

Profile

Frank Tsuro

Independent advisor to chief executives, chairs and boards

Big decisions are often made on half the picture. Frank finds out the other half, in confidence, before it costs his clients.

What he does

Frank works beside chief executives, chairs and boards on one important decision at a time. He talks to people at every level in confidence, reads what already exists and says plainly what he finds. His approach comes from aviation accident investigation, which asks what a capable pilot believed to be true at the moment they acted and why it made sense to them. He asks leaders and the people around them the same questions before a decision is made, not after it fails.

What he is called in for

- A board or leadership team is divided.
- A plan was agreed, but it is not happening.
- A succession is coming.
- The same problem keeps coming back.
- An AI system is about to be approved, or has gone wrong.

Signature talks

The Filter
Why bad news gets smaller on its way to you.

Fix the System, Not the Pilot
What aviation learned by refusing “human error” as an answer.

Precisely Wrong
The question to settle before you approve the next AI system.

The First Generation Leader
Leading at a level no one in your family has led before.

Advising since
2013

Executives advised
More than 230 C-suite and director-level executives

Spoken in
More than 15 countries across Africa, Europe, the Middle East and North America

Board service
The international board of a global nonprofit with members in more than 140 countries. Chair of the advisory board of The eHub.

Founder
FranklySpeaking and #PeopleMakingHistory

Sectors
Telecommunications, energy, mining, logistics, infrastructure, construction, banking and state-owned enterprises

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The first call is on me.

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Speaking enquiry