



The
InsightBureau

CASPAR BERRY

Risk & Decision-Making,
Leadership and Success

*The master of taking calculated risks in
order to achieve success*

CASPAR BERRY

Former Professional Poker Player

As a **professional poker player**, managing risk formed a constant part of his life for many years, pitting his wits against some of the best players in **Las Vegas** before becoming one of the faces of poker on television on *Poker Night Live* and *Sky Poker* in the UK.

He sees the mechanics of poker being very **relevant to business** and brings cutting edge scientific **research**, together with powerful **metaphors** and his own **personal experiences**, to create inspiring and motivating speeches. His presentations and workshop sessions are informative, original, funny and moving.

Understanding **how we make decisions** and **deal with risk** can make us all better at what we do. The fundamentals of risk and decision making cut to the heart of the ways in which we **allocate resources, plan our time, do more with less and maximise the returns** from all of our investments in life.



CASPAR BERRY

his speaking topics – part 1:

Risk Taking and Decision Making in Poker, Business and Life: looks what a decision actually is and asks how well we make them, or whether we could make them differently or better. It identifies and defines the origins of fear of failure and concludes by advocating a technique to embrace this fear in order to motivate us to make more courageous decisions as a result.

Lucky in Business, Lucky in Life - understanding what 'luck' is and how it works creates a powerful and effective message about how we approach life and how lucky we all really are. Referencing a very broad range of subject areas - from the lottery to the holocaust – this speech motivates people to change the focus of their thinking away from that which is disempowering towards that which is positive, proactive and powerful.

Innovation, Creativity and the Survival of the Fittest: what does it take to innovate successfully? Literally hundreds of failures along the way. Using the metaphor of Darwinian evolution, he shows that most brilliant systems of adaptation to change fail millions of times in order to survive and how, in a world of continual change, the companies who embrace this philosophy will be best placed to come through the uncertainty ahead.

Decisive Leadership: Courage, Bravery and Perspective: what do great leaders do when they make decisions? Ultimately they are prepared to sacrifice themselves for the good of what is right and for the good of the group. This speech looks at what courage and bravery are and uses material like the 7/7 testimonies (that is the extraordinary selflessness of a few random, normal people caught up in a disaster) to ask whether we all have courage within us and that in fact leaders are not born or made but the product of circumstance and humanity.



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his speaking topics: part 2

Embracing Uncertainty: How to Step into the Unknown. In many ways, my most personal and emotional speech but - like all of them - highly relevant to business today. Identifies the source of uncertainty before looking at its effect on us all economically, psychologically and culturally. It takes the audience on a journey through Black Swans and fractal mathematics before concluding that a certain world would be a boring one! It is the way in which we rise to the challenge of the unknown that defines who we are!

Intuition, Judgement and Expert Expertise: demonstrating just how powerful our intuition is before applying that concept to all sorts of other areas of life. It references Malcolm Gladwell's "Blink" but takes the principles further, by placing "judgement" into the context of the decision making process as a whole. Crucially, like all the speeches, it shows us how we can make better decisions in the future, through anecdote, finding and fact.

Rational Emotions in Poker, Business and Life: We're scared of flying when the most dangerous part of any flight is the car journey to the airport and we're all terrified of terrorist attack when we're 1000 times more likely to die of stroke. This speech exposes many of the decisions we make in business to be bunkum and seeks to stop us all making decisions that don't serve any of us very well at all.

Motivating, Nudging, Influencing and Persuading: Why we do what we do. This is designed for audiences of people who have to motivate and influence others, who need to communicate the kinds of things which stimulate our subconscious mind to do things differently. Drawing on a popular body of work at the moment which is known by many (but understood by few) this speech makes the subject funny and engaging and relevant to anyone who has to persuade others.



CASPAR BERRY

his audiences:

A **high energy** speaker who **tailors** his presentations to the audience he is addressing to make it both **engaging** and **relevant** to add maximum value. Caspar has presented over **1000** times to over **200** major organisations across the world.

Academic institutions including Ashridge Business School, London Business School, Said Business School, Sunderland University and the University of Westminster.

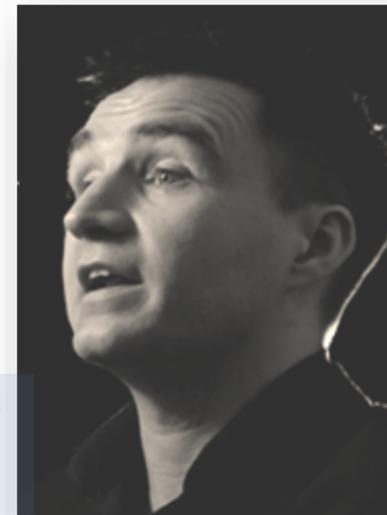
Conferences and business associations, including The Academy of Chief Executives, Association of European Lawyers, Airmic, Alarm Conferences, The BBC, Biopharm, British Computer Society Entrepreneur's Forum, Citywire, ESSA, Institute of Directors, ICAEW, London Business Forum, Mortgage Advice Bureau, The Talent Foundation, The Prince's Trust, Thinking Digital, Vistage.

Financial organisations, including Barclays, HSBC, Morgan Stanley.

Consulting firms, including Accenture, Ernst and Young, Roffey Park.

Technology & Infocoms companies, including Ebay, Experian, IBM, Google, O2, Orange, PayPal, Sage.

Other corporation, including Associated British Foods, ASDA, Castrol, Diageo, Nestle, Ogilvy, Pepsico, SC Johnson.



CASPAR BERRY

key facts

Currently ...

- **Professional Speaker** and trainer
- Senior Associate, **Ashridge Business School**, UK
- Has addressed over **2000** audiences within **500** companies across the world in conferences, client events and company in-house or off-site sessions

Formerly ...

- **Advisor** on the set of James Bond film, Casino Royale
- **TV Presenter** in the UK on *Poker Night Live* and *Sky Poker*
- Trainer with **The Mind Gym** – over 400 sessions to senior teams in 3 years
- Co-founded Twenty First Century Media, a audio visual media company
- **Actor** in a number of award-winning films and **Screenplay writer**
- A **BBC lead actor** in the first two series of *Byker Grove* on *BBC1*
- Became a **professional poker player** in Las Vegas, USA for 3 years
- He wrote for **Miramax** and **Columbia Tri Star**
- Directed theatre during college, such as the Cambridge footlights
- Degree from **Cambridge University** in Anthropology

Flies from **London**



Speaking topics:

- Risk Taking and Decision Making: in Poker, Business and Life
- Luck: Lucky in Business, Lucky in Life!
- Innovation, Creativity and the Survival of the Fittest
- Decisive Leadership: Courage, Bravery and Perspective
- Embracing Uncertainty: How to Step into the Unknown
- Intuition, Judgement and Expert Expertise
- Rational Emotions in Poker, Business and Life
- Motivating, Nudging, Influencing and Persuading

CASPAR BERRY

what people say

*"**Brilliant, intelligent messages** delivered with passion and knowledge. The best talk from an outside keynote speaker I have ever seen." Jonathan Walsh, Corporate Marketing and Communication Director, **Nestle***

*"Every time I see Caspar in action I get more and more impressed. He talks with such **conviction, experience and humour** that it's a real pleasure to be in his company." John Inverdale, Broadcaster, **BBC***

*"Caspar is **an inspirational keynote speaker** but does it with content and delivery that **captures the imagination** and **challenges the audience to really think** in a different way." Sian Doyle, Director of Retail, **Orange***

*"A genuinely **staggering** session". Graham Bowland, Managing Director, **Surgical Innovations***

*"A really **fun and relevant** afternoon which looks at business in a very different way **fantastic and the highlight of the day**. Well done. The PayPal team is still talking about it". Geoff Iddison, CEO, **PayPal***



Useful links for Casper Berry:

- TIB Speaker Web Page >> [Go to Webpage](#)
- TIB Speaker Profile >> [Download PDF](#)
- TIB Video Channel >> [Watch Videos](#)

entertaining ▪ thought-provoking ▪ inspiring



Andrew Vine
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Appointed Agency

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