Watertight THINKING

SPEAKER BROCHURE

BRYONY THOMAS

Serious business thinking.
A story you won't forget.
Surprisingly funny.

KEYNOTES · LEADERSHIP WORKSHOPS · TEAM AWAY DAYS



> *Bryony brings a rare combination of commercial insight, authenticity and inspirational storytelling. She doesn't simply deliver a presentation; she creates an experience that challenges thinking, changes perspectives and leaves a lasting impression.*

Sarah Gowans
Head of Marketing
Espria

3,500+
BUSINESSES USE HER METHOD



ABOUT BRYONY

DEEP BUSINESS EXPERTISE, A LIFE STORY TOLD HONESTLY, AND HUMOUR AUDIENCES DON'T EXPECT

Bryony Thomas is a highly experienced business speaker and the author of Watertight Marketing. A method now used by more than 3,500 businesses. She was a divisional marketing director in a FTSE 100 at 28 and has spent thirty years in business, the last two decades as a growth strategist to leadership teams in scaling businesses.

In December 2019, aged 41, she was diagnosed with pancreatic cancer and told she had just twelve weeks to live. Five years later, clear of cancer, she walked every step of the London Marathon. It took 8 hours and 33 minutes.

She brings both stories to the stage, and audiences leave with practical ideas, not just inspiration. Whether it's a conference of hundreds or a focussed board away day, she tailors each session to the room.

> *"No speaker has made as much impact as quickly as Bryony Thomas.*
>
> **Ian Price**
> **Former CEO, Academy for Chief Executives**

Three layers in every session



FRAMEWORK
Simple diagrams for the process-minded.



METAPHOR
A memorable analogy, often with a prop.



REAL-LIFE STORY
Proof from 3,500+ businesses.

WHAT EVENT ARE YOU PLANNING?

SESSIONS FOR THREE KINDS OF AUDIENCE

Tried & tested core content, adapted to your needs

Bryony has adapted sessions for law firms, accountants, technology vendors, cyber security, manufacturing, luxury goods, merchandise, veterinary, audiology, and many more.



For large mixed rooms

Conferences and public events where people come from many roles and levels. Ideal when a message of stamina, resilience and compassion fits the agenda.

KEYNOTE
SMALL STEPS ADD UP



For leadership teams

Senior leaders across commercial, operations, finance, people, marketing and sales who need to see the commercial levers of growth and where they connect with marketing.

KEYNOTE OR WORKSHOP
MARKETING THAT MEANS BUSINESS



For customer-facing teams

Sales kick-offs, marketing get-togethers and customer success days. A funny, refreshing session that breaks down silos across the whole customer journey.

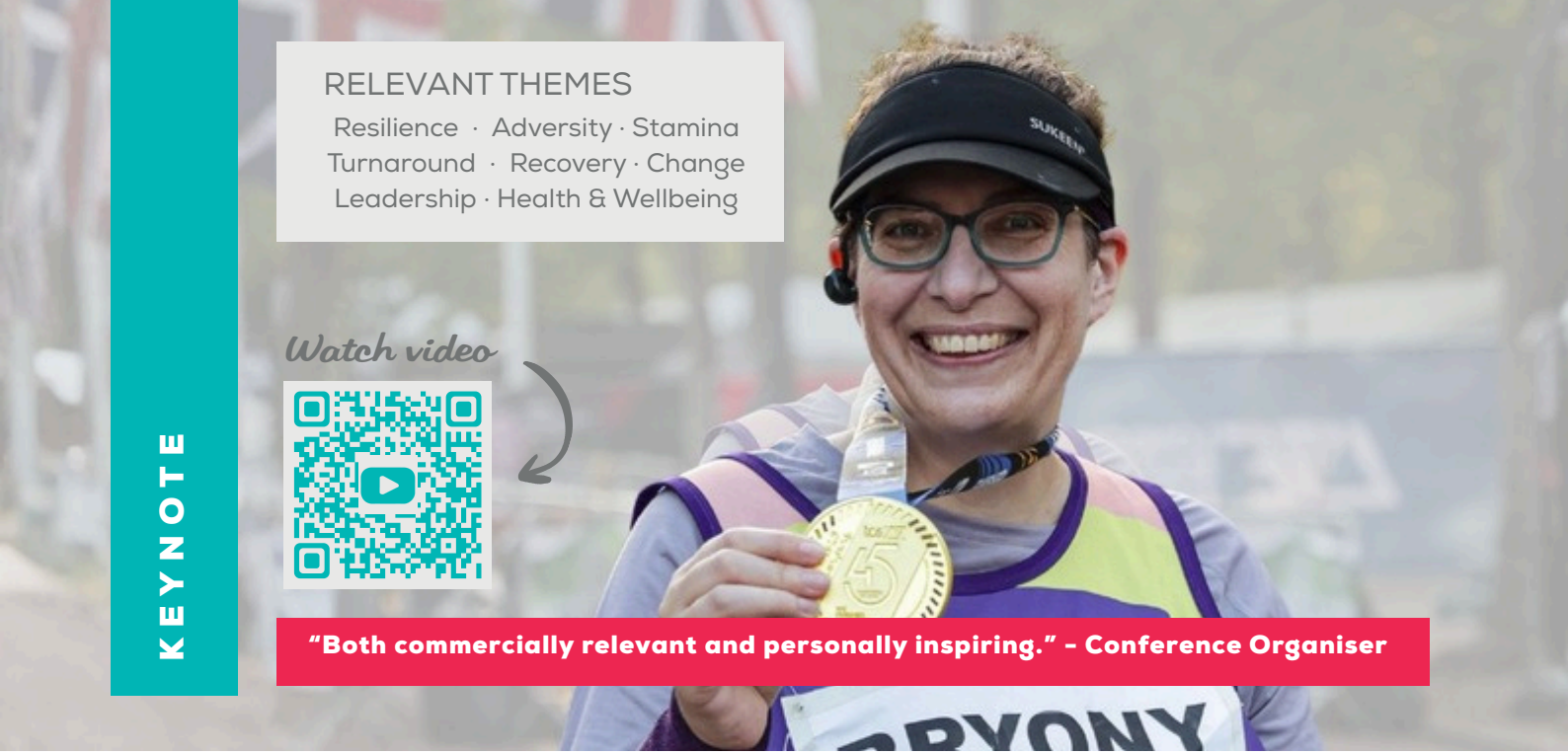
KEYNOTE OR WORKSHOP
HOW WOULD YOU STEAL YOUR NEIGHBOUR'S CAT?

KEYNOTE

RELEVANT THEMES

Resilience · Adversity · Stamina
Turnaround · Recovery · Change
Leadership · Health & Wellbeing

Watch video



"Both commercially relevant and personally inspiring." - Conference Organiser

LIFE STORY AND RESILIENCE · MOVING AND FUNNY · LARGE MIXED ROOMS

SMALL STEPS ADD UP

The story I never thought I'd tell

In December 2019, aged 41, with an eight-year-old daughter and a business about to raise investment, Bryony Thomas was diagnosed with pancreatic cancer and told she had twelve weeks to live. Five years later, clear of cancer, she completed the London Marathon. She walked every step – all 8 hours and 33 minutes of it.

This isn't a story about a sudden burst of courage or a dramatic reinvention. It's about the same methodical habits that took Bryony from an unconventional childhood in rural Wales to a FTSE 100 divisional marketing director's role at 28: keep taking small, steady steps, choose the people around you with care, and be honest about what you can and can't control.

Told in an almost camfire style, with far more laughter than anyone expects, it gives audiences permission to define success on their own terms and to choose incremental progress every day – along with a handful of key ideas they'll still be quoting months later.

What audiences take away

- Small things add up – progress is made in steps you can take today.
- Compassion beats positive thinking, for yourself as much as anyone else.
- Nobody knows anyone else's story – success is contextual and relative.

"If you want a speaker to remind your team of the power of small things, book Bryony."

Darren Harris
Paralympian

Delivered as 20 minute, 40 minute or 60 minute keynote talk

KEYNOTE | WORKSHOP

RELEVANT THEMES

Growth · Investment
Strategy · Leadership
Alignment · Scale-up
Entrepreneurship

Watch video

"A revelation and a relief" – Managing Director



COMPANION BOOK

KEYNOTE OR WORKSHOP · COMMERCIAL FOCUS · LEADERSHIP TEAMS

MARKETING THAT MEANS BUSINESS

Four Foundations of Commercial Clarity

Most leadership teams know who their best customers are and what they sell. Far fewer have turned that into marketing with real commercial clout. Bryony has seen the same gap in thousands of businesses over two decades as a business growth strategist. Her quantitative research, now with more than 1,000 companies, confirms it: A core misalignment between business strategy and marketing operations.

They know more than they actually do, and there's usually plenty they don't yet know they don't know. Drawing on thirty years in business, and a fitness analogy everyone in the room already understands – diet, exercise plan, rhythm and motivation – she introduces the four Flow Foundations: The Right Work, a Balanced Routine, a Baseline Rhythm and the ability to Maintain Momentum. Leaders benchmark their own business against the research, see the gaps between strategy and delivery, and create a one-page floorplan for growth.

It's real world, practical and deeply strategic. And a good deal funnier than most people expect from a session on marketing. Sceptics tend to leave as converts. Those who already champion marketing leave with the clarity to bring their colleagues along with them.

What audiences take away

- A benchmark of their marketing against more than 1,000 companies.
- Why the sequence matters – you can't outrun an unclear vision.
- A short, prioritised list of projects the whole leadership team owns.

"Brilliant session and the team took loads out of it… lots across the whole commercial side of what we do, not just marketing. Really practical as well!"

David Woodcock
MD, PSP Ltd

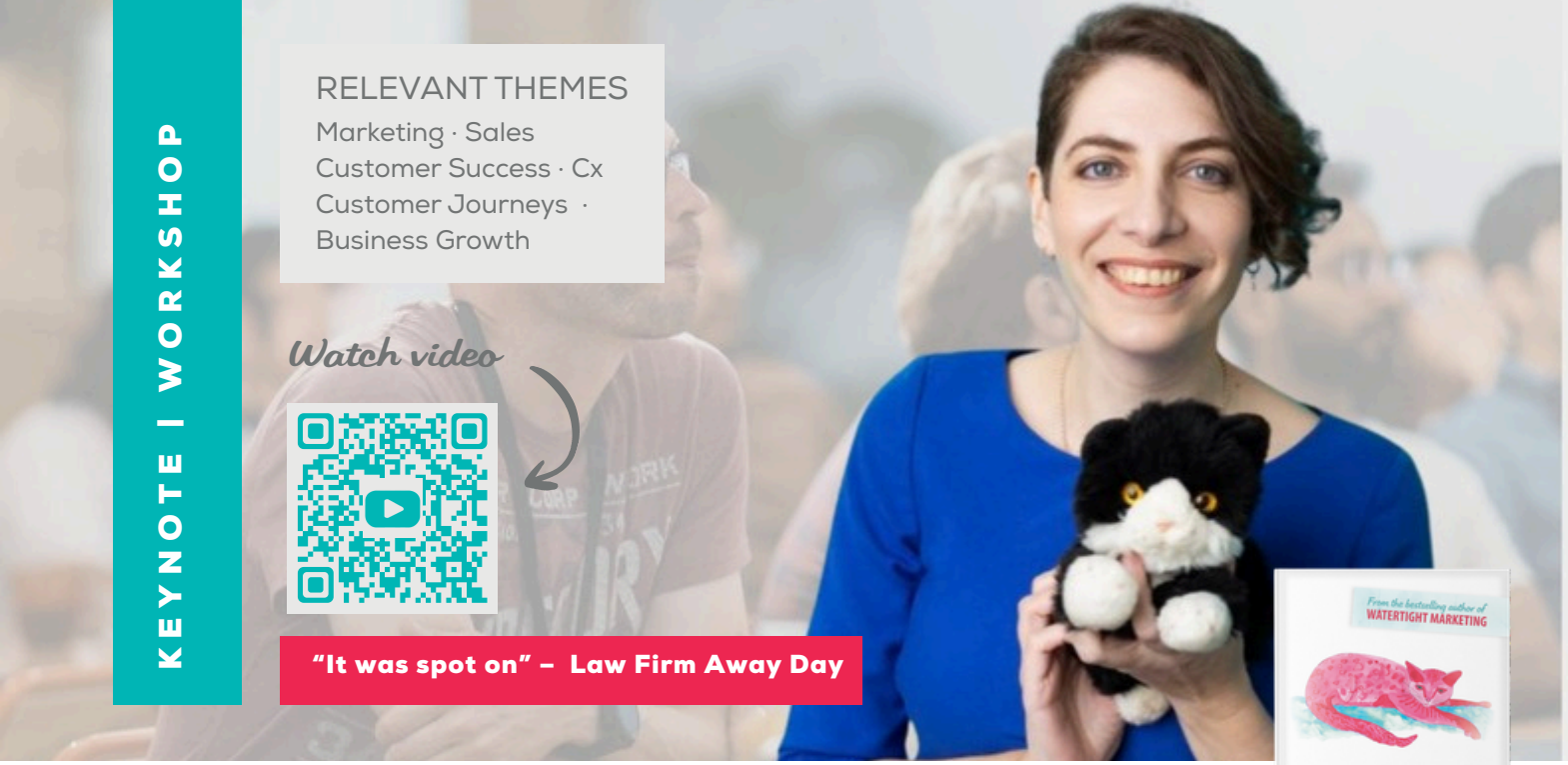
Keynote: 20, 30 or 60 minutes | Workshop: 90 minutes, half or full day

KEYNOTE | WORKSHOP

RELEVANT THEMES

Marketing · Sales
Customer Success · Cx
Customer Journeys ·
Business Growth

Watch video



"It was spot on" – Law Firm Away Day

COMPANION BOOK

FINDING, WINNING AND KEEPING CUSTOMERS · FUNNY AND MEMORABLE

HOW WOULD YOU STEAL YOUR NEIGHBOUR'S CAT?

101 ways your customers are like cats

Imagine you've been set the challenge of stealing your neighbour's well-fed, much-loved cat. You want it to choose you rather than them. Do you hide in the hedge, grab it and lock the door? Or do you find out where it likes to sit, put out the treats it likes and coax it over, patiently, until it chooses your sofa of its own accord?

Everyone in the room knows the answer. And it explains most of what goes wrong in sales, marketing and service. Customers aren't loyal dogs. They're independent, they keep their options open, they love you on their own terms, and if you stop feeding them they'll go next door.

Drawing on 101 observations from a lifetime of cat ownership and a career in customer-facing roles – the analogises the lactose-intolerant cat who laps up milk anyway, the expensive toy ignored in favour of its box, the warm lead sprayed with a firehose. Bryony shows teams how to work with their customers' nature rather than against it. Marketing provides the ribbon, sales wiggles it, and service makes sure nobody forgets the daily feed.

What audiences take away

- Why the best customers are hard to win – the glossy ones already have a home.
- How marketing, sales and service each play their part on the path to the sofa.
- A shared language for customers that teams keep using long after the event.

"Bryony recently ran her 'cats' session for us at our (law) firm's away day. It was spot on. She had tailored it perfectly for our needs."

Ian Grimley
Partner, Roxburgh Milkins

Keynote: 20, 30 or 60 minutes | Workshop: 90 minutes, half or full day

SIX THEMES

500+ TESTIMONIALS · 21 YEARS · 6 THEMES

DIFFERENT ROOMS, DIFFERENT YEARS. THE SAME SIX THINGS.

Bryony read back every testimonial she's ever had.
Here are the themes that kept recurring...

511	350+	21	4.9
Testimonials	Different people	Years of feedback	Average on Amazon

270 **Clarity and confidence** — *"...a smoke and mirror black art." Not any more.*

212 **Everyone leaves with a plan** — *"...what not to waste my time on."*

102 **Energy, warmth – and funny** — *"...she's very funny."*

98 **Delivers real business results** — *From £10m to £20m turnover, to 10× bookings*

60 **Commercial, not colouring in** — *"...a sales enablement session."*

26 **Sceptics welcome** — *"...now I feel 100% confident."*

Number of testimonials (out of 511) mentioning each theme. Some mention more than one.









"This is the most remarkable yet relatable keynote I have ever heard."

Dr Lizzie Bernthal, Speaker Business Summit 2025

To book Bryony Thomas for your event

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