



DISCIPLINE BEATS VISION

The leadership philosophy for turning ambition into achievement. A framework relevant to all individuals and companies.

Keynote Speaker • Wiley Author • 25-Year Global CEO • Mentor to 150+ CEOs

Dane Hudson

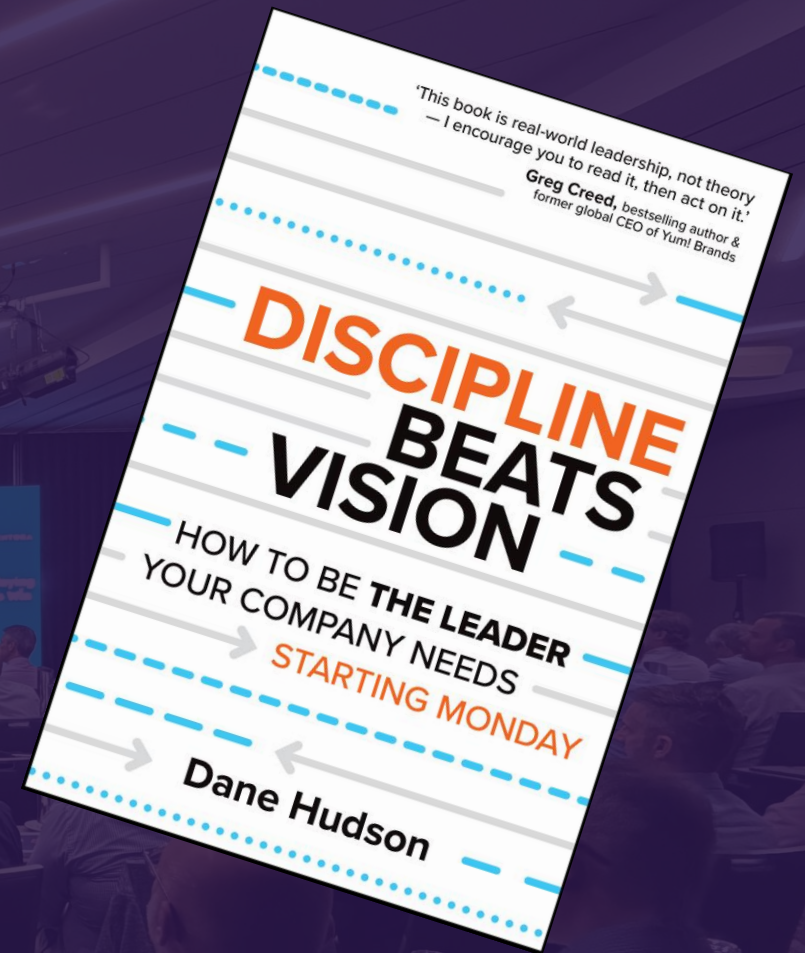
danehudson.com



Vision inspires. Discipline delivers.

Audiences don't need another inspirational speech. They need practical behaviours they can apply *Starting Monday*.

Dane Hudson's keynotes turn the central argument of his Wiley-published book into a powerful audience experience: disciplined behaviours not bigger visions, turn strategy into results.



MONDAY-READY TOOLS

MEMORABLE STORIES

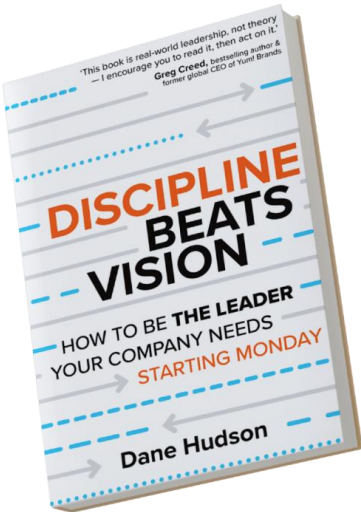
BEHAVIOURS THAT STICK

'A really well-written, thoughtful, insightful and — as you would expect — disciplined guide to the vagaries of leadership and how to deal with them.'

Tom Bradby, ITV News presenter and global bestselling author

Trusted perspective with global credibility.

A globally recognised voice on disciplined leadership across business, media and the founder ecosystem.



Wiley-published author

*Discipline Beats Vision: How to Be the Leader
Your Company Needs Starting Monday*

25+ years as CEO

150+ CEOs mentored

900+ leaders developed

50+ Keynotes, Workshops
and Offsites facilitated

FEATURED IN MEDIA OVER 50 TIMES SO FAR IN 2026

Australian Financial Review	The Times UK	Fortune	New York Observer	Entrepreneur UK
Ausbiz TV	Startup Daily	Employment Hero	CEO Magazine	CEO World
Unleash US	Arab News	The Post NZ	Elite Business	Business Essentials
The Real Math of Business	FMCG Business	The CFO Magazine	HR Leader	The Edge Magazine
Irish Tech News	Edge Magazine / Institute of Leadership	The School of Startups with Jim Beach	Builders and Doers	Bee Formless
Leadership Powered by Common Senses	Shiny Happy People	Growth Hackings	Rural Business	Retail Business
	European Business Review	Talking Business	i-Invest	

One platform. Two keynote experiences.

A single idea — Discipline Beats Vision — tailored for leadership audiences or broader conferences.

ONE PHILOSOPHY

Vision inspires. Discipline delivers.

Dane combines real-world CEO experience, the principles from his book, and practical frameworks to help audiences turn intent into action.

Discipline Beats Vision

For corporate and
leadership audiences

Leadership behaviours
that turn vision into
results.

The DISCIPLINE Framework

For conferences,
associations and
teams

Simple habits. Lasting
change. For work and
life.

Both can be delivered as keynotes, workshops or leadership experiences.

LEADERSHIP KEYNOTE

Discipline Beats Vision

Your audience won't just leave inspired.
They'll leave leading differently.

Based on Dane Hudson's Wiley-published book, this keynote shows why vision alone is never enough.

Drawing on 25 years as a global CEO, mentoring more than 150 CEOs and developing over 900 leaders, Dane shares the practical leadership behaviours that consistently turn ambition into execution.

Every audience leaves with practical **Monday-Ready Actions** they can apply immediately.

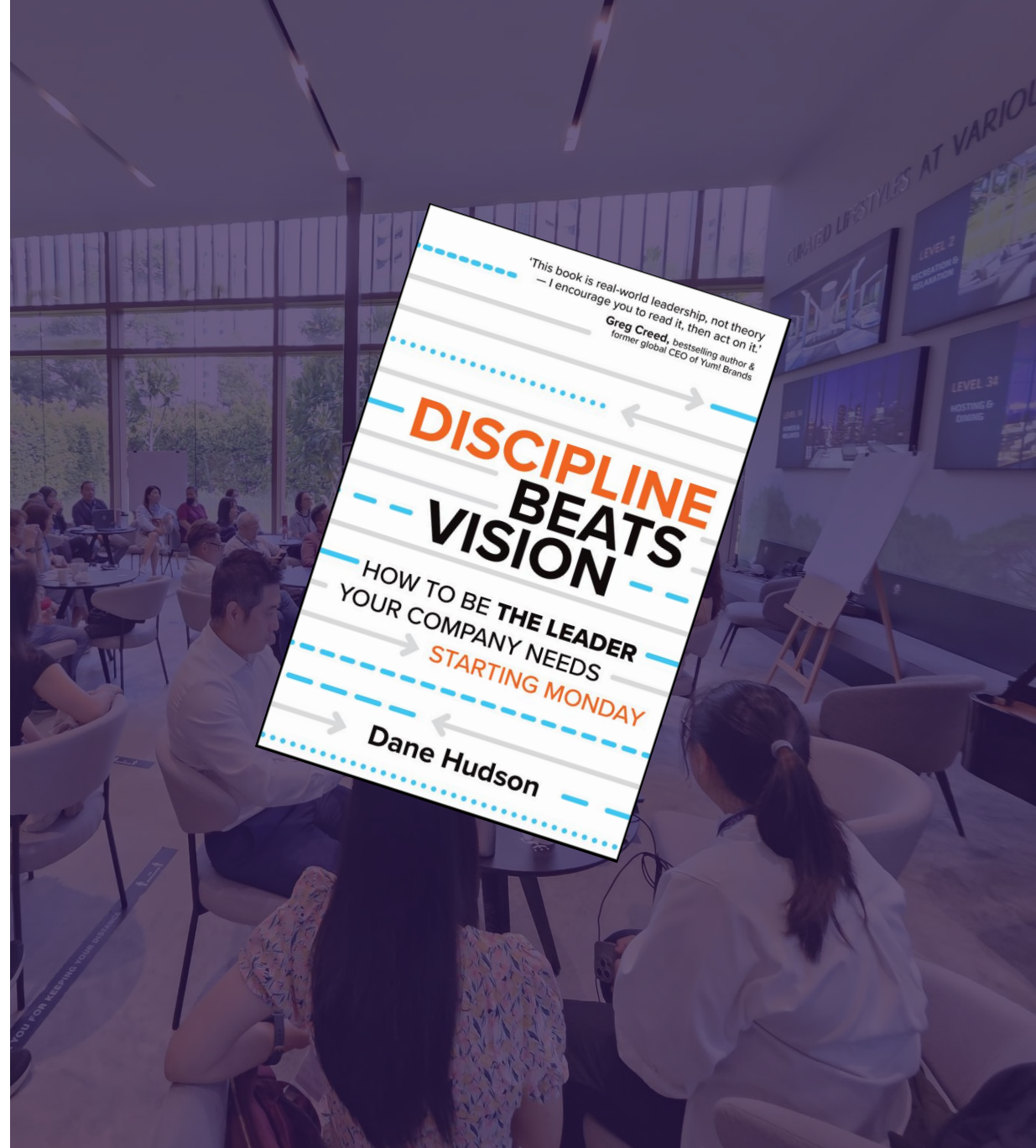
Ideal for

Leadership conferences

Executive teams

Growth companies

High-potential leaders



Your audience will leave able to...

Define, and learn, disciplined leadership

Learn the characteristics and responsibilities of a disciplined leader, and how you line up.



Build trust and accountability faster

Trust is the foundation for building an accountable culture. Disciplined leadership behaviours will achieve both.



Shape culture deliberately

Use deliberate behaviours, standards and rewards to make your culture a differentiator.



Mentor with confidence

Develop people without turning every conversation into a review.



Communicate like a leader

Speak with clarity, impact and credibility in any situation.



Apply tools on Monday

Translate insight into practical leadership action.



Real-world leadership education, built around your team's biggest challenges and designed to create immediate impact.

**KEYNOTE RELEVANT FOR ANY
AUDIENCE**

The DISCIPLINE Framework

**Simple habits. Lasting
change.**

A practical keynote to inspire anyone to build the behaviours that create meaningful progress towards all their life and career goals.

Audience promise

Every person leaves with practical and achievable plans to build more discipline at work and in life.

High WHY

Know what matters enough to change.

Humble HOW

Start small, avoid life friction, build momentum.

Support that sticks

Use partners, public commitments and accountability.

Intentional choices

Make decisions that set tomorrow up for success.

Built for any audience, with something practical for everyone in the room.

The DISCIPLINE Framework

Ten prompts that make discipline practical, memorable and immediately usable.

D

Deliberate Daily Decision

Choose discipline daily; keep your WHY high.

S

Start Small and Avoid Life Friction

Build momentum through tiny wins and low-friction steps.

I

Intentional Choices

Be deliberate with every yes and no.

L

Live Your Legacy

You never know your impact. Build it now in every kept commitment.

N

Night Discipline

Nothing good happens after 9pm. Put yourself in a position to be lucky.

I

I Am the Driver

Be the owner and driver of your choices and future.

C

Champion Yourself

It is your scorecard. It is OK to be a bit selfish.

P

Partners Required

Use supporters and public commitments to stay accountable. Make your partner your partner.

I

Invest in Yourself

Make discipline your first investment in growth.

E

Exit with Courage

Know when enough is enough; Exiting is often your hardest decision..

What organisers and leaders say

If execution and accountability is important to your business success, Dane provides a framework in an engaging and interactive fashion. Our leaders benefited with real tools to improve execution in a very human way.

Scott Kelly — CEO, Ventora Group

Dane's presentation was both expansive and specific — he shared change leadership frameworks that emerging leaders could immediately apply to their own practice.

Jessy Wu — Partner & Head of Community, Afterwork Ventures

Given Dane's comprehensive leadership experience, he had immediate credibility with this large group of CEOs.

Nisha Purushothaman — Chapter Chair, YPO Chennai

Dane's keynote was extremely clear in how leaders can scale themselves and their businesses. I can highly recommend Dane as an engaging speaker with relevant and useful content.

Trinh Tieu, CEO and Founder — Talentnet, Vietnam's largest HR Services company



A practical speaker who combines CEO credibility with story, humour and tools.

Dane Hudson is engaging and immediately connects with the audience with his stories and life insights ... inspiring them to immediately make changes in their lives.

Rachel Ng — Wavemaker Partners

I can highly recommend Dane as a speaker who immediately connected with our team with his DISCIPLINE insights.

Amanda Gani — CEO, Frostbland

Built for impact

Each engagement is tailored to your audience, event theme and desired outcomes.



30 – 60 min keynote

High-energy, story-rich, practical and memorable.



Half-day workshop

Tools, reflection and leader/team action plans.



90 min keynote + Q&A

Deeper application with audience interaction.



Full-day leadership experience

Keynote + facilitated working sessions.



Dane invests time before every engagement to understand your audience, business context, culture and event objectives so the keynote feels designed for your room, not taken off the shelf.

Available globally for conferences, executive forums, leadership offsites and company events.

DISCIPLINE BEATS VISION

Vision is the destination.
Discipline is the roadmap.

Book Dane for your next conference, leadership event or executive forum.

BOOK DANE

GET THE BOOK

danehudson.com

