

## Caspar Berry

**Former Professional Poker Player & Entrepreneur**

Motivational Speaker on Risk & Decision-making  
 Leadership and Success



**The master of turning calculated risks into good decisions!**

### Professional experience

- Caspar has delivered more than 2,000 speeches and training sessions in over 30 countries to nearly 500 clients including Google, Visa, IBM, Paypal, AUDI, Volvo, Shell, Esso, Microsoft, Sainsbury's, Tesco, ASDA, Emap, Siemens, Knect 365, PWC, Deloitte, E&Y, KPMG, McDonalds and Redbull.
- He uses the metaphor of poker as a vehicle to communicate universally resonant messages around the need for individuals and companies to take risk and seize opportunities. His key messages which address the need to take calculated risks in order to achieve success leave audiences informed, inspired and empowered to take better decisions to achieve their objectives and goals. Story, maths, metaphor and logic are brought together to create a speech that is funny, challenging, thought-provoking and, at its best, transformative.
- While the underlying mechanism of Caspar's material is always centered around the ways in which we make decisions and embrace risk, these are very flexible tools which can be used to address a range of themes such as change, innovation, courage, leadership, differentiation, entrepreneurship and, fundamentally, making great decisions in this new age of uncertainty.
- Formerly an actor and a professional film writer, he took the decision, aged 25, that would dramatically change his life forever, moving to Las Vegas to become a professional poker player for 3 years, pitting his wits against the game's best-known players.
- His experience as an actor, and as entrepreneur in the media industry and as a trainer, schooled him in the fundamental skills of delivery and facilitation which laid the foundations of a professional speaker.
- Awarded the 'Best New Speaker' from The Academy of Chief Executives in the UK in 2008.

### Sample assignments

Caspar is regularly hired by conference organizers, business associations, academic institutions and commercial organizations alike on a range of inspiring topics:

- *Risk Taking and Decision Making: in Poker, Business and Life* - 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!* - 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* - Using the metaphor of Darwinian evolution Caspar 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* - 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.

- *Embracing Uncertainty: How to Step into the Unknown* - Identifies the source of uncertainty before looking at its effect on us all economically, psychologically and culturally. It is the way in which we rise to the challenge of the unknown that defines who we are!
- *Intuition, Judgement and Expert Expertise* – Caspar uses this speech to demonstrate just how powerful our intuition is before applying that concept to all sorts of other areas of life 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* - 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* - this speech is aimed at people who have to motivate and influence others in order to communicate the kinds of things which stimulate our subconscious mind to do things differently. This speech makes the subject funny and engaging and relevant to anyone who has to persuade others.

Caspar has been engaged by academic institutions including Ashridge, London Business School & Saïd Business School, conference units and business associations including the Academy of Chief Executives, the Association of European Lawyers & Citywire, financial organisations including Barclays, HSBC & Morgan Stanley, consulting firms including Accenture, Ernst and Young & Roffey Park, technology / infocoms companies, including IBM, Google, O2 & PayPal and other major international corporations, including Diageo, Nestle, Ogilvy and Pepsico.

### Caspar Berry - Personal bio-data

- Professional speaker and trainer working across the world in conferences, client events and company in-house or off-site sessions.
- A Senior Associate, Ashridge Business School, UK.
- Advisor on the set of the James Bond film, *Casino Royale* and was formerly a TV presenter in the UK on *Poker Night Live* and *Sky Poker*.
- Trainer with The Mind Gym, with over 400 sessions to senior teams under his belt in 3 years.
- Co-founded Twenty First Century Media, an audio-visual media company which he later sold.
- He became a professional poker player in Las Vegas, USA for 3 years.
- He wrote screenplays for Miramax and Columbia Tri Star and acted in a number of award-winning films
- Studied Economics and Anthropology at Cambridge University
- Was a lead actor in the first two series of *Byker Grove* on *BBC1*

### Client testimonials

*“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**