



**DANE
HUDSON**



Impactful Leadership content recently published by Wiley in the Book: Discipline beats Vision

The central argument of the book is simple: Vision will inspire your team, but discipline will get you there.

Vision is critically important, and powerful. It fuels your drive, attracts great people to join you on the journey, and inspires investors. But vision without discipline is like having a destination without a roadmap — inspiring, but powerless. What separates leaders who scale from those who don't, isn't a bigger vision. It's disciplined leadership — the deliberate, consistent behaviours that turn vision into results.

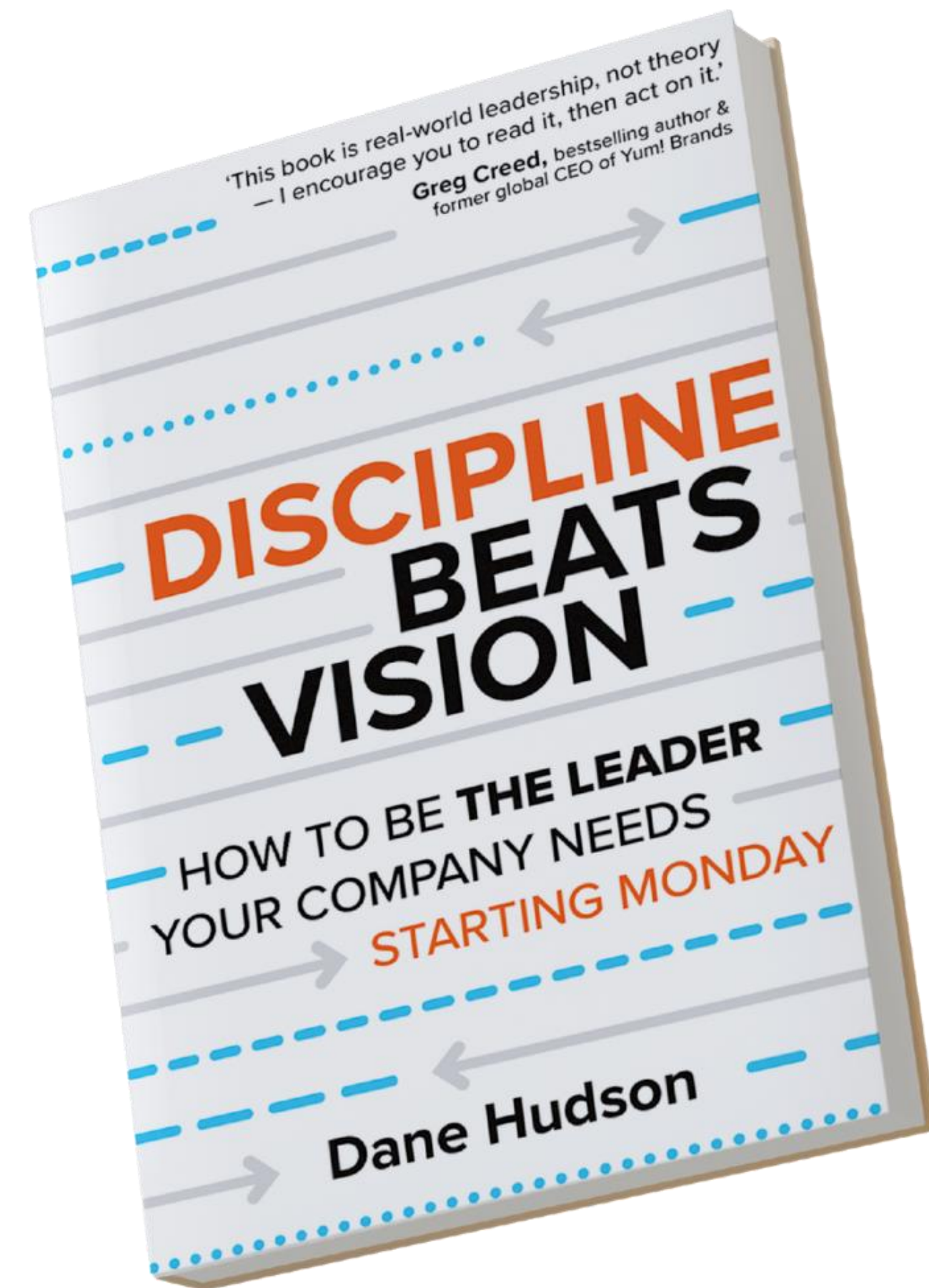
That's the foundation of my book: ***Discipline Beats Vision: How to Be the Leader Your Company Needs – Starting Monday.***

While written with CEOs in mind, the principles apply just as powerfully to any leader who wants to develop and sharpen their leadership behaviours to create outstanding teams, organisations and consequently, businesses. This book is not theory, it's practical, real-world leadership guidance designed to deliver immediate impact.

The structure follows the real journey of a being an impactful leader of your business:

1. Translate Your Life Journey into Your Leadership Journey — connect who you are and your life experiences with how you lead.
2. Build Trust and Accountability — the foundation of disciplined teams.
3. From Posters to Practice — be deliberate in the culture you create in your business.
4. Develop Your Team — because your company's growth is limited by your team's growth.
5. Communicate with Impact — finetune your communication style to be impactful in all situations.
6. Lead Internationally — you will never achieve your aspirational valuation if you are only in one country (unless it is the US, India or China). You must be able to operate and drive multi-country operations.
7. Lead Your Board — leverage them and lead them; don't let them lead you.
8. Build Resilience and Lead in Crisis — stay grounded and in control when it matters most.
9. Build Your Support Team — leadership is not a solo sport; you need a support team. Know who they are and how to find them.

Each chapter ends with “Monday Ready”, a practical challenge designed to help you turn insight into disciplined action, starting the next week.



Keynotes and Workshops, developed from Dane Hudson's learning of critical leadership skills as a 25-year CEO and working with leaders across Asia Pacific

- ***Discipline Beats Vision: How Impactful Leadership Behaviours Turn Vision into Reality.*** Based on Dane's Wiley-published book, this keynote explains why vision alone is never enough. Dane shares practical leadership behaviours and proven frameworks that help leaders build trust, create accountability, develop teams, and scale performance while remaining authentic in their own style.
Ideal for leaders at any level in the organisation.
- ***DISCIPLINE: The Not-So-Secret Sauce to Achieving Big Goals.*** Using his practical **DISCIPLINE** framework, Dane inspires audiences to become more deliberate, focused, and consistent in pursuing their goals. This keynote challenges people to stop relying on motivation alone and instead build the habits, behaviours, and routines that create lasting success.
Audience takeaway: Immediate actions to improve discipline at work and in life.
- ***Leading Beyond Borders: How to Successfully Expand Internationally.*** Global growth is exciting but the path to success is often slower, harder, and more complex than leaders expect. Drawing on his own experience leading across multiple countries, Dane explains the **four critical areas leaders must master** to succeed internationally.
Ideal for companies scaling into Asia Pacific or beyond.
- ***Building Resilience and Leading in Crisis.*** Leaders must navigate constant challenges, setbacks, and high-pressure situations. This workshop, grounded in real-world CEO experience, helps leaders develop the grit to push forward and the resilience to recover from adversity. Through practical insights and reflection, participants gain actionable strategies to strengthen their leadership impact, even in the toughest times.

Discipline beats Vision. The Leadership Levers That Turn Vision Into Results.

Dane Hudson was an international CEO for over 25 years and is now one of the most sought-after CEO mentors and speakers in Asia Pacific. Dane's approach goes beyond theory, offering practical behaviours and frameworks that guide leaders to make a profound impact, while also retaining their own authentic leadership style.

Vision inspires. But vision alone does not build trust, create accountability, retain talent, or lead change. That requires disciplined leadership. In this powerful keynote, Dane shares the practical leadership levers every leader must master to achieve results through their team.

Drawing on 30+ years leading global organisations, mentoring CEOs, and the lessons from his Wiley-published book **Discipline Beats Vision**, Dane helps leaders understand how small behavioural shifts create major business outcomes. This is not theory. It is real-world leadership education designed to create immediate impact. Dane combines practical frameworks, humour, and memorable stories from his career to help leaders become more deliberate, more trusted, and more effective, while still leading in their own authentic style.

Most Requested Keynote Themes

- **Build Trust to Unlock Performance:** Diverse teams only outperform when trust creates psychological safety. Learn how leaders intentionally build trust so people contribute, challenge ideas, and perform at their best.
- **Create an Accountable Team:** Unaccountability is rarely a people problem — it is usually a leadership problem. Learn how to role-model standards, create ownership, and build a culture where commitments are kept.
- **Design Culture Intentionally:** Culture is why people join, stay, or leave. Learn how leaders shape culture every day through behaviours, priorities, decisions, and what they tolerate.
- **Coach to Develop and Retain Talent:** Many leaders confuse coaching with performance reviews. Learn how simple coaching conversations increase capability, engagement, and retention.
- **Communicate Like a Leader:** Every interaction shapes your leadership shadow. Learn how to communicate with clarity, consistency, and influence across teams, boards, and stakeholders.
- **Become a Relentless Student:** To become an impactful leader, you must become a **student of leadership**. The leaders who continue learning, adapting, and refining how they lead keep growing.

Who benefits from this keynote

Designed for leaders at every level, particularly those leading change, managing teams, or stepping into greater responsibility. New leaders value the simplicity, practicality, and immediate relevance of Dane's insights. Experienced leaders consistently identify fresh ideas, sharper approaches, and practical behaviours they can apply immediately with their teams. High-potential talent gain a clear understanding of the leadership levers they will need to master as they progress into bigger roles.

What others are saying:

"Dane Hudson is an associate faculty who teaches Impactful Leadership in our Master of Management programme. He delivers highly engaging, relevant, and practical seminars to our students, who are mainly part time working adults in middle to senior management positions. Our students greatly appreciate his wealth of knowledge and multi-faceted industry experience, which significantly enriched their learning experience."

Amy Wong, Associate Professor, Head, Master of Management Programme, School of Business

"Dane's presentation was both expansive and specific - he shared change leadership frameworks that emerging leaders could immediately apply to their own practice. Dane's authentic approach resonated strongly with our network of startup founders, operators, and investors."

Jessy Wu, Partner & Head of Community, Afterwork Ventures

"I can highly recommend Dane as a speaker who immediately connected with our team with his insights into change leadership, shared in a very natural, conversational manner."

Amanda Gani, CEO Frostbland, Sydney



DISCIPLINE, the not-so-secret sauce to achieving your goals!

Dane Hudson was an **international CEO** for over 25 years and is now one of the **most sought-after CEO mentors and speakers** in Asia Pacific. Using the “**DISCIPLINE**” framework, he will motivate the audience to become more disciplined and provide them the insights and changes required to set them on a path to achieve their goals and aspirations.

Discipline is often the missing ingredient between ambition and achievement. Research consistently links discipline to lower stress, stronger self-esteem, improved performance, and a greater likelihood of reaching meaningful goals.

So if discipline is so powerful, why do so many people struggle with it? Because old habits keep pulling them backwards, accountability is weak, or they simply do not know where to start.

In this energising and highly practical keynote, Dane Hudson shares why discipline is one of life’s greatest competitive advantages — and how anyone can build more of it. Using his powerful **DISCIPLINE Framework**, Dane provides simple behavioural shifts that help people create rituals, habits, and routines that drive lasting success at work and in life.

The DISCIPLINE Framework

- D: Deliberate Daily Decision.** Choose discipline intentionally. What is your WHY?
- I: I Own It and Deserve it.** Take full ownership of your choices, habits, and future.
- S: Start Small.** Build momentum through tiny habits and low-friction wins.
- C: Cheer Yourself On.** Reset after setbacks. Progress responds to encouragement, not self-criticism.
- I: Intentional Focus and Choices.** Be deliberate with every “yes” and “no” decision.
- P: Partner Up.** Use support systems and public commitments to stay accountable.
- L: Lifelong Learning.** Growth and discipline require continual learning and adaptation.
- I: Invest in yourself.** Adding more discipline to your life is your first investment in self-improvement and personal growth.
- N: Nothing Good Happens After 9pm.** Many poor decisions are avoidable. Put yourself in a position to be lucky.
- E: Enough Is Enough.** Know your limits. Sustainable discipline beats burnout.

Audience Takeaways

Every attendee will leave with a practical roadmap to become more disciplined, greater clarity on personal goals, tools to sustain momentum and accountability, and renewed energy to achieve more at work and in life

Tailored to your needs

Dane will invest the time to understand your company culture and your objectives for the event. If necessary, the “DISCIPLINE” framework can be adjusted and aligned with the theme of your conference. Dane also realises the need for the keynote speaker to be social so is available for participation in whatever parts of your program you need him for, including mingling at breakfast, lunch and dinner.

What others are saying:

“Wavemaker Partners has used Dane Hudson as a speaker on numerous occasions. He is engaging and immediately connects with the audience with his stories and life insights ... inspiring them to immediately make changes in their lives, and in their organisations.”

**Rachel Ng, Principal,
People and Talent,
Wavemaker Partners**

“Given Dane’s comprehensive leadership experience, he had immediate credibility with this large group of CEOs.”

**Nisha Purushothaman,
Chapter Chair YPO Chennai**

Leading Beyond Borders. How Leaders Successfully Expand Into Internationally

Dane Hudson was an **international CEO** for over 25 years and is now one of the **most sought-after CEO mentors and speakers** in Asia Pacific. “Leading Beyond Borders” was created directly from Dane’s experience as a CEO of international businesses of all sizes and in varying stages of growth and potential. His keynote provides leaders with specific actions that they can take to seize international opportunities, while also managing risk.



Expanding internationally is one of the most exciting growth opportunities for any business. Your product may be performing strongly at home. Adjacent markets look attractive. Revenue and valuation upside can appear significant. But the reality is this:

- International expansion is usually harder, slower, and more expensive than leaders expect.
- Many businesses underestimate how different customers are across markets, whether the local business model will translate, competitive intensity and local incumbents, the time required to become cashflow positive, and the strain placed on already stretched head office teams.
- The result? Costly mistakes, delayed growth, and distracted leadership teams.

In this keynote, Dane shares the 4 critical leadership priorities for global expansion

- 1. Understand the Market, then Start Smaller Than You Think:** Most first-entry plans are too ambitious. Learn how disciplined leaders test, pilot, refine, and evolve their offer before scaling.
- 2. Find the Right Leaders and Build Trust Quickly:** Strong country leaders are critical, but hard to find. Learn how to assess talent, avoid expensive hiring mistakes, and lead country managers effectively.
- 3. Structure the Business for Scale:** Organisation structure must support strategy. Learn how to design reporting lines, decision rights, and support functions that scale as markets grow.
- 4. Protect Culture and Compliance:** Growth without controls creates risk. Learn how successful leaders maintain company culture, standards, and compliance across multiple countries.

Who Benefits from this Keynote

CEOs considering regional or global expansion; Growth companies entering new markets;
Leadership teams managing offshore operations; Private equity / VC portfolio companies scaling internationally

Tailored to your needs

Dane takes the time upfront to understand your audience, business context, and conference objectives. Each keynote can then be tailored to your needs whether that means focusing on the topics most relevant to your audience, exploring specific leadership challenges, or going deeper into high-potential international markets.

For organisations seeking greater depth, Dane is also available for executive workshops and leadership sessions designed around your team’s specific opportunities and challenges.

Dane also understands that great speakers add value beyond the stage, and is available to support your broader program through networking sessions, panel discussions, breakfasts, lunches, dinners, and attendee engagement.

What others are saying:

“Dane Hudson delivered his “Leading Beyond Borders” keynote over two days. Firstly, to local CEOs and Chairs of some of Vietnam’s most successful local companies, and the following day to Country Managers and HR leaders of MNCs with operations in Vietnam. Dane’s keynote was extremely clear in laying out the challenges of international expansion, and importantly the approaches that leaders can use to successfully scale internationally. I can highly recommend Dane as an engaging speaker with relevant and useful content.
Trinh Tieu, CEO and Founder Talentnet, Vietnam’s largest HR Services company

Building Resilience and Leading in Crisis



Dane Hudson was an **international CEO** for over 25 years and is now one of the **most sought-after CEO mentors and speakers** in Asia Pacific. His real world experience in leading through multiple crises has enabled him to create a powerful keynote or workshop that helps your team build grit, resilience, and confidence under pressure.

Great leaders must be able to handle challenges, setbacks, and the accumulation of stress—because things go wrong **all** the time.

They need both **grit** and **resilience**, which are distinct yet complementary:

- **Grit** is passion and perseverance—the drive to keep pushing ahead. It is a deliberate action.
- **Resilience** is the ability to withstand adversity and bounce back. It is built over time through experience.

The **Building Resilience and Leading in Crisis** workshop was developed based on reflections and learnings from my own crises as a CEO. Some of these have included:

- Having a **handgun** placed on the table in front of me in a negotiation
- Receiving **death threats** to me and my family
- Managing **fatalities** in the workplace
- Leading as CEO of a **publicly listed company** when the share price dropped **97%**
- Overseeing **at least a dozen major company restructures**, each requiring the dismissal of over **25% of the workforce**

The keynote or workshop first identifies the **key leadership characteristics** that outstanding leaders use to **maximize their impact**. Using this reflection as a foundation, participants then explore strategies to **increase their resilience and effectiveness in times of crisis**. The key levers covered include:

- **Increasing awareness** of what is happening, how it is impacting your actions/behavior and what you can do to take back control
- **Creating space** to re-boot and be ready for the next challenge
- **Implementing more discipline** in your routine to deal with the complexity of multiple stakeholders in your life; where you are also a major stakeholder
- **Building confidence in yourself** through positive reflection (**be your own biggest cheerleader**)
- Doing the things that **give you joy**
- Engaging a **support network** (**make your partner your partner**, LT, coach, or mentor)

Who benefits from this keynote:

This workshop is designed for CEOs, C-level leaders and high-potential team members who drive change within your organization and who are at the front-line in times of crisis:

- Experienced leaders—even your strongest—will discover actionable strategies they can implement immediately with their teams.
- New leaders will appreciate the simplicity and practicality of these insights.
- High-potential team members will gain valuable insights into the key levers of impactful leadership, preparing them for when their time comes.