



DAVID ANTHONY CHILDS  
**REVEALING  
ORGANIZATIONAL  
POTENTIAL**  
INTERNATIONAL SPEAKER KIT

*David Anthony Childs*



## SPOKEN TO AUDIENCES **AND LEADERS FROM**

David Anthony Childs is a memorable speaker who consistently delivers high-impact presentations and speeches. He has added value to countless events throughout Canada and the US, contributing to their success and audience members' satisfaction.

**ORACLE**

**Deloitte.**



Microsoft



HSBC 

**SONY**







## SPEAKER INTRODUCTION

David Anthony Childs takes a deliberate approach to public speaking. When engaging with business audiences, he shares high-value examples of how to get results. Both engaging and inspiring, his step-by-step communication style differentiates him from other speakers, and enables him to take audiences on a journey that will elevate how they think and operate. His material is actionable, and can be integrated into the workflow of teams and organizations of all sizes, and from all walks of life and industries, to enhance their performance and outcomes. He is the founder and lead strategist at Living Blueprint.

## CORE VALUES

TRUTH AND EVIDENCE  
EVOLUTIONARY CHANGE  
DEDICATION TO CRAFT  
BEING PURPOSEFUL



OpenRoad Auto Group. Whistler facilitation and retreat bringing their Living Blueprint to life.

FOUNDER AND STRATEGIC LEAD OF



# living blueprint



## BOLD AND INCLUSIVE LEADERSHIP

*Having the clarity and confidence to understand your role in relation to those around you, so you can effectively lead your team forward.*



## PAST, PRESENT, AND FUTURE THINKING

*How can you know where you're going if you don't know where you've been? The Living Blueprint Framework will objectively reveal who you are and what makes you excel.*



## FACT-BASED DECISION MAKING

*We use data, analysis, and clear communication to encourage smart decisions and practices. We base our recommendations on evidence, ensuring you can confidently and decisively plan for the future.*





# PROJECT AND STRATEGIC TESTIMONIALS



*"Living Blueprint painstakingly took our top executives through the "Monster" process where over the 5-month period we moved from dialogues and debates to a common understanding of what makes OpenRoad tick (Unlimited Possibilities Ahead). The essence of our discovery with Living Blueprint has given us the insight, alignment and tools to move boldly forward with a clear intent both internally and externally. I would highly recommend any leader who works with people to explore the "Monster" process with Living Blueprint."*

**Christian Chia**  
CEO  
OpenRoad Auto Group

[Watch Brand Video](#)  
[Watch Commercial](#)  
[Read Article](#)



*"In working with David what I really appreciated was the non-top down attitude, he wanted to explore, he wanted to create a great relationship with us – build that relationship and then look at the opportunities available. As a direct result, we've created a strong new message, we've grown passenger traffic by 28%."*

**Quentin Smith**  
President  
Pacific Coastal Airlines

[Watch Testimonial](#)  
[Read Case Study](#)



*"It was a pleasure working with David and his team at Living Blueprint. After 20 years of business, Genesis Security was ready to rebrand as well as reposition to accommodate the changes within the industry as well as the continued growth of the company. David worked alongside the executive team to collectively implement a strategic plan, deliver the overall brand messaging to the rest of the staff and execute the successful rollout of the new website and marketing materials."*

**Camil Dubuc**  
President  
Genesis Security

[Watch Testimonial](#)  
[Read Article](#)



*"We realized that to take it to the next level we really had to stop and kind of reflect and say okay, across all the things that we do, what are the common values that we have and what is the common culture. So by doing that, it allowed us an amazing opportunity, really a once in a lifetime opportunity to take what we've built for the last 15 years, boil down what was really the essence of the culture and the corporate values and then launch that in a consistent path forward."*

**Allan Holmes**  
Founder  
Iridia Medical

[Watch Testimonial](#)  
[Read Case Study](#)



*"It's difficult to pick the single most important benefit of the Living blueprint and the process but if I had to try and sum it up, Patrick and I both agree that it helped Somatic discover and understand its true identity. From this stem many other benefits including differentiation from our competitors as well as cultural cohesion and alignment. It is a written document that helps us get new business through differentiation and an understanding of our identity and it helps build and maintain the culture we strive for. All of this translates to growth through more business and attracting good talent."*

**Gilbert Ghezesan**  
President, Somatic HVAC, [Watch Testimonial](#) | [Read Article](#)



# SHORT BIOGRAPHY

## DAVID ANTHONY CHILDS

Chief Blueprint Strategist

*Revealing Organizational Potential*

As the founder and lead strategist of Living Blueprint, David has been described as having a gift for identifying the hidden opportunities that exist amongst talented teams that they themselves have yet to see and benefit from. He has spoken in front of entrepreneurs and professionals from *Oracle, Deloitte, Cisco, Sony, HSBC, Microsoft, IBM, UPS*, and more.

David has a unique, deliberate, and concise methodology that he employs at the helm of Living Blueprint. Along with his colorful personality and humanizing storytelling, he helps teams, ranging in size from a dozen executive professionals to billion-dollar organizations of over a thousand employees, better understand each other and uncover their unique group characteristics. Along with his fellow chief strategists and facilitators, he guides teams along a path of expanded self-awareness that enables them to become the monster of their industry.

Tracing his professional roots to years in various music groups, and as a short film animator turned marketing director and agency owner, David has extensive experience in both the arts and business worlds. He merges creative and structured logic-based thinking into a versatile approach that benefits all kinds of clients from wide-ranging industries. They include some of Western Canada's leading companies, such as *Pacific Coastal Airlines, OpenRoad Auto Group, Somatic, and Iridia Medical*, among others.



# LONG BIOGRAPHY

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Chief Blueprint Strategist

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During his formative years - moving from England to Canada, Malaysia, and back to Canada - he often found himself wanting nothing more than for good talented people to stick together and move forward in one direction, similar to a well-functioning family.

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His animated short appeared at the *2004 Tribeca Film Festival*, and his musical work was nominated for a *1999 International Viewer's Choice MTV Video Music Award*. Together with Amir Nasr, he is the co-author of the upcoming book *Monster: Your Billion Dollar Ideology*, the critically acclaimed playbook on how to unlock your singular biggest opportunity based on who and what you are in a way that makes it impossible for anyone to compete with you.



Long-haired David Childs at the Sandman Hotel



*"Very engaging!"*

*"He is very passionate. I appreciate him sharing his story and applying it to operational excellence within his company and family. Good luck on the book!"*

*"Great questions to assess your organization from a culture and values perspective. Got some practical, actionable ideas to share with some colleagues when I am back in the office. David is an engaging presenter who is clearly passionate about what he does."*

*"Fun talk"*

*"Wanted to know HOW to understand your culture AND how to change culture."*

*"One of my favorite session of the whole week. David was so honest and personable in his presentation. Loved the content."*

*"Great use of time."*

*"Another great session that provokes a lot of thought and generates ideas for improving the culture and communication in our company. A great lesson on why it is important to focus on an organizations culture and values and to keep them visible."*

*"Good way of relating and buying rapport with the audience."*

*"Absolutely brilliant presentation"*







*"It was fascinating to me and it resonated on a number of levels. I was relating it to my own life experience. It got me to think about who I really am and where I'm going."*



*"My biggest takeaway, is there is a process to branding yourself properly, it's not willy nilly, it's not airy-fairy, it's something every businesses persons should do."*



*"I had an amazing time, what I really got out of today was the polarity funnel. This really gave me the confidence and a big breakthrough on really communicating what I am doing and the solutions I'm bringing."*



*"It was great, it was refreshing as a starting business to get, not only vivid story telling but practical examples of how important it is to know what you are selling and to be authentic about your business and what you offer."*



*"I was given so many examples of ways of addressing the problems that I could not even have imagined existed. I'm armed with fabulous ideas and my grey matter is firing and I'm excited to take action."*



# SIGNATURE **TALKS**



## HOW CULTURE, VALUES, AND BELONGING ENABLE YOU TO THRIVE

*You are unique, and that is worth everything*

Keynote: 45 – 90, Q&A

In this signature talk, David presents the idea that individuals and organizations alike have a unique “seed” full of existing values, traits, and competencies that can best grow when acknowledged accordingly. By revealing what kind of “seed” you are, identifying the right soil, and aligning with the best opportunity for you, you can grow in a way that makes it hard, and sometimes impossible, for others to compete with you. Much of it comes down to how well you understand and harness your past and present in order to capitalize on your true potential and thrive into the future.

This keynote will cover the following topics:

- » Understand how deeply held values guide everything you do, including your successes
- » Embody leadership through listening and shared values
- » Uncover shared directives and ideas with complete team buy-in
- » Learn to get ahead of the market and stop reacting to trends
- » Transition from an organization with a mission to a mission with an organization

## CONFIDENCE TO STAND YOUR GROUND AND OWN YOUR FUTURE

*Us above all else*

Keynote: 45 – 90, Q&A

If achieving your ultimate goals as an organization required you to change your day-to-day activities, would you be able to make the shift? It is one thing to know where you want to go and another to have the fortitude to lead your team into uncharted territory. In this keynote, David will outline how your patterns and habits may be stopping you from achieving long-term success, and how to overcome these obstacles. The skills, tools, and understanding that got you to where you are can easily become outdated as you move forward. The way to get ahead of the curve can sometimes require a change-of-tack.

This keynote will cover the following topics:

- » Learn the key principles to strengthen your culture through change and growth
- » Transition organizational change from a threat into an opportunity
- » Capitalize on your strengths to earn a larger market share
- » Understand why relationships guide product/service development
- » Stop competing with your competition; own your place in the market

## ORDER THAT HARNESSSES CONTINUAL OPPORTUNITIES

*Planned, sequential growth*

Keynote: 45 – 90, Q&A

You need forethought and deliberate action to build an organization with happy customers and a deeply connected workforce. As workers are often divided into teams and by the tasks they perform, silos can easily become entrenched in organizations. You may be pulled further and further away from the core ideology that informed your mission and organizational purpose. Learn valuable skills and practices to develop integrated teams that innately spur market growth as you scale your operations.

This keynote will cover the following topics:

- » Learn how to align your teams to control your budget
- » Keep divisions within your organization on point and working towards the same goals
- » Learn to identify worthless shiny objects by focusing on core activities
- » Transition your marketing and branding from a money pit to a money tree
- » Embody self-mastery in day-to-day business practices



# SPEAKER LOGISTICS

## SPEAKER FEES

Tailored Keynotes based on client requests including discovery session **\$12,500+**

Custom Keynote **\$15,000+**

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## DOMESTIC PAYMENTS

Full payment to be received by David before speaking engagement.

## INTERNATIONAL PAYMENTS

Half of payment to be received by David before speaking engagement, remainder immediately afterwards.

## TRAVEL / LODGING

Event organizers will cover the cost of flights, transportation, and hotel accommodations for the speaker.

Air Canada or WestJet is preferred for domestic flights (Premium Plus or seats with additional leg room). The name for the flight is David Anthony Childs.

## AV/ SOUND/ PRESENTATIONS

The speaker uses Keynote and/ or PowerPoint on his Asus laptop. He has an HDMI cable.

The speaker will be running videos with audio and requires access to speakers and a cable to be connected to his laptop for audio.

The speaker prefers a headset mic or a lav mic. Handheld mics are the least preferred option.

The speaker conducts a sound check before the speaking engagement.

## MEDIA

Please provide the speaker with all social media handles for the event.

The speaker will sit down with members of the media for any required interviews.

The speaker will network and interact with the audience and do Q&As.

The event organizers agree to provide a video/ text or social endorsement for the speaker after the event.





## DIGITAL MEDIA

### **YOU'RE A GREAT COMPANY, WHY DON'T I LIKE YOU?**

BC FOOD SERVICE EXPO IN VANCOUVER, BC

[Watch Clip](#)

### **FACEBOOK FOR BRANDS**

SANDMAN HOTEL

[Watch Clip](#)

### **AUTHENTIC STORYTELLING**

VANCOUVER, BC

[Watch Clip](#)

### **HUMAN RAPPORT IN A RESTAURANT BRAND**

BC FOOD SERVICE EXPO IN VANCOUVER, BC

[Watch Clip: Day One](#)

[Watch Clip: Day Two](#)

### **IRRESISTIBLE BRANDING**

VANCOUVER, BC

[Watch Clip](#)

### **WHAT IS A LIVING BLUEPRINT?**

SUM OF ALL PARTS

[Watch Clip](#)

### **WHAT THE &^%\$ AM I MISSING**

WORKSHOP

[Watch Clip](#)

## PUBLISHED ARTICLES

### **YOU'RE A PERFECTLY FINE COMPANY - SO WHY DON'T I LIKE YOU?**

[Read Article](#)

### **WHAT CAN WHITNEY HOUSTON TEACH US ABOUT BUSINESS?**

[Read Article](#)

### **THE ANATOMY OF A COMPELLING COMPANY STORY**

[Read Article](#)

### **CREDIBILITY UP IN SMOKE? BUILDING A BRAND IN A CONTROVERSIAL INDUSTRY**

[Read Article](#)

### **WHAT IF VIRGIN HIRED A DRAGON? THE IMPORTANCE OF CORPORATE ALIGNMENT**

[Read Article](#)

### **ADVERTISING: SHORT-TERM BRILLIANCE OR LONG-TERM STRATEGY?**

[Read Article](#)

### **YOU CAN'T FIRE ME - I DON'T WORK HERE**

[Read Article](#)





# SPEAKER INQUIRIES & BOOKINGS

**DAVID ANTHONY CHILDS**

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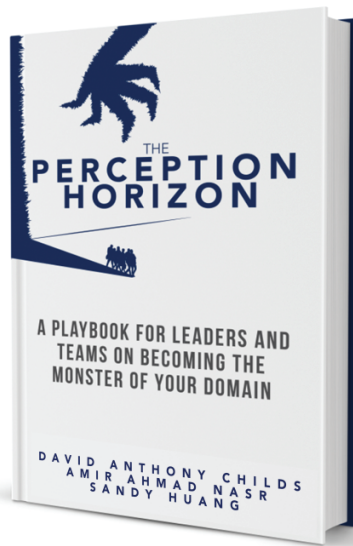


# THE PERCEPTION HORIZON

WHY YOUR BEST GROWTH STRATEGY TO THRIVE AS A FOUNDER-LED TEAM IS NOT BUSINESS AS USUAL, BUT TO PRIORITIZE CAPITALIZING ON WHO YOU REALLY ARE

After Trying Many Expensive Options That Didn't Work, Discover Why These Diverse Founders, CEOs & Decision-Makers Attest to the Big Difference Their Clarified Perception Horizons Enabled Them to Create & the Profound Growth Results They Experienced.

Based on the stewardship philosophies in The Perception Horizon: A Playbook for Leaders and Teams on Becoming the Monster of Your Domain, praised by organizations and team leaders in industries including aviation, medical support, online education, luxury vehicles, private security, real estate and hospitality ranging from dozens to over 1,000 people.



A handwritten signature in black ink, which appears to read "David Anthony Childs". The signature is fluid and cursive, with a large initial "D" and "A".

**DAVID ANTHONY CHILDS**

 living blueprint

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