



## Adrian Webster

### International best-selling author & motivational speaker

One of Britain's most in-demand motivational speakers, Adrian Webster tells it like it is, drawing on his own varied experience in corporate life and the public sector. Warm, witty, engaging & energetic, Adrian inspires individuals, transforms teams & electrifies entire organisations with his simple, but highly effective philosophy based on Tiny Noticeable Things (TNTs) and the Shape of Integrity. Plus, he reaches millions more across the world through his bestselling Polar Bear Pirates book series.

## Adrian's biography

The son of a Yorkshire coal miner, Adrian began his career as a police officer in Bristol. However, unable to contain an [entrepreneurial](#) urge and a burning desire to “do something different”, he soon found himself setting up a highly innovative dairy business, before successfully diversifying into a wide range of other areas ranging from frozen food to recruitment and property.

Armed with a genuine love and proven talent for selling, Adrian entered the IT industry, where he quickly established himself as one of the UK's top [sales](#) professionals.

From Corporate Sales Manager of US Robotics, he moved to leading distributor Northamber plc as Group Sales & Training Manager, where he led a team of 150 to phenomenal success, and discovered his ability to inspire others.

Adrian is a serial Best-Selling Business Author. His first book ‘Polar Bear Pirates and Their Quest to Reach Fat City’ was first published in 2002 by Capstone. The Polar Bear Pirate series of books is a uniquely entertaining and often hilarious look at business and personal development.

In his most recent book ‘TNTs – Tiny Noticeable Things’, Adrian shares his ideas along with the personal experiences of over 100 contributors to help you harness the power of TNTs and take your organisation and personal relationships to the next level.

Discover the tiny tweaks that elevate the most successful teams to astounding heights, find out what makes employees genuinely happy, hear from customers about the subtle ‘human’ touches that have put smiles on their faces, and gain invaluable insights into how just the smallest of things can give such a

positive lift to those around us.

## **Adrian's talks**

- **Embracing and Driving Change**
- **Everyday People Being Extraordinary – Together Making a Difference**
- **Inspirational Leadership – Engaging with & Getting the Very Best out of People**
- **TNTs – Putting Customers at the Heart of Everything We Do**
- **Taking Ownership for Personal Development – Self Leadership**
- **Creating High Performance Environments**
- **Resilient Teams & Psychological Safety**

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