

SPEAKER BIO

Scott Wright.

“The HI Guy”

HUMAN IDENTITY AS YOUR #1 ASSET

PERSONAL & PROFESSIONAL BRANDING

KEYNOTE SPEAKER / MC · FACILITATOR / COACH



BRAND YOU: Be More Trusted. More Valuable. **More Human.**

ABOUT SCOTT

Real business experience and results. Not just theory.

30 years working with and on iconic brands and businesses: Philips, DB, Goodman Fielder, Frucor Suntory, Lion.

Has successfully built and created brands for three decades, and led teams and people through significant change.

TEDx speaker, February 2026, and a natural performer and facilitator: an “Inspotainer”. A people person, who loves achieving through others.

Helps leaders, teams and organisations use identity as a tool for modern leadership and change.

WHY THIS TOPIC, NOW

01

Trust Is Declining and AI Is Making It Worse

Trust is gold in this new age, yet trust in institutions and leadership is at all-time lows, and AI is blurring what is real and fake.

03

Your Most Unique, Distinctive Human Identity Is Your #1 Asset

With knowledge commoditised by AI, the difference is your presence: Who You Are, Why You Are and How You Turn Up.

02

People Trust People

The value of being authentically and uniquely human has never been higher. People are yearning to connect with more human leaders, brands and organisations.

04

Being More Human Is THE Competitive Advantage

The winners will be the most human and trusted, using AI to amplify their human advantage, not reduce or replace it.

01

What Are Your Yellow Shoes?

Would You Buy Brand YOU?

- The imperative of being your most unique, distinctive and valuable human self in the age of AI
- Scott's reinvention journey from career crisis to the TEDx stage
- The value of personal brand
- The Five 'I's of great brands and identities
- The MyHI model and how to apply it
- Distinctive brand assets everyone has, and ideas to bring Brand YOU to life

02

Human Identity: The Infrastructure of Change

People don't resist change. They fear losing their identity.

- Why the global record on change is poor, and why we need to do something different
- What identity is, and why change is really an identity shift
- Why identity and brand are a leadership imperative
- The layers of identity in organisations, with case studies
- Why AI is different, and an identity-led approach to its deployment and adoption

03

Be Vinyl. Be Live. Be Human.

The music industry roadmap for humans to thrive.

- Brand YOU as an album
- Streaming's impact on music as a parallel for AI's impact on work
- Why the vinyl renaissance is a blueprint for being more human
- Thinking like a music artist to clarify our value
- The live-music boom as a marker of human connection
- The power of reinventing Brand YOU

TESTIMONIALS

“Scott has a rare ability to combine strategic business insight with a deep understanding of people. If you want a speaker who will challenge thinking, inspire action and leave audiences reflecting long after the event, Scott delivers.”

MONIQUE BRADLEY · Global Keynote Speaker & MC, TEDx Organiser

“A great MC for two recent two-day conferences... warmth, humour and professionalism, and excellent feedback from delegates throughout.”

FINN ROBERTSON · Senior Producer, Brightstar NZ

“I really appreciated your contribution to the programme and the practical perspective you brought to the session.”

BRETT JEFFERY · Executive Director, NZ Society of Association Executives

“A great talk, encouraging our members to take a different perspective on their careers and interactions with others.”

NICK CLEMENTS · President, Auckland Quantity Surveyors Association

Let's make being more human your personal and professional superpower!

KEYNOTE SPEAKER · MC · 1:1 COACHING · WORKSHOP FACILITATION

BOOKING ENQUIRIES & PROPOSALS

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