
JONATHAN GRIFFITHS

Award-winning Keynote Speaker

Jonathan Griffiths is an award-winning, UK-based keynote speaker on celebrating brilliant humans and workplaces.

PSA Emerging Speaker of the Year 2026

Three signature talks:

Be More Fudge — The keynote of feeling

Ignore the Algorithms — The keynote of perception

From Crisis to Prosperity — The keynote of utility

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About & Bios

SHORT BIO (100 words)

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 his talk **Be More Fudge**, Jonathan's work is rooted in the **Brilliant Humans research** — 105 conversations that revealed 54% of people name kindness and empathy as the qualities that define truly brilliant people. He speaks on three signature topics: **Be More Fudge**, **Ignore the Algorithms**, and **From Crisis to Prosperity**. He also hosts the **Brilliant Humans Podcast**. To book Jonathan, visit jonathangriffiths.co.uk.

MEDIUM BIO (250 words)

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.

Long Bio (500 words)

For conference programmes, bureau listings, and MC introductions

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.

The Talks

Be More Fudge

THE KEYNOTE OF FEELING

PSA Emerging Speaker of the Year 2026

Story-led and emotionally resonant. The story of a burnt-out marketing leader, a dog who knew what good looked like before the data did, and what happened when Jonathan finally listened. Built around the Brilliant Humans research finding that 54% of people name kindness and empathy as the defining qualities of truly brilliant people.

IDEAL FOR

All-hands events, SKOs, culture summits, leadership offsites, opening or closing conference slots.

AVAILABLE AS

Keynote 30–60 mins
Inspiration slot 20 mins

Ignore the Algorithms

THE KEYNOTE OF PERCEPTION

Humans are wired for negativity, and the platforms we live inside exploit that wiring. But 105 people told Jonathan something different: the qualities most associated with brilliance — kindness, empathy, courage, curiosity — are the ones most humans quietly live by every day. The world is kinder than your feed suggests.

IDEAL FOR

All-hands events, marketing conferences, tech summits, culture days.

AVAILABLE AS

Keynote 30–60 mins
Inspiration slot 20 mins

From Crisis to Prosperity

THE KEYNOTE OF UTILITY

A practical framework — HABITS (Humanity, Accountability, Bravery, Integrity, Transparency, Sustainability) — for leaders who want to build high-trust teams or rescue one that's already in trouble.

IDEAL FOR

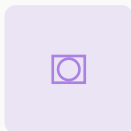
HR conferences, leadership development programmes, audiences dealing with toxic culture.

AVAILABLE AS

Keynote 30–60 mins
Workshop half-day
Panel contribution

Photography & Downloads

All images below are available for editorial and promotional use in connection with Jonathan Griffiths' speaking engagements. Please credit "Jonathan Griffiths" where a credit line is required. Do not crop, filter, or alter images without permission.



Professional Headshot

Clean, high-contrast portrait. Preferred image for programmes, websites, and press listings.

High-res JPEG · 300 dpi · Portrait

jonathangriffiths.co.uk/downloads/jonathan-griffiths-headshot.jpg



Studio Portrait

Relaxed studio shot on a neutral background. Suited to features, articles, and bureau profile pages.

High-res JPEG · 300 dpi · Portrait / Landscape crop available

jonathangriffiths.co.uk/downloads/jonathan-griffiths-studio.jpg



On Stage — Speaking

Jonathan mid-keynote: energy, connection, and an audience fully with him. Ideal for event marketing and post-event coverage.

High-res JPEG · 300 dpi · Landscape

jonathangriffiths.co.uk/downloads/jonathan-griffiths-on-stage.jpg

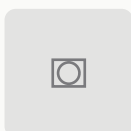


Informal / Behind-the-Scenes

Candid shot — Jonathan before or after a session, approachable and in conversation. Good for social media and event previews.

High-res JPEG · 300 dpi · Square or Landscape

jonathangriffiths.co.uk/downloads/jonathan-griffiths-informal.jpg



Black & White Portrait

Monochrome version of the professional headshot. For publications or event programmes requiring greyscale imagery.

High-res JPEG · 300 dpi · Portrait

jonathangriffiths.co.uk/downloads/jonathan-griffiths-headshot-bw.jpg

Images will be available to download directly from the links above once photography is complete. To request images in advance of the photography session, contact hello@jonathangriffiths.co.uk.

Book Jonathan

Jonathan personally replies to every enquiry within 2 working days. Whether you're planning an all-hands event, a leadership offsite, or a conference, he'll take the time to understand your audience and make sure the session lands exactly as you need it to.

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WEB

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LINKEDIN

linkedin.com/in/thejonathangriffiths

Bureau Agents

Bureau agents are welcome to contact directly by email at hello@jonathangriffiths.co.uk.