

# The Killer Intro

Please read this script aloud, exactly as written — emphasis included



**i** **For the MC:** Read this script as written — do not ad lib or summarise. Speak slowly and deliver each beat with confidence. Words in **gold** carry emphasis.

## BEAT ONE THE HOOK

Before I introduce our next speaker, I want to ask you something.  
How many people in this room have ever had to make a decision — *a genuinely consequential decision* — where the cost of getting it wrong was measured not in revenue, not in market share, **but in human lives?**

## BEAT TWO THE AUTHORITY

Our next speaker has done that. **Repeatedly. For thirty-one years.**  
He is a decorated combat pilot who flew anti-tank helicopter missions in the Gulf War and led counter-terrorism operations in Northern Ireland. He has been shot at on active service. He has made split-second decisions at **150 knots** with incomplete information and no margin for error — **and he has brought his people home.**

## BEAT THREE THE RELEVANCE

He then walked out of uniform and into the boardroom — and discovered that **the single greatest failure in corporate leadership** is not strategy, not execution, not budget. It is that most leaders have **no idea** who the people in front of them actually are.  
That insight became a framework. That framework has now reached C-suites, leadership teams and conference rooms across Australia and beyond.

## BEAT FOUR THE CREDENTIALS

He holds **dual Master's degrees** — in Leadership and Management, and in Gastronomy from Le Cordon Bleu Sydney. He is an **IECL Level 2 Accredited Executive Coach**, one of the most demanding coaching qualifications in Australia. He has served as Global Head of Training and Development for an international hospitality group, and is a trusted adviser to C-suites across defence, hospitality and professional services. He is, in short, **the only person on the speaking circuit** who has been shot at, trained to survive behind enemy lines, earned a sake qualification, and built a leadership framework that will change the way you see every person on your team — *before you leave this room today.*

## BEAT FIVE THE WELCOME

**LEADERSHIP FORGED UNDER FIRE**  
**Ladies and gentlemen — please give a very warm welcome to Brian Steel.**