

The Killer Intro

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

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 made a decision where the cost of getting it wrong wasn't measured in revenue or market share — but in **human lives**?

BEAT TWO THE AUTHORITY

Our next speaker has done that — **repeatedly, for thirty-one years**. A decorated combat pilot, he flew anti-tank helicopters in the Gulf War, where his position was **hit by a Scud missile**, and led counter-terrorism operations in Northern Ireland, where he came under **surface-to-air and machine-gun fire**. Split-second decisions, no margin for error — and every time, **he brought his people home**.

BEAT THREE THE RELEVANCE

He walked out of uniform and into the boardroom — and found the single greatest failure in corporate leadership isn't strategy, execution, or budget. It's that **most leaders have no idea who the people in front of them actually are**. That insight became **The CLEAR Framework™** — now used in C-suites and conference rooms across Australia and beyond.

BEAT FOUR THE CREDENTIALS

He holds dual Master's degrees, is an IECL-accredited executive coach, and has led leadership training for one of Australia's largest hospitality groups. He is, quite simply, **the only speaker on this circuit** who's been **shot at**, trained to survive behind enemy lines, holds a sake qualification, and built a framework that will **change how you see your own team** — before you leave this room.

BEAT FIVE THE WELCOME

[SCREEN CUE: LEADERSHIP FORGED UNDER FIRE]

Ladies and gentlemen — please give a very warm welcome to **Brian J. Steel**.

ABOUT BRIAN J. STEEL

31 years of commissioned military service across the RAF, British Army and Royal Australian Navy. Combat pilot — Gulf War. Counter-terrorism — Northern Ireland. Master's in Leadership and Management. IECL Level 2 Accredited Executive Coach. Global Head of Training and Development — Seagrass Boutique Hospitality Group. Cordon Bleu Master's in Gastronomy. WSET Level 3 Sake. Regular keynote speaker — TEC Executive Connection CEO groups.

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