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# Reg Crawford

Storyteller.  
Keynote Speaker.  
Leader.

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# About Reg

Reg Crawford is a renowned Leader, Storyteller and Keynote Speaker, helping people to achieve great results.

He is highly engaging and coaches and facilitates learning for new and experienced leaders and teams across business and sports. Reg inspires people to challenge themselves through his storytelling of leadership and performance in the most adverse of life situations.

Reg enjoyed a 22 year Army career that included operational service in Rwanda, East Timor and Iraq. He commanded units from small teams to operational units of 300 personnel, including soldiers from Egypt, the UK and the USA. During his time in the Army, Reg gained extensive leadership experience and insight into elite teams and how they perform. He gained considerable cultural awareness and experience running training teams in Malaysia, and working closely with teams from many nations.

## A Career of Highlights

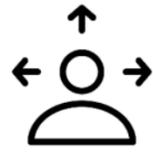
- Completed the gruelling Special Air Service (SAS) selection course and served in the elite unit for a greater part of his career.
- Awarded the United States Bronze Star Medal for acts of leadership during the 2003 Iraq War.
- First Australian to arrive in Rwanda after the genocide that killed nearly one million people in 1994. Held at gunpoint by Rwandan soldiers.
- Commanded a multi-national unit on operations in East Timor.
- One of a handful of Australian officers to have commanded an American unit on operations.
- Advisor to the United Nations in New York in a review of international donor country participation in UN operations.
- Counter Terrorism advisor to the NSW Police Commissioner during the Sydney Olympic Games.
- Hosted and briefed Prime Ministers, Presidents and senior government ministers from Australia, South East Asia and Africa.
- Invited to conduct a review of the operations of the football department of the Collingwood Football Club, leading to a 12 month contract to implement a culture of high performance and a premiership winning strategy.
- Advisor to Olympic and World Championship sporting teams to improve leadership, team development and high performance strategy.
- Consultant to the International Criminal Court on management of African field operations.

# Speaker Topics

Reg is more than just a storyteller. He raises awareness of what is possible by drawing on his unique experience and helping others to learn and translate these experiences to their own situations. Reg's storytelling themes and keynote topics include:



Courage in the  
Face of Adversity



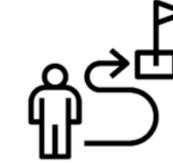
Decision Making  
Under Pressure



Elite Team  
Performance



Authentic and  
Courageous  
Leadership



Purpose  
and Values



Energy and  
Self Leadership

## Learn

### Leadership

Insights into the most impactful leadership behavior through Reg's experience in leading teams and units in complex and adverse situations.

### Teamwork

Understand what it takes to help your teams to improve their performance and move from average to elite performance.

### Courage in the Face of Adversity

Hear how leaders can be courageous and authentic, regardless of position or authority and how anyone with the persistence to always do the right thing can influence with impact and achieve seemingly impossible outcomes.

# Reflections and Testimonials

“You can impress people from a distance but to impact them, you need to be up close” Howard Hendricks

Reg has a highly engaging, relaxed style that brings the audience into his world and allows them to feel the moments that made a difference. He listens and helps the audience make sense of, and see the relevance of his experiences...

“Thank you for your insightful reflections. Your stories are amazing and so well received by our guests. I’m sure I speak for everyone in saying how inspiring and emotive the CEO’s lunch was and I would like to thank you for being so generous with your time and open in sharing your personal stories. Congratulations on your success”

- Managing Director, Executive Recruitment and CEO forum host

“Reg - thanks again for your inspiring stories. My team and I really connected with your stories today, so thank you. We would love you to share your stories with other parts of the business”

- Executive HR Director

“I really enjoyed our time with Reg. I found him really engaging and easy to relate to my learning process“

- Motor Industry Manager





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**FOR FURTHER INFORMATION  
ABOUT ENGAGING REG,  
FEEL FREE TO CONTACT:**

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