

PLANNER TOOLKIT

Everything you need to confirm, prepare, and introduce Darrell Hardidge.

Thank you for downloading Darrell Hardidge's Planner Toolkit.

Everything you need to confirm, prepare, and introduce Darrell is here — speaker bios for your programs and website, summaries of his three keynotes, AV and technical requirements, a ready-to-read introduction script for your MC, and testimonials from past clients.

If anything's missing, or you need a tailored outline for your event, contact Darrell's team directly — we're happy to help you get every detail right.

darrellhardidge.com · Reputation, Leadership & Customer Experience

SPEAKER BIOS

Speaker bios

SHORT BIO — for event programs and websites

Darrell Hardidge is a keynote speaker, reputation strategist, and author with over 20 years of experience helping organisations build what competitors cannot copy — a #1 reputation.

Drawing on insights from more than 500,000 research interviews with high-value customers across B2B and B2C markets, Darrell's work goes beyond inspiration. He gives leaders the frameworks, standards, and systems to make service excellence a measurable, sustainable business strategy.

He has worked with organisations including BMW, Honda, STIHL, Coates Hire, and Pronto Software, and is the author of *Having the #1Reputation*.

LONG BIO — for MC introductions and media

Darrell Hardidge has spent over two decades researching one question: what separates the businesses that become #1 in their market from everyone else?

The answer, drawn from more than 500,000 phone-based interviews with high-value customers across complex B2B and B2C markets, isn't product quality, marketing spend, or operational efficiency. It's reputation — and the leadership culture that builds and protects it.

Darrell is the creator of the #1 Reputation System, a structured framework used by organisations across Australia and internationally to move from measuring satisfaction to delivering genuine appreciation. His clients have included BMW, Honda, STIHL, Coates Hire, APT, Karndean, and Pronto Software.

As a keynote speaker, Darrell doesn't deliver motivational talks. He delivers frameworks — practical, research-backed tools that leaders can use with their teams from Monday morning. His sessions are known for creating clarity, commitment, and measurable change.

He is the author of *The Client Revolution*, *The 10 Commandments of Client Appreciation*, and *Having the #1Reputation*.

Keynote summaries

The 10/10 Standard

A keynote on performance culture, leadership accountability, and team excellence. Darrell gives leaders and emerging leaders a concrete framework for the behaviours and accountability structures that separate good from genuinely great. Ideal for leadership conferences, team strategy days, and sales kickoffs.

Format: 2–3 hours, flexible

Satisfaction vs Appreciation

A customer experience keynote on service excellence and what it actually takes to be #1. Darrell draws a sharp, data-backed line between average service and genuine appreciation — and gives CX, service, and sales teams the behaviours to get there.

Format: 2–3 hours, flexible

Reputation as Strategy

A leadership keynote on building, measuring, and protecting your most valuable business asset. Covers the three critical pillars of a #1 reputation and the systems that make it measurable and sustainable. Best suited to executive leadership teams, boardroom sessions, and breakout workshops.

Format: 1–3 hours, flexible

AV & technical requirements

Darrell's sessions are designed to be delivered without slides or supporting files. The content stands on its own.

Standard requirements

- Lapel microphone
- Clear stage space for movement
- No laptop, clicker, or AV setup required for groups under 100

For larger audiences

- A live camera feed of the stage displayed on screen is preferred — this keeps the focus on Darrell rather than slides and improves engagement significantly
- No video playback required

If you have specific AV questions, contact the team directly.

INTRODUCTION SCRIPT

Introduction script

For the MC to read aloud. Reading time: approximately 1 minute.

What if the most powerful asset in your business wasn't your product, your team, or your strategy — but your reputation?

Our next speaker has spent more than 20 years answering that question. Through over 500,000 research interviews with high-value customers across Australia and internationally, he's uncovered exactly what separates businesses that become trusted market leaders from those that stay stuck competing on price.

He's worked with some of Australia's most respected organisations — including BMW, Honda, STIHL, and Coates Hire — and he's the author of *The Client Revolution*, *The 10 Commandments of Client Appreciation*, and *Having the #1Reputation*.

He doesn't do inspirational talks. He does frameworks. And by the time you leave this session, you'll have something you can actually use.

Please welcome, Darrell Hardidge.

TESTIMONIALS

Testimonials

"The insights Darrell brought changed the way our leadership team thinks about customer experience. The results followed."

— Pronto Software

"Working with Darrell gave us a way to talk about trust and reputation that we'd never had before. It's now part of how we lead."

— G.J. Gardner Homes

"Darrell's research doesn't just tell you what's wrong — it tells you exactly what to do about it."

— ASN Events

QUESTIONS?

Contact Darrell's team directly to confirm availability, discuss format, or request a tailored session outline.