



## Kevin Gaskell

**An extraordinary leader who led iconic brands, Porsche, BMW and Lamborghini to unprecedented levels of [success](#), a corporate trailblazer, serial entrepreneur and world-class team builder**

As a CEO, chairman and founder Kevin has enjoyed [success](#) in sectors including automotive, data, [technology](#), manufacturing, brand [marketing](#) and professional services. He has repeatedly led teams to achieve extraordinary performance in companies ranging from 7 to 7,000 employees.

## Kevin's biography

### About Kevin Gaskell

Kevin Gaskell has held the positions of CEO of premium automotive brands Porsche, BMW and Lamborghini, where he successfully led each to record growth and performance. He also drove the turnaround and revitalisation of luxury motor yacht manufacturer Fairline Yachts. During his time at Porsche, customer satisfaction rose from position #32 in the market to position #1. At BMW operating profit increased by 500% while customer satisfaction increased.

Leading the turnaround of Porsche from close to bankruptcy to market leader saw Kevin Gaskell, at the age of 32, recognised as one of the most capable leaders of his generation. He consolidated that recognition with 4 years as Managing Director of BMW (GB) during which he led the business to record growth and a 500% improvement in profitability.

Since his roles in the automotive sector he has led businesses to massive success in the digital, technology, data, brand marketing, market research, construction, retail, professional services and manufacturing sectors. Such flexibility and adaptability has confirmed his position as an extraordinary and inspirational leader.

When leading the growth of these companies, his teams developed innovative customer relationship techniques which provided clients with a world class standard of customer experience. His firm view that a world class experience must be delivered wherever and whenever a customer touches the brand. To achieve this, the entire team must understand and appreciate how they are personally responsible for providing and developing excellence.

One recognised as the best private equity investment of the year, another nominated as the World's 7th most innovative company. Passionate about the development of leadership skills he is frequently sought

to reinvigorate teams and companies. Recognised as one of the outstanding leaders of his generation. A highly motivated, he believes that ordinary people can achieve extraordinary results – and he has the experiences to prove it. He has led global corporations, start-ups, private equity portfolio companies and organisations large and small to create shareholder value in excess of \$3Billion. He has also found the time to walk to both the north and south poles and climb the world's highest mountains to fund the construction of a cancer treatment unit.

In his talks he explains how effective leadership is key to engaging staff and inspiring teams, and how inspired teams will achieve extraordinary results. He shares the strategies and techniques that he has used to build excellent customer satisfaction and astonishing brand loyalty. He believes that price is not a number, it is an experience and he gives the audience the toolkit to develop a world class experience of their own.

Using an energetic and inclusive style he shares the tools and techniques which have enabled his teams to deliver results which even they considered impossible – until they achieved them. His approach of 'Inspired Leadership' at every level in the organisation has been demonstrated to achieve extraordinary success again and again. He shows that leadership is an adaptable and transferable skill and is a key enabler of successful teamwork in any situation. Drawing upon his experience and his ongoing leadership roles in growing companies Kevin shares practical lessons of how individuals in businesses from 7 to 7,000 employees can be inspired to create teamwork which transforms organisations and achieves world class performance.

Kevin Gaskell is a leader who has been there and done it, and then done it again, and again. His speeches provide the inspiration, and share the tools, which enable each member of the audience to return to their role energised and informed and ready to achieve something extraordinary.

## Kevin's talks

- **Inspired Leadership**

How you can achieve extraordinary results in business

- Become an inspiring leader, stimulate the desire to be world class
- COMMIT – to change, build belief, dare to dream
- CONNECT – the team with the plan, making the impossible possible
- CREATE – a culture of [creativity](#), motivate genius, recognise and reward
- Be better first then bigger, achieve extraordinary results

- **Market [Disruption](#)**

Leveraging the power of change to your advantage

- Recognise opportunity share, deal with the F(ear) word
- Understand your customer's needs vs demands
- Build the shared plan, engage internal creativity, dare to dream
- Remain relevant, authentic and profitable
- Achieve extraordinary results, sustain success

- **[Corporate Culture](#)**

Developing your invisible advantage

- Instil inspirational leadership, stimulate the team to be world class
- Turn off the autopilot, dare to dream, be better first then bigger
- Motivate genius thinking, make the impossible possible
- Encourage a [culture](#) of innovation, recognise and reward
- Achieve extraordinary results, sustain success

- **Motivating to Success**

Inspiring your team to world-class performance

- Recognise the basis of team motivation
- Develop inspiring leadership skills, stimulate the desire to be world class
- Build belief, dare to dream, define the shared plan
- Connect the team with the plan, realise the impossible is possible
- Get better first then bigger, achieve extraordinary results

- **Building a world class brand**

Creating the identity which entices customers and breeds advocates

- Inspire the desire for progress and development
- Recognise the true value of the brand
- Differentiate customer's needs vs demands
- Determine brand attributes, ensure relevance to market, achieve pull vs push
- Build shared ownership, implement 360-degree brand evolution

- **Heroic [Customer Service](#)**

Defining the best investment you will never have to make

- Instil inspirational service culture, stimulate the team to be world class
- Turn off the corporate auto response, dare to dream, be better first then bigger
- Motivate genius service thinking, make the impossible possible
- Encourage a culture of service innovation, recognise and reward
- Achieve extraordinary results, sustain success

- **Business Transformation**

- Inspire the desire for change, build belief
- Build shared ownership of the plan, make the impossible possible
- Differentiate market share vs opportunity share
- Dare to dream, motivate and create genius thinking
- Establish the culture of inspired leadership, sustain success

- **Digitization and Development**

Ensuring your business survives and thrives

- Understand market trends and disruptive changes
- Recognise real threats and challenges, identify opportunities
- Build the plan, achieve shared ownership, make the impossible possible
- Meet client needs for personal, relevant, convenient service
- Achieve extraordinary results, sustain success

- **Inspired Leadership – The masterclass**

- HALF DAY or FULL DAY masterclass delivered to a maximum of 100 delegates
- Practical and interactive facilitation on developing the skills of an inspiring leader
- Individual report of preferred management and [communication](#) style available
- Detailed workbook and signed copy of 'Inspired Leadership' book for each delegate

