

# **John Colley**

**Consultant, Mentor and Speaker at The Six Minute Strategist Consulting at Partner, IAF Capital**  
Salisbury, Wiltshire, GB

Engaging and Energetic Speaker on the subjects of Business Strategy, Online Marketing and Entrepreneurship

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## **Biography**

John began his career as a British Army Officer, graduating from the Royal Military Academy Sandhurst in 1984.

After five years service, John elected to change career and entered Finance. The next twenty five years saw him work for a series of major Banking Organisations (ABN Amro, Security Pacific, West DeutscheLandesbank and Societe Generale).

In 2001 John co-founded his first Boutique Advisory firm, Pall Mall Capital and was involved as a co-founder of a second firm, IAF Capital in 2008.

John specialises in the Technology Sector and has expertise in Startups, Business Strategy, Online Marketing, Capital Raising, Mergers and Acquisitions and Exits.

John is the Author of the Six Minute Strategist Blog (<http://jbdcolley.com>), the Online Learning Podcast on iTunes and is a best selling business course creator (+5500 students)

John is a Graduate from Cass Business School (London) with an MBA with Distinction and is a Fellow of the Chartered Institute for Securities and Investments.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## **Industry Expertise**

Media - Online, Investment Banking, Information Technology and Services

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## **Areas of Expertise**

Business Strategy, Online Marketing, Entrepreneurship

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## **Affiliations**

Fellow of the Chartered Institute for Securities and Investments

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## **Sample Talks**

## **Social Media Strategy for Beginners**

This talk started life as a 3 hour seminar. In its current form i discuss:

- > The importance of understanding who your audience are
- > My Social Media Manifesto
- > An overview of the Social Media Landscape
- > Social Media Strategy
- > Social Media Tools
- > Some Tips and Tricks.

My Online Course version of this talk has been taken by over 2600 students.

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## **Event Appearances**

### **An Introduction to Mergers and Acquisitions in the Technology Sector**

Microsoft National Channel Conference

### **Marketing in the Connected Economy**

Salisbury Big Business Event

### **Strategic Corporate Research**

Falmouth Business School Offsite

### **What Venture Capitalists Don't Tell You**

Falmouth Business School Offsite

### **An Introduction to Social Media Strategy**

Help For Heroes Social Media Seminar

### **How to Launch a Podcast Like Tiger Woods**

UKPOD14

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## **Education**

### **Cambridge University, United Kingdom**

Bachelor of Arts History

### **Cambridge University, United Kingdom**

Master of Arts History

### **Cass Business School, London**

Master of Business Administration with Distinction Business Administration

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## **Testimonials**

### **Shaun Frolich**

“John – thank you for a fantastic job well done last week. Your hard work and delivery exceeded our high expectations and the feedback has been universally positive.”

### **Jerry L.**

“John delivered a presentation on Integrated Networking to our MBA students, as part of our Enterprise Network Club series of lectures. During his talk John covered the subject of the concise use of Social Networking as an effective tool for connecting with people, who are outside of your immediate professional network but who you should definitely be talking to. John also explained the strategy for breaking down your network into six demographics and which group you should be specifically focussing your business, time and energy on. He went on to provide analysis and data that clearly backed up his strategy and presented it into a bite size formula that he calls the “Six Minute Strategist”, which is also an online blog that John writes every month.

Both my students and I found the presentation extremely useful and well delivered. I will be asking John to deliver further talks at our new media school and would recommend my academic colleagues to do the same.”

### **Matt Young**

“I saw John give an excellent talk at a conference in Birmingham. His talk, which was late in the day, was the first one on the day delivered with real passion and knowledge. John used the entire stage (unlike others that day) and really kept the audience engaged. He kept my attention throughout and gave excellent, actionable advice which had everyone furiously writing notes.”

### **Mike Russell**

“I highly recommend John as a public speaker on the subjects of entrepreneurship, online marketing and motivation. ??Izabela and I organised the first podcasting conference, this decade in the UK, and John was one of six speakers during the one day event. ??He created an amazing and inspiring speech that inspired attendees during the event and afterwards on Twitter and other social media channels. He encouraged and inspired many of our attendees. I would highly recommend John as a speaker - he's personable, kind and provides great value.”

### **Jon Buscall**

I recently heard John speak at UKPod14, a national conference for podcasters in the UK. ??John spoke passionately and knowledgeably about launching and promoting a podcast. ??John's strategic approach to this subject, providing actionable takeaways for any business or entrepreneur looking to add podcasting to their marketing mix, was extremely well received. ??He is an engaging, inspiring and knowledgeable speaker. As someone who has presented on the B2B circuit for numerous years, I've heard a lot of talks myself; John's enthusiasm and strategic understanding of marketing and business put him right up amongst the best

### **Ilias Diamantis**

I highly recommend John Colley as a public speaker . Recently I watched him speak at a podcasting conference in Birmingham ( UKPOD 14 ) . His speech was full of valuable information . Many speakers try to kill us with powerpoint , but not John . His presentations are captivating and provide lots of tips , tactics and strategies that you can implement in your business right away

**Izabela Russell**

We have invited John to give a speech at the podcasting conference (#ukpod14). John didn't fail to deliver. His speech was engaging, full of brilliant content and to the point. Through the whole process John was very professional, punctual and simply a pleasure to work with. If you are looking for a great speaker - John has it all!

**Mark Williams**

I have listened to John's podcast for some time and recently had the pleasure of hearing him deliver a speech at the UKPod14 conference where we also chatted briefly afterwards. ?John's talk was carefully planned and expertly delivered providing just the right mix of information, audience participation and engaging stories. I made copious notes and have implemented several of his tips since - very useful. ?I would definitely recommend John as a highly competent and engaging speaker

**Helen Harding**

John presented a captivating talk at UKPOD14 where he generously shared his wealth of experience and knowledge with the audience - highly recommended!

**Rob Cubbon**

I have know John Colley for over a year and I can recommend him whole-heartedly not only a great public speaker but also as an expert in a wide variety of financial and marketing fields. ??John is an expert on M&A, capital raising, angel investing, company sales, etc., as a result of his time in the city and ongoing interest, which is impressive enough. But added to that he also is hugely knowledgable in the modern fields of online promotion, social media, blogging and podcasting which are essential to businesses today. This, as far as I'm concerned, is a fairly unique mix. ??I have seen John talk in conferences as well as in front of a whiteboard in smaller meetings and he is always able to impart his knowledge in an engaging and educative manner. ??I should also say that John has a special interest in online learning and his passion for self-education comes over in his talks

**Joseph Bushnell**

I had the pleasure of hearing John speak at UK Podcasters 2014 and his talk was excellent and full of energy. I've implemented the strategies he gave and I'm seeing results already!

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