



## Philip Hesketh

**AUTHOR · BUSINESS LEADER**

Professional speaker on the psychology of persuasion and influence

Having built an acclaimed £48m business in 17 consecutive years of growth, Philip Hesketh now shares the psychology of influence and persuasion as a full-time professional speaker. Audiences worldwide have been entertained and inspired to thrive, not just survive.

### Philip Hesketh's 2026 Biography

#### Philip Hesketh's background

The advertising agency business is at once insanely-competitive and cruelly punishing, known more for its many crash and burn failures than inspirational success stories. Philip grew his agency from a standing start to annual billings of over £48m in just 17 years. The UK based agency employed over 150 people and enjoyed consistent growth with clients such as the BBC, Nestle, Walt Disney, General Accident and HSBC.

Philip set out to become the best speaker on the planet. Results that are measured by well over 1,000 paid speaking engagements in 17 years in over 20 countries across the world. In an industry where many speakers aspire but only a select few thrive, he has achieved remarkable worldwide success.

Positive audience and client response to Philip's engagements can't be overstated. Many calling it the most truly entertaining and invaluable presentation in their memory, while countless reviews describe it as wildly-funny, thought-provoking, authentic and simply inspirational. Participants emphasise the clear benefits they received after listening to Philip - citing a new ability to sell more, successfully establish value, hold a higher price, and to strengthen and deepen customer and personal relationships with a greater confidence and success.

Business success on all levels; as Procter & Gamble Salesman of The Year and growing his advertising agency, Advertising Principles, from the ground up to billings of £48m with 17 years of continuous growth through turbulent cycles, with steady, nurturing leadership and people-centric Management. With two Amazon number one best sellers and more in the pipeline he's committed to sharing his rare insights. Using multimedia platforms, inspiring readers and audiences with real world takeaways that increase sales, hold high prices, persuade, influence, control conversations and strengthen relationships.

#### AVAILABLE FOR

- After Dinner Engagement
- Speaking
- Training and Workshops

**LANGUAGES: English,  
Turkish**

An extraordinary body of work has earned Philip Hesketh rare recognition. Today he is the current holder of Vistage UK's 'Outstanding Performer', 'Most Requested Speaker' and TEC Australia's 'Overseas Speaker of The year' awards and is a Visiting Fellow of Newcastle University.

## **Philip Hesketh's 2026 talks & topics**

### **How to hold high prices and fees**

One of Philip's increasingly popular Keynote talks on how and why people pay a premium, and how to make them feel good about paying a high price. An amusing Keynote talk with wry observations on business class travel, luxury goods and premium brands with a whole new way of looking at the concept of 'WIN-WIN'. This Keynote talk is guaranteed to leave audiences with a more purposeful and practical view on business relationships, the difference between negotiating and discounting and his three question technique to charge the right fee.

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### **The psychology of influence**

Through understanding our 'Psychological Drivers' we learn to persuade and influence people through asking what Philip calls the 'Killer Questions'. Delegates from all walks of life go away from this session with a deeper understanding of how to influence people, what to do improve all their relationships and a smile on their faces. An inspiring Keynote with tips to improve business development.

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### **How to delight your clients and customers**

How do you maximise income from current clients and have them delighted at what they have bought? Through understanding the psychology behind 'Do you want fries with that?', the psychology of how we choose and the role of the word 'enough', Philip offers well-researched techniques that increase average order value and have your clients and customers not only choosing what you want them to choose, but leaving them feeling that they have chosen.

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### **The good-to-great graduation**

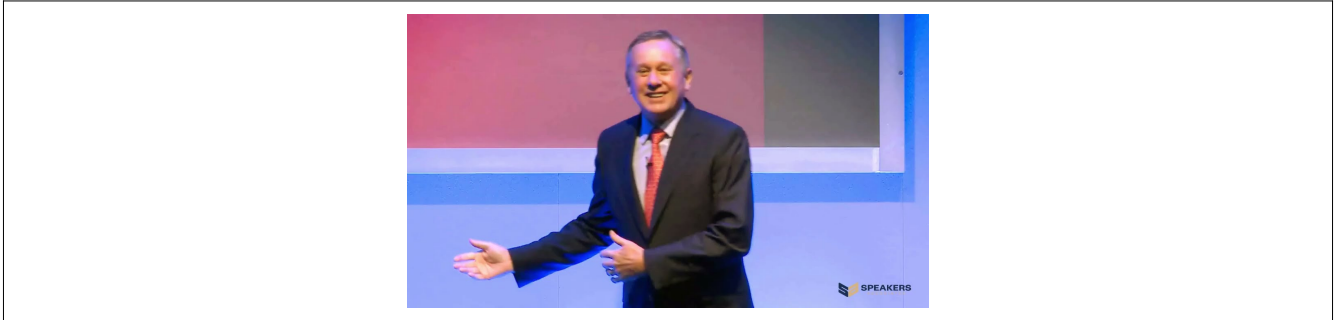
The only thing that is constant is change. A challenging but highly amusing look at what happened to The Roman Empire, Marks & Spencer, Gerald Ratner, Enron and The Beatles ~ and what companies and individuals need to do to ensure they move from Good-to-Great.

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### **How to get new clients and customers**

Philip's has a first class track record in advertising in getting new clients and in this talk he gives real, can-use-today methods to get new clients using tried and trusted tips and techniques such as 'I saw this and thought of you', 'Show me you know me' and 'Would you like the other half?'

## Philip Hesketh's Videos



## What Philip Hesketh's clients say

Sure sent them away with a smile and a message. Your score across the 554 delegates was 9/10 with 47% ranking you 10 out of 10! Just the job!

**Steve Thorne**

*Head of The Management Team, Information Security Forum*

Many thanks for a great presentation – everyone has been saying that you were the best speaker we have ever had. If I can be of help nominating you for ‘best speaker in the world’ please let me know

**Peter Black**

*Retail Development Director, Conlons Opticians*

I imagine that most of your success derives from your unwavering sense of purpose and positive mental attitude which is as infectious as it is inspiring. I have no hesitation in linking specific and significant improvements in sales results to your ‘Killer Questions’.

**Jaimie Brown**

*Director of Communications, Astellas Pharma US*

Outstanding! What an absolute joy to listen to your inspirational, entertaining and enlightening presentation.

**Rosemary Conley**

*CEO, Rosemary Conley Diet and Fitness*

A perfectly executed presentation to our senior management team that was not only thought provoking and strategic, it was hugely beneficial to our staff. He captivated our attention with his unique style which was humorous and very inspirational. Phil is a true professional and would recommend him to anyone.

**Henry Green**

*CEO, Covers*

Captivating, dynamic, inspirational and hilarious at the same time. Our audience was really impressed with Phil's thought provoking and strategic approach and the session was incredibly valuable.

**Gergely Major**

*Manager, Crowe LLP*

What an inspirational talk! The whole team found it to be not only captivating and dynamic but also hilarious and hugely enjoyable. It was extremely worthwhile and provided valuable and thought provoking content. Thank you!

**Richard Lawson**

*Sales Director, Barratt & David Wilson Homes*

Phil captivated the audience for the full duration of his talk, which is such a difficult thing to do when orthodontists have sat through a day and a half of lectures. Fantastic!

**Jay Kindelan**

*Consultant Orthodontist, British Orthodontic Society*

Phil was engaging from the start, with audiences amused and enlightened in equal measure during the session. Lots of great take homes for the audience – particularly his ‘Killer Questions’ – on perception, motivation and what makes a sale.

Phil is an expert speaker, great at keeping a large audience engaged and he makes it look effortless.

We loved having him, he was a true gent and a very engaging speaker who had great audience feedback.

**Catherine McGinn**

*Director, MAC PR, Northern Ireland*

Phil, that is – and I’m being absolutely sincere here – one of the very best, most powerful, insightful, inspirational and influential talks we’ve ever heard. I found every single word of interest. I’m currently writing up and implementing immediately. You did a great job in both keeping everyone’s attention and capturing interest.

**Zoe Hamilton**

*CEO, Jarvis King Associates Ltd*