

# BRADLEY COLLINS

## Leadership & Culture Transformation Speaker

High-energy keynotes and workshops that turn culture chaos into competitive advantage

### ABOUT BRADLEY

Bradley Collins is a leadership and culture coach who helps growth-stage CEOs transform workplace culture from a cost center into a strategic asset. With 20+ years scaling tech startups from 4 to 40 employees, Bradley has built award-winning cultures recognized by Canada's Top 100 Best Workplaces and Globe & Mail Top 100.

After experiencing complete burnout and a transformative recovery, Bradley created the proprietary VALVE Framework—a proven system for building sustainable, high-performance cultures. His talks combine data-driven insights with authentic storytelling, delivering actionable frameworks that audiences can implement immediately.

### WHAT MAKES BRADLEY DIFFERENT

- **Founder Practitioner:** Real-world experience scaling companies, not career consultant theory
- **Proprietary Framework:** The VALVE Framework—battle-tested and immediately actionable
- **ROI-Focused:** Speaks business language: dollars, productivity, retention metrics
- **High-Vibe, Low-BS:** Authentic storytelling with dark humor, zero corporate jargon
- **Immediate Value:** Audiences leave with frameworks, templates, and clear next steps

### POPULAR KEYNOTE TOPICS

#### **Building Sustainable & Healthy Workplace Cultures** (45-60 min)

Why 77% quit due to culture, the VALVE Framework, and how to deliver \$100K+ value in 6 months. Perfect for entrepreneur groups, EDOs, and growth-stage founder events.

#### **From Chaos to Clarity: Leadership in Hypergrowth** (45-60 min)

How to align leadership teams, prevent culture breakdown during scaling, and implement the 'right people, right seats' framework. Ideal for scaling founders and new CEOs.

#### **The ROI of Culture: \$100K+ Value in 6 Months** (30-45 min)

Quantifying culture dysfunction costs, building the business case for culture investment, and measuring transformation impact. Perfect for CFOs, boards, and investor groups.

#### **Founder Burnout Is a Culture Problem** (45-60 min)

Bradley's story from burnout to thriving, why high performers burn out, and how to build sustainable performance. Resonates at founder events and mental health panels.

### WHAT YOUR AUDIENCE GETS

- The VALVE Framework: Vision, Alignment, Leadership, Values, Engage
- Diagnostic tools they can use immediately (culture assessments, calculators)
- Templates for defining operational values and building alignment
- 90-day culture transformation roadmap
- Real business case data: 516% revenue growth, 50% lower turnover
- Authentic founder stories that inspire and instruct

## PERFECT EVENTS FOR BRADLEY

- Economic development conferences
- Entrepreneur and founder events
- Accelerator/incubator programming
- CEO peer groups (EO, Vistage, YPO)
- Tech and SaaS conferences
- Leadership summits and retreats

## CREDENTIALS & EXPERIENCE

**Professional Background:** 20+ years across tech, SaaS, and high-growth startups | Built award-winning cultures (Canada's Top 100, Globe & Mail Top 100) | Scaled teams from 4 to 40+ employees | Cross-functional experience in sales, operations, HR, and leadership

**Coaching:** Jay Shetty Certification School (JSCS) - Holistic Life Coaching | Creator of the VALVE Framework

### BOOK BRADLEY FOR YOUR EVENT

Email: [bradley@elevatescoaching.com](mailto:bradley@elevatescoaching.com)

Website: [elevatescoaching.com/speaking](https://elevatescoaching.com/speaking)

LinkedIn: [linkedin.com/in/bradnovation](https://linkedin.com/in/bradnovation)

Based in Montreal, Quebec | Available across North America