had the chance to tell the person who shaped them most what that person meant to them. The gap between what organisations tend to measure and what actually drives performance, loyalty, and belonging turned out to be wider than anyone expected.

Jonathan's three signature talks — Be More Fudge (the keynote of feeling), Ignore the Algorithms (the keynote of perception), and From Crisis to Prosperity (the keynote of utility) — bring those findings to life for all-hands events, leadership offsites, HR conferences, and culture summits. He also hosts the Brilliant Humans Podcast. To book Jonathan for your event, visit [jonathangriffiths.co.uk](http://jonathangriffiths.co.uk).