

# Brian J. Steel

LEADERSHIP FORGED UNDER FIRE

31 Years Military Service · RAF · British Army · Royal Australian Navy · Combat Pilot · IECL Level 2 Exec Coach · Master's Leadership & Management · Cordon Bleu Master's



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## "You Can't Lead People You Don't Understand"

Brian Steel helps organisations close the most costly gap in leadership — not the strategy gap, not the execution gap, but **the understanding gap**. A decorated combat pilot and military officer with 31 years of commissioned service, Brian has led in conditions where failure is measured not in revenue — but in lives. His keynotes are built on a single uncomfortable truth: **there are no bad leaders. Only undertrained ones**. Most leaders have no idea who the people in front of them actually are — and that insight, born in cockpits and counter-terrorism operations, has now reached C-suites and leadership teams across Australia and beyond.

LEADERSHIP & CULTURE · MILITARY · MOTIVATIONAL

### TOPICS — THE SEVEN TRUTHS

- 01 Everybody thinks they're right — everybody is trying to do a good job
- 02 You can tell me what to do, or how to do it — but not both
- 03 Shut up and let people finish
- 04 You do not know how I feel
- 05 One size fits one
- 06 I don't care about your intent — only your impact
- 07 You do not have the answer to their problem

FRAMEWORK The CLARITY Method™

### THE CLARITY METHOD™

- C CREDIT GOOD INTENT** Assume positive intent before you judge behaviour
- L LISTEN FULLY** Stop forming your response before they've finished
- A AGENCY — DIRECTION, NOT INSTRUCTION** Tell people where to go, not how to get there
- R REAL EMPATHY** You don't know how they feel — so ask
- I INDIVIDUAL — ONE SIZE FITS ONE** Lead the person in front of you, not the archetype
- T THEIR IMPACT, NOT YOUR INTENT** Own the landing, not just the launch
- Y YIELD THE ANSWER** The best solution is usually already in the room

### KEYNOTE

45 – 75 min · Opening or closing

### HALF-DAY WORKSHOP

3 – 4 hours · Interactive, facilitated

### FULL-DAY PROGRAMME

Deep-dive with team application sessions

### IDEAL AUDIENCES

C-suite · Senior leadership · High-potential cohorts · HR conferences

### WHAT CLIENTS SAY

He commands attention without demanding it, speaks with conviction without ego, and shares stories that resonate long after the event concludes. People leave not only energised, but equipped with tangible tools they can immediately apply.

**DOMINIC VAN HERK**  
BDM, Australian Native Products

Brian delivered a powerful and highly practical presentation on change. He reframed it from something to survive into something leaders and teams can lean into and even enjoy. Our members walked away with clear, actionable strategies to navigate uncertainty and build resilience.

**MINNIE CONSTAN**  
CEO, Foodservice Association Australia

Brian has a rare ability to challenge your thinking while supporting your growth. His guidance helped me navigate a difficult chapter of my life with a stronger mindset and better leadership.

**MARC ALMONDALEK**  
Brand Manager, MHead · Seagrass Boutique Hospitality Group