

What reaches each level of an organisation. The full line is what the people doing the work know.

Talks your audience can use on Monday morning.

Everything an organiser needs to book, promote and run a session.

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Everything an organiser needs.

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Using this kit

Everything here can be used as written: the biographies, the abstracts and the introduction. Each talk keeps its name; the subtitle and the examples are shaped for your audience. Photographs at full resolution are at franktsuro.com/media-kit.

The Speaker

Introductions and biographies

Use them as written. Each carries the same facts, so they can sit side by side.

One line

For social profiles, bylines and signatures

Frank Tsuro, founder of FranklySpeaking, is an independent advisor to chief executives, chairs and boards.

Short, about 80 words

For programmes, panels and introductions

Frank Tsuro is an independent advisor to chief executives, chairs and boards. Big decisions are often made on half the picture. He finds out the other half, in confidence, before it costs them. Since 2013 he has advised more than 230 C-suite and director-level executives and has spoken in more than 15 countries across Africa, Europe, the Middle East and North America. He has served on the international board of a global nonprofit and founded FranklySpeaking and #PeopleMakingHistory.

Standard, about 180 words

For websites, press and speaker listings

Frank Tsuro is an independent advisor to chief executives, chairs and boards. Big decisions are often made on half the picture. He finds out the other half, in confidence, before it costs them.

Since 2013 he has advised more than 230 C-suite and director-level executives, most of them chief financial officers and, more recently, technology leaders, in telecommunications, energy, mining, logistics, banking and state-owned enterprises. He has served as a chief executive and on the international board of a global nonprofit with members in more than 140 countries. He chairs the advisory board of The eHub, a hub for entrepreneurs in South Africa.

He founded FranklySpeaking, which investigates problems that keep coming back, using a method adapted from aircraft accident investigation. He also founded #PeopleMakingHistory, a journal, fellowship and archive that records what the people making Africa's history are learning, for the leaders who come next.

He has spoken in person in more than 15 countries across Africa, Europe, the Middle East and North America. His argument is simple. Skill is rarely the problem. Information is.

Read aloud, about 30 seconds

For the host, as Frank is called up

"Our next speaker advises chief executives, chairs and boards on the decisions they cannot get wrong. Big decisions are often made on half the picture. Frank Tsuro finds out the other half. He has advised more than 230 senior executives, served on the international board of a global nonprofit and founded FranklySpeaking. Please welcome Frank Tsuro."

Every Talk and Programme

The formats each idea comes in.

Talk or programme	The question it answers	Keynote	Workshop	Board session
Keynotes				
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	●	●	
Board sessions				
Before the Vote	Deciding well, and disagreeing well, before the board commits		●	●
What Exactly Did We Decide?	How a decision becomes action, as the board intended		●	●
The Real Decision-Makers	Succession and who really decides			●
Masterclasses				
Frank Conversations	Saying the difficult thing early, without losing the room		●	
Political Intelligence	Reading where decisions are really made		●	

Every talk also works as a panel or a moderated conversation, with Frank as panellist or as chair.

Signature talk

The Filter

Why bad news gets smaller on its way to you.

Keynote · Workshop · Board session

Your audience learns how information gets smaller on its way up. They leave with 3 questions to ask their own teams on Monday morning.

Who it is for	Chief executives, boards, executive teams and senior leadership conferences. It works best when the audience makes real decisions.
What people leave with	Why honest reporting gets harder at every level. It comes from how organisations work, not from bad people.
	3 ways a leader can hear what is happening without relying only on the management line.
	3 questions that bring out what a team has stopped talking about.
Formats	Keynote, 45 to 60 minutes, with questions on stage
	Workshop, a half day, applied to your own decisions
	Board session, 90 minutes, in confidence
	Panel or moderated conversation, as panellist or as chair
For boards	For boards, the talk is told through the green dashboard: why a board pack can stay green while reality turns red. It ends with the question that tests any report: how do we know?

Signature talk

Fix the System, Not the Pilot

What aviation learned by refusing "human error" as an answer.

Keynote · Workshop · Board session

Your audience stops asking who to blame and starts asking what made the mistake likely. That one change makes the next failure less likely.

Who it is for	Operating businesses where failure is visible and expensive: energy, telecoms, mining, ports, logistics, construction, financial services and regulators.
What people leave with	The difference between what triggered a failure and the conditions already in place. Each needs a different fix.
	Why a serious failure usually comes from 7 to 12 small causes, not one big one.
	What changes in a business when blame stops being the first question.
Formats	Keynote, 45 to 60 minutes
	Workshop, a half day, applied to one of your own incidents
	Board or risk committee session, 90 minutes
	Panel or moderated conversation, as panellist or as chair
Behind the talk	This is the thinking behind FranklySpeaking, the firm I founded, which investigates problems that keep coming back and fixes the cause.

Signature talk

Precisely Wrong

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

Keynote · Workshop · Board session

The board leaves with one written question and a clear idea of the evidence to expect before it is answered. This is a governance session, not a technology briefing.

Who it is for	Boards, executive teams and risk or audit committees about to automate a decision with legal, safety or reputation risk.
What people leave with	Why a system trained on good-news data gives confident answers that are wrong in the same direction every time.
	What happens when leaders' unresolved disagreements are built into automated decisions, thousands of times a day.
	The question to ask after an automated decision goes wrong. Most governance rules cannot answer it.
Formats	Keynote, 45 to 60 minutes
	Board or risk committee session, 90 minutes
	Working session, 2 hours, with your technology and risk leaders
	Panel or moderated conversation, as panellist or as chair
For boards	In South Africa, King V asks the governing body to govern data, information and technology (Principle 10). It addresses AI directly, with clear accountability for the decisions and outcomes of AI systems and clear, understandable reasons for what they decide. This session helps a board settle that before approval, not after a failure. If an automated decision has already gone wrong, FranklySpeaking's AI Decision Review finds out why.

Signature talk

The First Generation Leader

Leading at a level no one in your family has led before.

Keynote · Workshop

Your audience stops seeing a small circle of advisors as a personal weakness. They start treating it as a gap they can close on purpose.

Who it is for	Founder-led and first-generation businesses, family groups in transition, leadership programmes and any audience where many people are the first in their family to lead at this level.
What people leave with	Why a family network gives leaders better information, not just social advantages.
	Where to find a second opinion from someone who has nothing to lose by being honest.
	How to tell the difference between advice and agreement.
Formats	Keynote, 45 to 60 minutes
	Moderated conversation or fireside, 60 minutes
	Masterclass, a half day, as First Generation Leadership
	Closed session for a founder or family board, 90 minutes

What You Can Count On

From the first call to the follow-up.

Before

We start with your audience

A 15-minute call about who will be in the room, what they believe now and what your programme needs them to leave with.

Before

Your world, not someone else's case study

2 or 3 short conversations with your people, so every example lands close to home.

Before

Everything to promote it

Titles, abstracts, biographies and photographs, ready to use as written.

On the day

A light footprint

A lapel or headset microphone, a clicker and a screen facing the speaker. Slides arrive 48 hours ahead.

After

The conversation keeps going

A one-page follow-up with the 3 questions from the talk, for your delegates to ask their own teams.

Always

A few small asks

Closed sessions stay confidential and unrecorded, the most senior person stays throughout and the talk keeps the part someone expects it to leave out.

How to book

Fees depend on the room and what it is for. A session for 12 chief executives is a different engagement from a keynote for 300 delegates. We agree the fee before anything is booked.

Speaking enquiry

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