

Robert Craven

MD at The Directors' Centre

Bath,, , GB

Engaging, interactive speaker who specialises in giving practical, results and profit-oriented advice.

Biography

Robert Craven - 'the entrepreneurship guru' (The FT) - keynote speaker and author for the ambitious managers and directors of growing businesses. Robert Craven is one of the UK's best-known and sought after speakers on entrepreneurship; anyone who has experienced one of his impactful presentations will know exactly why. Professional Consultancy Magazine, 2005 Clients work with him because he is challenging, honest and goading. He knows how to grow a business ?? he has been there and done it? After running his own restaurants, recording studio and training companies, Robert spent five years leading training and consultancy programmes for entrepreneurial businesses at Warwick Business School. 'Textbook theories are inappropriate for growing businesses' He is not full of theoretical rhetoric; he offers practical solutions - tangible business results. 'Chuck out the theory and ask if staff get on with each other.' Robert's work on marketing (Customer Is King) and strategy (Kick-Start Your Business) are business best-sellers and have been acted upon by thousands of growing businesses - he has been described as 'one of the UK's leading marketing specialists' and 'Mr Entrepreneur'. His latest book is 'Grow Your Service Firm'. 'If you keep doing what you've always done? you'll get the same results!?' Robert's track record at helping businesses is very impressive. Add to this his broad experience at Board Level and you will understand how and why he uniquely adds value to all the businesses that he works with. Recent clients include: Barclays, RBS, Pirelli, Tenon? ??one of Warwick Business School's most highly regarded presenters. His animated action-packed style demands participation. Robert does not give his audience the option of sitting back and merely reflecting.? Professor David Storey, Warwick Business School ?Robert Craven says that ?your whole business hinges on what your customer gets from you?. I wholeheartedly agree.? Sir Richard Branson

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance

Industry Expertise

Management Consulting, Banking, Professional Training and Coaching, Training and Development, Accounting, Business Services

Areas of Expertise

Grow Your Service Firm, More Profit/Bright Marketing, Kick-Start Your Business

Sample Talks

Ten Things To Do In The Next Days

10 challenging things to do right now to significantly grow your sales and profits. A no-nonsense, straight down the line approach to running a better business. Now!

Education

Warwick Business School
MBA Business

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