



Caspar Craven

ADVENTURER / EXPLORER

Most organisations know the goals they want to achieve. Fewer have the thinking required to pursue them when conditions deteriorate or complexity compounds. Leaders default to what worked before. Teams fragment when pressure peaks rather than cohere when it matters most. The gap between strategic ambition and actual execution is rarely a skills problem, it is a mindset and behaviour problem that standard leadership development does not address.

Caspar Craven, Bloomsbury author, former KPMG Associate Director and CFO, helps leadership teams close the gap between the ambitious goals they set and the thinking and team behaviours required to achieve them, drawing on frameworks built across corporate finance, a technology exit, and two round-the-world sailing voyages.

Caspar Craven's 2026 Biography

Why organisations work with Caspar Craven

- His Big Bold Mindset® and Big Bold Circle give leadership teams a named, structured framework for changing how they think and act under pressure, not a set of borrowed principles, but a system built and tested through his own experience of pursuing extreme goals in commercial and offshore environments.
- His background as a KPMG Associate Director and CFO, including a technology business exit to a listed company, grounds the material in commercial and financial reality, making it credible with boards, finance teams and senior executive audiences, not only culture or L&D audiences.
- The argument he makes is unusual: that the behaviours required to hold a team together on a two-year ocean voyage are the same behaviours that determine whether a leadership team delivers or stalls, and he can evidence that claim from both sides of the equation.
- The Big Bold Circle's 20 principles connect individual mindset to team behaviour to organisational execution, giving buyers a framework that extends beyond the event into coaching, offsites and leadership programmes.
- Organisations including Johnson & Johnson, GSK, Boston Consulting Group and Burberry rebook him, evidence that the material holds up under repeated use with commercially sophisticated audiences.

Biography highlights

- Author of three Bloomsbury-published books: *Where the Magic Happens*, *Be More Human: Rethinking the Rules of High-Performance*

AVAILABLE FOR

- Panel Participation
- Speaking

CASPAR'S SPEAKING THEMES

- Change Management
- Entrepreneurship
- Leadership
- Organizational Agility
- Peak Performance
- Resilience & Stress Management

LANGUAGES: English

Teamwork, and The Big Bold Mindset: Re-thinking the Rules of Leadership

- Former Associate Director at KPMG; former CFO in the technology sector, including a business sold to Private Equity
- Built, scaled and sold a technology business to a stock market listed company
- Team leader on trophy-winning yacht in the BT Global Challenge (2000/01)
- Captain of family circumnavigation (2014/16), leading a crew that included three children under ten
- Speaker for global organisations including Johnson & Johnson, GSK, Boston Consulting Group, Burberry, Standard Life and BAE Systems

Biography

Most leadership teams do not lack ambition. They lack the thinking that holds when ambition meets sustained pressure. Caspar Craven has spent three decades studying that gap, in FTSE-boardroom pressure, in the execution risk of building and selling a technology business, and in the conditions of offshore sailing, and building the frameworks that close it.

His commercial background is foundational. As an Associate Director at KPMG and then CFO of a technology business sold to Private Equity, Craven worked inside the financial and strategic pressures that boards and senior leadership teams actually face. He then built and exited his own technology company, selling it to a listed firm for a seven-figure sum. That sequence – corporate discipline, then ownership, then entrepreneurial risk – is the basis of his credibility with finance, commercial and executive audiences.

The two round-the-world sailing voyages are not adventure narrative. The first, as a team leader on a trophy-winning yacht in the BT Global Challenge (2000/01), tested leadership under competitive pressure and physical exhaustion. The second (2014/16), as captain of a family crew including three young children, tested something harder: sustaining shared values, clear roles and collaborative decision-making over two years in an environment where the cost of poor leadership is immediate and real. Both voyages provided the evidence base for the frameworks he now teaches.

That evidence base is formalised in the Big Bold Mindset® and the Big Bold Circle, 20 principles connecting individual mindset to team behaviour to organisational execution, published across three Bloomsbury books. The framework has been applied with leadership teams at Johnson & Johnson, GSK, Boston Consulting Group, Burberry and Standard Life, among others. The core argument is practical: that the gap between ambitious goals and actual delivery is a thinking and behaviour problem, and that it can be addressed systematically.

Key speaking topics

- Leadership mindset and behavioural change
- High-performance team dynamics
- Goal-setting and execution under pressure
- Decision-making in uncertainty
- Resilience and organisational adaptability
- Entrepreneurship and business growth
- Culture change and human-centred leadership

Ideal for

- Senior leadership teams and executive committees setting ambitious growth or transformation targets
- CHROs and L&D leaders designing leadership development programmes, particularly for high-potential talent or senior cohorts
- Commercial and sales organisations at annual kick-offs or strategic resets
- Boards and C-suite audiences navigating significant change, M&A, or sustained performance pressure

Audience outcomes

- A named, structured framework (The Big Bold Mindset® and Big Bold Circle) applicable immediately to their own goals, team dynamics and leadership behaviours
- Clearer understanding of why leadership teams stall under pressure, and what specifically needs to change in how they think and make decisions
- Practical approaches to aligning teams around ambitious goals, reducing execution friction and sustaining momentum through setbacks
- A shared vocabulary for discussing leadership mindset and team behaviour that moves beyond generic or abstract concepts
- Renewed confidence in pursuing bold goals, grounded in evidence and principle rather than motivation alone

Caspar understands, first hand, the importance of putting people first in order to get results.

He understands because he has made every mistake in the book on the way to achieving a number of personal big bold goals. He has genuinely lived what he talks about as a serial entrepreneur, CFO and also as an adventurer, having twice sailed round the world.

Caspar Craven's 2026 talks & topics

The Big Bold Mindset: Why You Can't Navigate a New World Using an Old Set of Charts

Draws on the principles and frameworks of The Big Bold Mindset® to make the case that leading through disruption and ambitious change requires a fundamentally different kind of thinking, not an optimised version of existing thinking.

Key takeaways:

- A clear set of principles for rethinking leadership mindset in times of change and disruption
 - Practical frameworks to tackle hard challenges and move from incremental thinking to bold execution
 - Guidance on leading yourself and others when pursuing goals that most people would dismiss as impossible
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Be More Human: Put People First

Makes the case that the most powerful performance lever in any organisation is the quality of human connection within its teams, and provides a structured approach to building it.

Key takeaways:

- Practical techniques for shaping daily team habits that strengthen resilience and collaboration
- Clear approaches to aligning individuals behind shared objectives and encouraging brave decision-making
- The 20 principles of the Big Bold Circle, applied to team leadership and execution

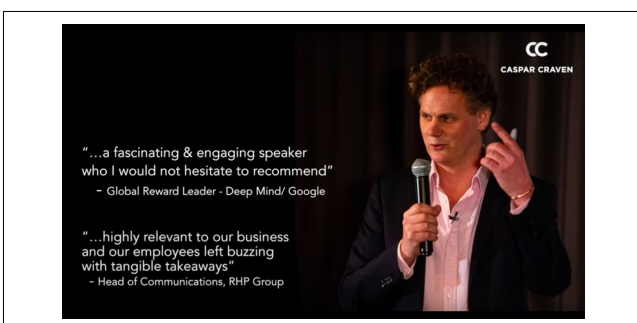
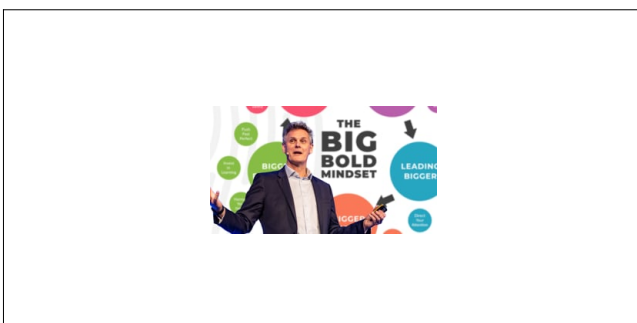
Think Big. Think Bold. How to Achieve the Impossible

A focused session on the leadership and cultural shifts required to move ambitious goals from aspiration to delivery, with direct application to the team's current strategic challenges.

Key takeaways:

- Insight into the mindset and culture shifts that separate ambitious execution from incremental change
- Practical approaches to building engagement around a shared future vision
- Methods for handling setbacks that strengthen rather than derail team performance

Caspar Craven's Videos



What Caspar Craven's clients say

Fantastic uplifting presentation at the GCA 2024 Conference for a second year running! Well done you smashed it...

The Garden Centre Association

Having very recently booked Caspar for one of my high profile client engagement events, I cannot recommend him highly enough. His talk was extremely engaging and exciting whilst at the same time delivering some key messages on winning teams which were so relevant for the audience. If you want a speaker who will make people listen and engage, Caspar is the one!

Holly Ainger

Marketing Director, Nuffield Health

I have organised and attended many speaking engagements in the past, but none have come close to being as engaging. Caspar managed to grip the attention of Burberry colleagues from all over the globe with his captivating stories and easy-to-follow practical steps deemed "worth its weight in gold" by the leadership team.

Hannah Maxted

Director of Communications, Burberry

Thank you so much for such an inspirational session. You challenged us to think Big and Bold, to take extreme ownership as we embark in being an independent company and to be resilient. The feedback from the team was amazing. We loved the provocation and all felt super inspired. Thank you!!

Sophie Rasmussenn

VP EMEA Essential Health and Sustainability, Johnson & Johnson

We were blown away by his charismatic presentation and experience in achieving Big Bold Goals with a human touch. Caspar was exceptional to work with. He hit the perfect balance between strategy and making it real for the team. We loved it!

Louisa Newlove

Head of Field Sales, Suntory

Caspar is an inspiration. His message of being more human and putting people first has definitely changed my management and leadership style. Having #bigboldgoals, focusing on we not me and doing all you can to get rid of those why nots is key to success. Caspar delivered an amazing, inspiring talk to 42 members of our senior leadership team and left them fired up to really deliver big goals.

Robert Brien

COO, Kloeckner Metals UK

We recently invited Caspar Craven to speak at the annual user conference for my company, Kareo. Caspar shared the lessons he learned through building a successful business while preparing for an extraordinarily audacious goal to sail around the world with his wife and three young children. It was an inspiring, uplifting, and enriching speech about leadership and life that made a profound impression on our customers, employees, and me.

As a member of YPO, an international CEO organization, I've had the opportunity to hear many amazing speakers over the years and I think Caspar is among the best I've seen. I'm a big fan of Caspar and enthusiastically recommend him to leaders in business and community that want to create a unique and powerful experience at their next event.

Dan Rodrigues

Co-Founder and CEO, Tebra

Caspar, hi! End of a long but great day! You have been brilliant today, the team felt so inspired, they referenced your session so many times during the breakouts ideas presentations! Thank you so much!

VP, Europe Commercial Lead, GSK

Thanks so much for joining us today Caspar Craven, it was an absolute pleasure. You truly inspired our people to think and act differently!

Head of Learning, Intuit

You have inspired the whole team with your legendary and spectacular speech (for the second time in as many months). I have shared that with the VP of our Africa operations to contact you

Biomerieux

Caspar recently spoke at our virtual annual conference event and was a massive hit! His approachable, knowledgeable and practicable style meant that 'Big Bold Goals' resonated fantastically well on a very personal level, as well as aspirationally from a team and company culture perspective.

Board Director, Shared Services Forum UK

A privilege to have Caspar present at our Financial Services kick-off event. It's how an 'ordinary' person can achieve the 'extraordinary' through thinking 'big and bold' which will inspire and motivate all!

Global MD, BAE Systems Inc

Caspar delivered an incredible keynote at our customer event. Seldom do I see speakers create such a level of engagement with their audience, I honestly believe people would have stayed for hours to ask questions! I cannot recommend him highly enough.

Head of Channel Management and Partner Enablement Sage

The feedback was phenomenal - he kept us captivated on how to achieve Big Bold Goals through effective high-performance teamwork.

Managing Director, Protiviti

CASPAR'S LATEST BOOKS



The Big Bold Mindset: Rethinking the Rules of Leadership



Be More Human - Rethinking the Rules of High-Performance Teamwork



Where the Magic Happens: How a Young Family Changed Their Lives and Sailed Around the World