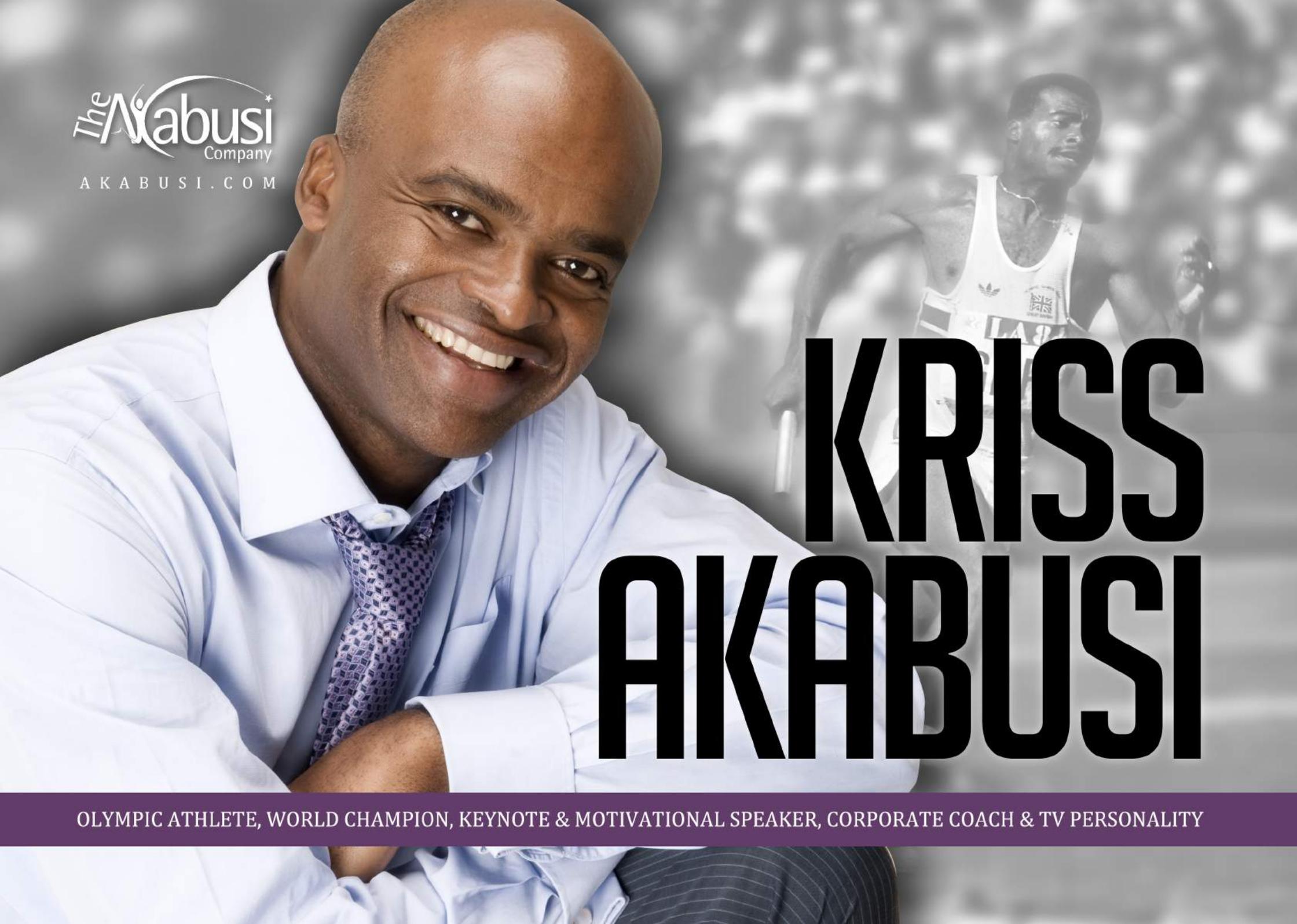


The Akabusi  
Company  
AKABUSI.COM



# KRISS AKABUSI

OLYMPIC ATHLETE, WORLD CHAMPION, KEYNOTE & MOTIVATIONAL SPEAKER, CORPORATE COACH & TV PERSONALITY



## ABOUT KRISS

Maybe you know Kriss from his glittering sporting career, or perhaps you recognise his face (and laugh!) from primetime TV? Whatever you think you know about him, there's much more to learn!



### KRISS THE ATHLETE ▶

Kriss rose to fame on the athletics track, where his greatest individual triumph was winning the gold medal in the 1990 European Championships. This was the day when he beat David Hemery's British record for the 400 metre hurdles – a record that stood for 22 years before Kriss made his mark on it!

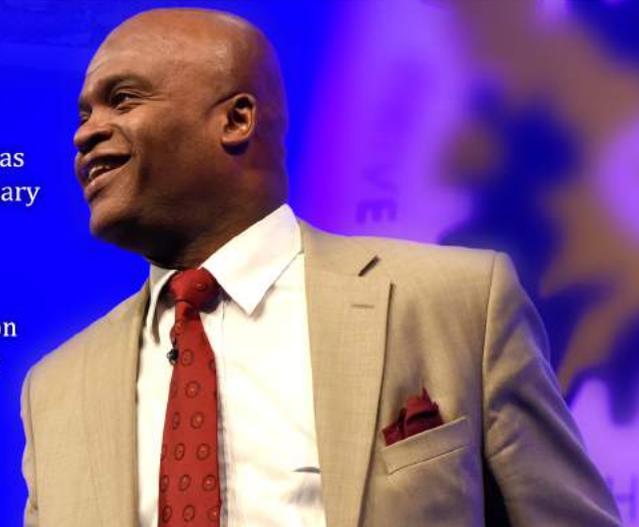
Kriss began his international athletics career in 1983 as a member of the 4x400 metre relay squad. He will probably always be remembered for helping Britain clinch the gold from the mighty Americans at the 1991 World Championships in Tokyo.

Having amassed three Olympic medals, as well as World, European and Commonwealth titles, Kriss was bestowed with an even greater honour in 1992: an MBE awarded by her Majesty the Queen in recognition of his services to the country through athletics.

### KRISS THE TV PERSONALITY ▶

Kriss' first foray into television and entertainment came when he presented Channel 4's hit breakfast show, *The Big Breakfast*. This was followed with a fulltime position as co-presenter of the BBC's legendary *Record Breakers*, as well as presenting various other children's TV programmes.

Today, Kriss is regularly consulted on a variety of radio and television programmes, discussing topics ranging from sport to business. He is also a regular contributor to Sky News' *Paper Review Programme*.



# ABOUT KRISS

## KRISS THE FAMILY MAN ▶

Born in London in 1958 to Nigerian parents, Kriss has a large family of his own as a father of four to Ashanti, Shakira, Alannam and Sakhile. He currently lives in Bedfordshire where he can be found teeing off at Woburn Golf Club or avidly supporting his favourite football team, West Ham United!

Kriss is also the founder and chairperson of The Akabusi Charitable Trust (TACT).

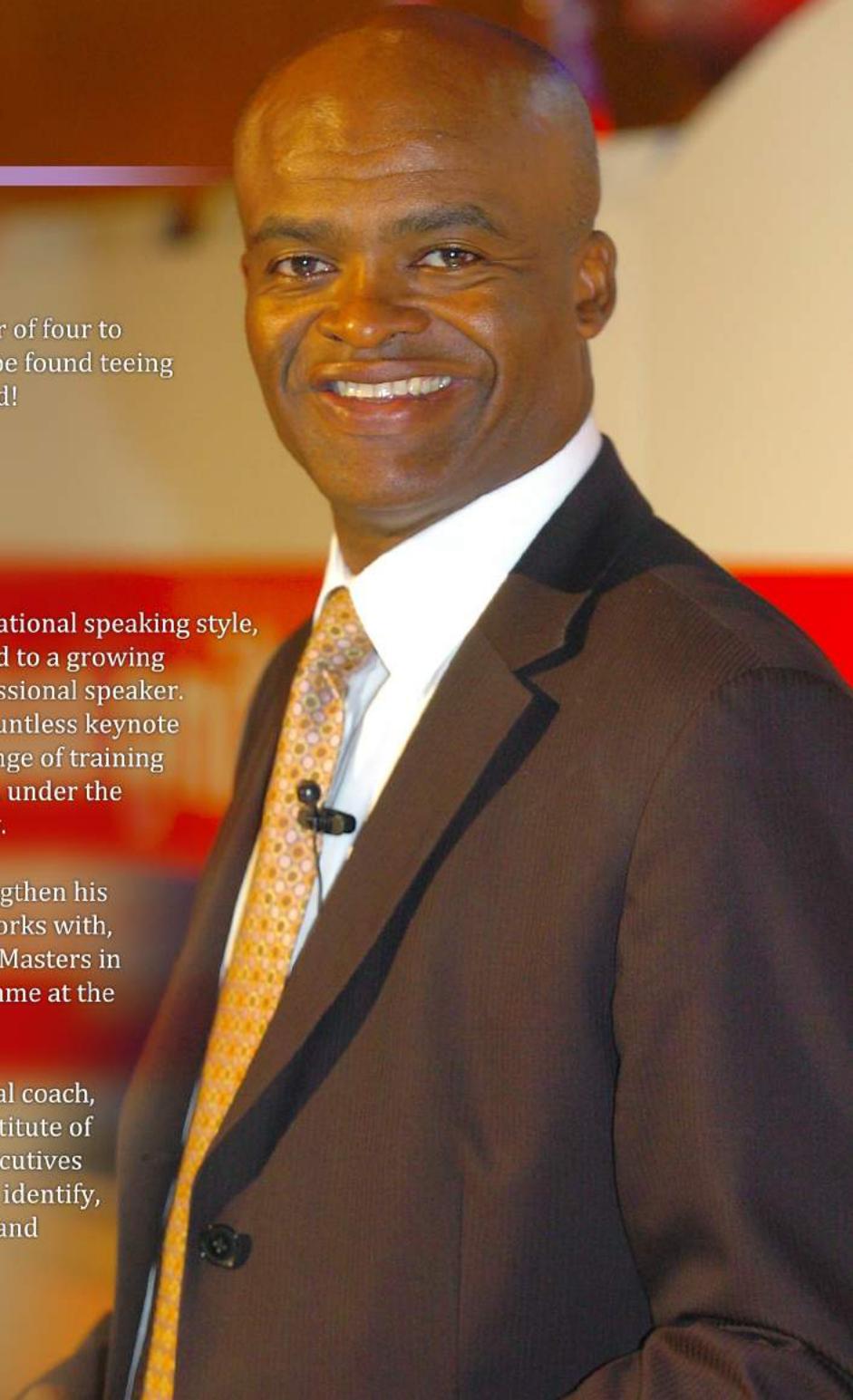


## KRISS THE BUSINESSMAN ▶

Kriss' engaging personality, inspirational speaking style, and remarkable backstory soon led to a growing demand for his services as a professional speaker. For over 20 years, he has given countless keynote speeches and facilitated a wide range of training workshops in the corporate arena, under the umbrella of The Akabusi Company.

In order to complement and strengthen his experience of the businesses he works with, Kriss undertook a two-year MBA (Masters in Business Administration) programme at the Ashridge Business School.

Kriss is also an accredited personal coach, having qualified at the Hudson Institute of Santa Barbara. He works with executives and senior managers to help them identify, clarify and achieve their personal and business goals.





THE PAST IS FOR  
**REFERENCE**  
NOT FOR  
**RESIDENCE**  
*- Kriss Akabusi*

# WORKING WITH KRISS

Working with Kriss is an unforgettable experience. He takes the time to fully understand your event or business, your delegates or team, and your objectives. In turn, he creates a truly memorable, inspirational experience, ensuring an even better return on your investment!

## SUPPORT TEAM

From your first contact with The Akabusi Company to the very end of your event, our support team is on hand to guide you through each stage. Need help with the booking process? Got questions? Relax – your event is safe in our hands.

## SOCIAL MEDIA AND PR

With a dedicated Social Media and PR manager on hand, we'll work with you as your event approaches, helping you get the most from opportunities to expose and promote your business.

## BRIEFING CALLS

Our pre-event briefing calls are designed so Kriss and the team can get a real grip on your goals and vision. Tell us about you, your company, and where you want to be – and Kriss will design a way to help you get there.

## TAILORED TO AUDIENCE

Every speech, presentation, and workshop is tailored to you and your business. Share your objectives with Kriss, and he'll create something just for you and your team – there's no cookie-cutter approach here!

## INTIMATE

Kriss takes pride in being involved in your business' growth. As such, he'll be involved right from the start. He's not just some 'in/out' speaker – he'll meet your delegates, take selfies, shake hands, creating a truly personal experience they'll remember forever.

## POST EVENT FEEDBACK

When your event is over, our job isn't done. We'll keep in touch to learn your thoughts and understand your experiences, and will be on hand with ways to keep our partnership going.



# SERVICES

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At The Akabusi Company we offer a variety of services that communicate high energy and inspirational messages. From the conference platform, to workshops, through to brand partnerships, we individually tailor our strategy to align with your business goals.

## KEYNOTES / ENDNOTES ▶

Are you looking for a keynote speaker to ignite passion in your delegates? Do you want an endnote speech that leaves your attendees fired up and closes your conference on a high note?

Kriss promises to deliver just that. Filled with humour, passion, and authenticity, his motivational presentations are an inspirational and unforgettable addition to any conference. He leaves listeners on a high, and ready to deliver success in the arena.

Tailored to your conference and objectives, Kriss' speech will inspire delegates, both professionally and personally, to:

- ***Set a vision***
- ***Focus on goal-setting for teams and individuals***
- ***Take ownership of and commit to goals***
- ***Identify and overcome hurdles***
- ***Use creativity and innovation to achieve outstanding results***
- ***Be flexible and manage change proactively***
- ***Understand the importance of teamwork and how to achieve it***

*To find out more, or to book Kriss for your next conference, get in contact today.*

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## AFTER-DINNER SPEECHES / AWARD CEREMONIES / MOTIVATIONAL SPEAKING ▶

Make that special occasion even more special with Kriss on board! He's guaranteed to bring boundless energy, enthusiasm, and a ton of fun to the party, leaving your guests with a smile and some great stories to tell.

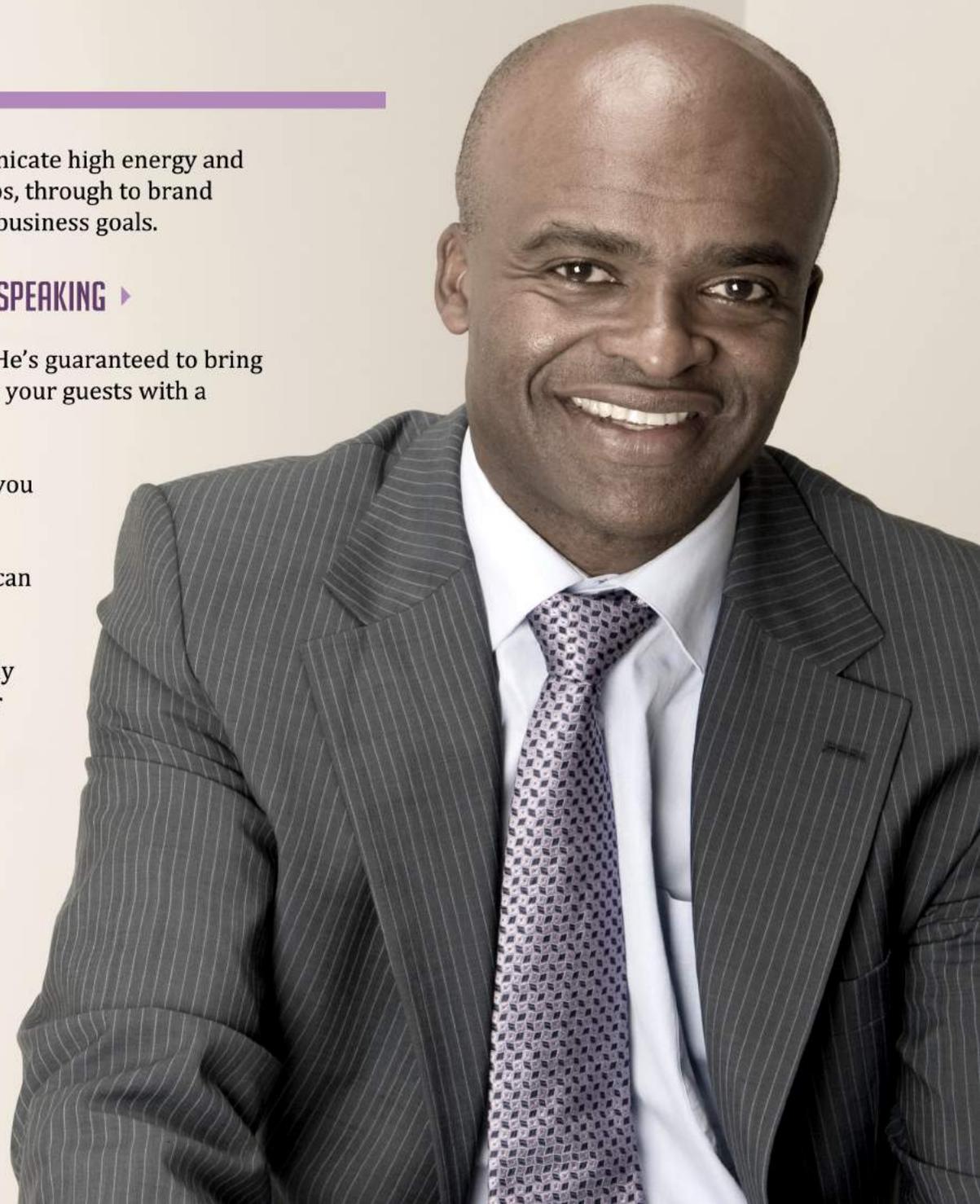
Hear tales from Kriss' sporting past for an insight beyond the ones you think you know.

Let your guests be inspired by his experiences, taking lessons they can apply to their own personal journeys.

Make sure the brightest and best stars in your company are properly recognised, rewarded, and celebrated at an awards ceremony fit for sporting icons!

Whatever your event, Kriss will work with you to craft a bespoke presentation, helping make your event something guests will look back on for years to come.

*So invite Kriss to the party –  
he's ready to get jiggy with it!*





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## WORKSHOPS / COACHING ▶

“Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organisational objectives. It is the fuel that allows common people to achieve uncommon results.”

– *Andrew Carnegie*

### WORKSHOPS

There’s no better way to get your team on board, onside, and working together than with one of Kriss’ bespoke workshops. Perfect for conveying an executive objective in an engaging and positive way, or simply to help employees gain a better understanding of themselves and each other, the outcomes can be simply astonishing.

Once everyone in your organisation is on the same page, then the magic happens.

Kriss will work closely with you to identify the core aims of your workshop. He’ll then advise the best style and format, using tried-and-tested techniques that have proved revolutionary to his clients, and design something just for you and your team.

### COACHING

It can be lonely at the top. When you’re the boss, who can talk ideas over with? Is your senior team telling you what you need to hear, or what you want to hear? How can you take your business to the next level?

A certified personal coach, Kriss will work with you to identify where you want to be, and help you get there. As your trusted advisor, he’ll help you see your strengths and help you uncover your weaknesses, encouraging you to capitalise on the former and develop the latter.

If you want Kriss to add some extra spark to you or your team, get in touch to find out more.

# SERVICES

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## MEDIA & ENDORSEMENTS ▶

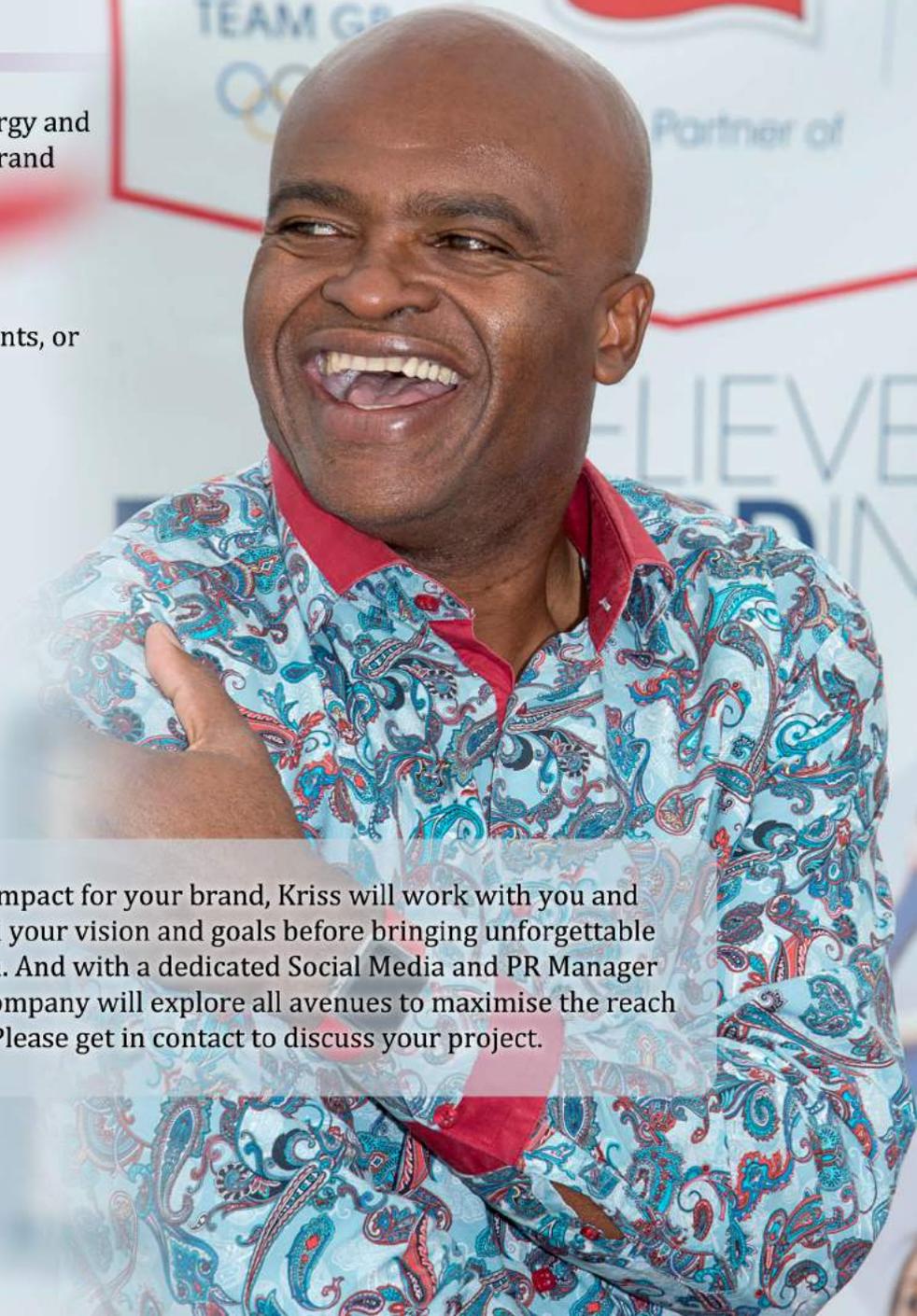
Kriss is also available for media requests, personal appearances, brand endorsements, or online and social media promotions.

*“I love working with Kriss. He has unrivalled energy and we always have a laugh. Jackabusi on the run.”*

— Jack Whitehall



To achieve the greatest impact for your brand, Kriss will work with you and your team to understand your vision and goals before bringing unforgettable energy to your campaign. And with a dedicated Social Media and PR Manager in house, The Akabusi Company will explore all avenues to maximise the reach of your brand message. Please get in contact to discuss your project.



## VIRTUAL KEYNOTES

At The Akabusi Company we understand that the coronavirus pandemic has changed the way in which your business operates, and we continue to be dedicated in our mission to support and inspire you and your team.

Say hello to Virtually Kriss, our suite of services crafted with you in mind. Here's how you can book Kriss in a post-COVID world and enthuse your team, all from the safe space of your home or socially distanced office.

Kriss' virtual keynote is a fusion of anecdotes, life lessons and rhetorical questions that encourage every audience member to think about how they show up in life and all the possibilities in their world.

While intimate in nature, Kriss' dynamism is palpable and will leave your audience energised, reflective and motivated to perform.

## “IN CONVERSATION WITH”

In conversation with, is a virtual fireside style conversation with Kriss, where Q&A is the driving force. Bespoke in nature to suit your business objectives, this is a unique opportunity for quality insights with Kriss that will leave your audience poised to perform, having reflected on their own internal drivers and how they function within the team.

## ONLINE COACHING

Kriss is a qualified life coach, having earned his Masters degree in existential coaching. This is a unique opportunity to work with Kriss one-on-one in a confidential setting that allows you to explore life's intersections and everyday challenges.

One thing that's important to understand is that existential coaching differs from all other forms of coaching, in that it does not have a set process. Most coaching modalities have a process that you “take someone around” whereas existential is about the here and now and the relationship between coach and coachee.

The result is magnificent! It's a longer process than some, however, when you do tackle a subject you're working towards exactly where your internal compass is pointing, not where the coach has manoeuvred you to think.



"Kriss was extremely friendly and approachable at all times and totally entertained our audience throughout the evening. He followed our brief to the letter and ensured his audience was captivated at all times. His presentation was lively, sincere and absolutely appropriate for the occasion. He did not rush off after the event and chatted to many of our guests - as the organiser, he made my life very easy. Our guests left feeling motivated, entertained and smiling! I highly recommend Kriss Akabusi as a motivational/after dinner speaker as he is so obviously well prepared and very flexible with his approach."

**NSPCC**  
EVERY CHILDHOOD IS WORTH FIGHTING FOR

- Carol Collier, Event Organiser

"Kriss was funny, energetic and by far the best speaker we have had. He fully engaged with the sponsors and winners on the presentation of the awards, and his personality bouncing on others gave us many great photos for keep sakes. Kriss mingled with our audience before and after the event and took time to chat and have selfies with our attendees. He is still spoken about weeks after! Kriss you were sensational and thank you for making it a great night. I would certainly recommend Kriss for any event in the future."

**nmi**  
Semiconductors  
To Systems

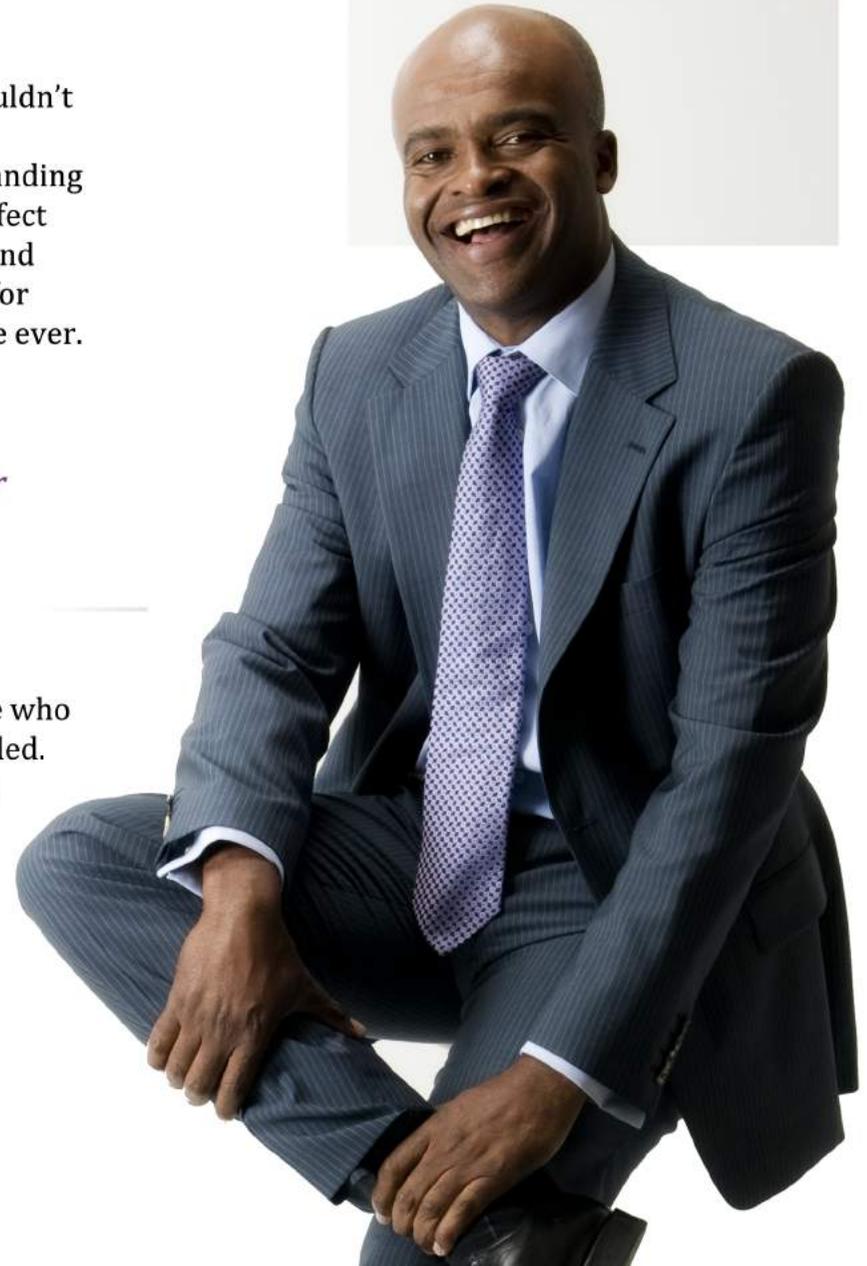
- Joanne Thompson, Office Finance Manager

"We invited Kriss to present at our annual Global Conference and we couldn't have asked for anything better. He was funny, engaging, entertaining, inspirational and hugely relevant. The hairs on the back of our hands standing on end with his electricity! Kriss's tone and content were absolutely perfect and he tailored his act beautifully to fit with our key conference theme and messages. People will be talking about Kriss Akabusi at our conference for years to come! Thanks for helping us deliver the best Speedo Conference ever. Boom! Boom! Boom!"

**speedo** - *Finlay Dawson, Business Development Director*

"In all our years of booking speakers, we have never dealt with someone who cared as much as you did, to give our people what they wanted and needed. Your preparation was genuinely world-class and a real reflection on the passion, commitment and dedication that you applied to your sporting career. A very deep, heartfelt thank you from myself and the team at the Platinum Property Partners."

**PLATINUM** - *Steve Bolton, Founder and Chairman*  
PROPERTY PARTNERS





"We at Innocent had a brilliant time with Kriss. His energy and willingness to get involved was incredible- we feel very lucky to have worked with him."

 **innocent** - *Emma, Innocent Drinks*

"We were given the heads up about Kriss and what an asset he could be for our company by our agency and to say that turned out to be a gross understatement wouldn't be far wrong. We have dealt with people in the public eye before with mixed results but dealing with Kriss has been an absolute breath of fresh air. Kriss has automatically brought credibility to a new brand in a very competitive market and the launch sales have been way above our expectations. We are extremely grateful to have an association with the Akabusi company and we look forward to working with Kriss and his team for many years to come."



- *Mike Johnson, Marketing Manager*

“An amazing, energetic session with engagement from all participating like I've never experienced before from a motivational speaker. Genuinely uplifting, inspiring and emotional that has created a real positive buzz which has acted as a spring board for people to take stock of their working lives and positively address and seek to improve and adapt to how they approach their work scenarios in the future.”

**AMGEN** - *Matt Rodley*

“Kriss was exceptionally impressive, engaging a room of 30 people for over 5 hours (and ran over by 2 hours!) – with his stories, practical advice and highly energetic approach. Huge thanks for taking this event to another level and helping our leadership team on the next step of the journey.”

**AutoTrader** - *Sharon Randall, UK Sales Director*



# CONTACT KRISS

Are you ready for Kriss to set your next event on fire? Do you need his help to smash your business goals? Or do you just have a question we haven't answered yet? Don't be shy – get in touch!



## TELEPHONE ▶

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## EMAIL ▶

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## SOCIAL MEDIA ▶

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