

Charlie Lawson

The Unnatural Networker
Professional Relationships Speaker

SPEAKER KIT

www.unnaturalsuccess.com

Content You Can't Afford to Miss



Bridging the Gap with Inclusive Networking

In today's fast-paced professional services world, the challenge of creating meaningful connections has never been more daunting.

The modern workplace is a melting pot of technology, remote interactions, cultural diversity, neurodiversity, generational differences, and time constraints, making traditional networking approaches obsolete. This complexity often results in a demotivated workforce, high attrition rates, challenges in client retention and acquisition, lack of teamwork, and a diminished sense of belonging among employees.

Every interaction both inside and outside your firm shapes your company's future. Making the right choices is crucial.

Charlie Lawson, with over 20 years of experience running BNI, the UK's biggest networking and referral organisation, is an expert in building professional relationships, particularly amongst people that would happily never go networking at all. He is an Unnatural Networker to the core, and shows people how he went from being a complete non-networker to someone that is confident to build relationships with anyone: anywhere, anytime.

With inclusive networking, you're investing in a future where every connection is a step towards a more inclusive, dynamic and successful professional environment. Join Charlie in redefining professional relationships, making every connection count.



Obviously an expert in his field,
and **oozed** authenticity - *David Hyner*

Charlie in Action



CLICK TO WATCH CHARLIE'S
SPEAKER DEMO VIDEO

Charlie is a top-class presenter, trainer and public speaker. He manages to command the stage and energise everyone in his audience with his passionate and engaging style!

– Shadi Abu-Hayyeh



Charlie at a Glance



➤ Over **20 years of experience** in professional relationships & networking

➤ Ran **BNI (world's biggest networking & referral organisation)** in the UK & Ireland for 13+ years

➤ **Author of The Unnatural Networker & The Unnatural Promoter**

➤ Speaks to business professionals on **creating connections that count**

➤ Member of the **Professional Speaking Association (UK & Ire)**

➤ Multi **award-winning speaker** (including audience voted awards)

Invite Charlie to Speak at Your Event



ENGAGING, ENLIGHTENING, EMPOWERING

Transform your event with Charlie Lawson, a speaker who makes networking and professional relationships both engaging and accessible. His presentations go beyond information, turning networking and small talk into an exciting, approachable topic. Charlie directly addresses the fears that introverts have, turning them into enthusiasm and understanding.

Charlie offers your audience stories and real world insights in an easy-to-grasp manner. He excels in making relationship building easy for all. His vibrant delivery ensures everyone leaves not just informed, but also empowered to confidently engage with others and generate results, whether at their firm or at the next networking event.

Looking to inspire and learn why professional relationships are so fundamental for your audience? Bring in Charlie Lawson for a memorable, insight-packed event.



Charlie's style is both captivating and energetic and he **held the audience from his very first sentence**. Funny, engaging and professional are just a few words to describe my experience working with him.

I would have no hesitation in recommending Charlie as a keynote speaker and all-round good guy!

- Robert Moore, Jersey Finance



HELP! I'M AN INTROVERT

AND I DON'T LIKE NETWORKING OR TALKING TO PEOPLE

EMPOWER YOUR PEOPLE TO NETWORK EVEN IF THEY DON'T WANT TO

Over **80% of professionals believe networking is vital** to career success, yet **only 25% of professionals actively engage** in networking activities.

Why the gap? The truth is many professionals struggle with the art of networking – especially introverts. It's not just about showing up at events; it's about having real conversations that turn into meaningful relationships that drive your business forward. But what about people who dread these encounters?

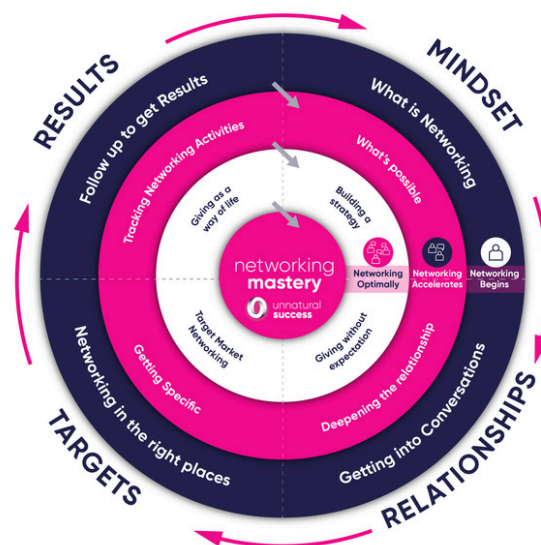
Turning Anxiety into Advantage

Learn how to ditch the dreaded sales pitch and embrace authentic, confidence-building strategies that work for introverts. Learn how to shift your focus not only from 'What you know' to 'Who you know', but moving on to 'How well you know them', transforming networking from a stressful obligation into a powerful tool for business growth.

Real Talk, Real Strategies

Through relatable stories and practical tips, you'll explore ways to navigate networking events without compromising your comfort or authenticity. This isn't about pretending to be an extrovert – it's about leveraging your natural strengths to build connections that truly count.

Plus, you'll get insights into the **Unnatural Success model**, a framework designed to help you master networking on your own terms.



Approximately 50% of the population are introverted, which means your team will have plenty of introverts too.
Do you have a networking strategy for them?

Charlie is a **warm, engaging and impactful speaker** who can make a real difference in how you engage with others, breaking the social discomfort many of us feel about networking.
– Sam Newman



FROM SMALL TALK TO BIG IMPACT

TURNING CONVERSATIONS INTO RESULTS

GENERATE THE RESULTS YOUR COMPANY NEEDS RIGHT NOW

A huge percentage of business professionals get virtually nothing from networking. While many are able to meet people and have good conversations, the lack of results is startling: and this primarily comes from not being able to take these conversations to the next level.

The real question then is how your teams can leverage the relationships they build to generate actual results. This is done using the MAP framework as a blueprint for success:

M – Message

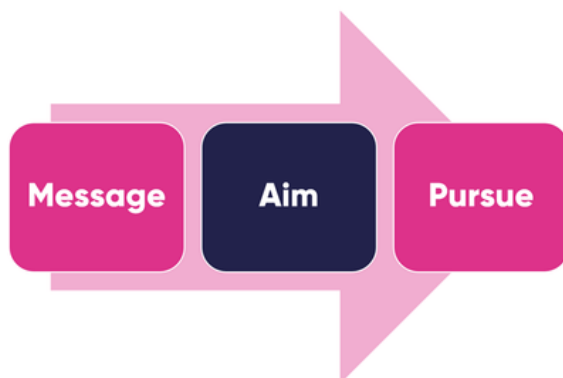
Craft your message through effective storytelling, taking the focus off what you have done, and instead focusing on how people benefit.

A – Aim

Aim at the right audience with targeted efforts: no scattergun approach here, but instead a laser-specific focus on results.

P – Pursue

Combine your message with your targets, and pursue them with a dedicated follow up strategy.



84% of B2B purchasing decisions start with a referral.

Is your team taking advantage?

Charlie is compelling. He has a special blend of strength and warmth that makes him **an exciting speaker** and an inspiring human.

– Gina Balarin



ONE PARTNER, ONE POINT OF FAILURE

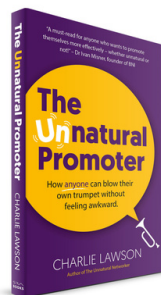
WHY SINGLE-PARTNER CLIENT RELATIONSHIPS ARE RISKIER THAN THEY LOOK

THE HIDDEN COST OF SINGLE-PARTNER CLIENT RELATIONSHIPS

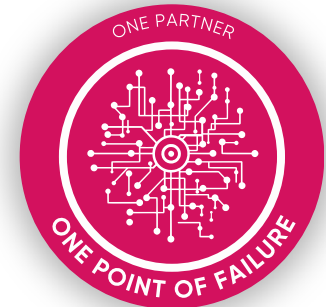
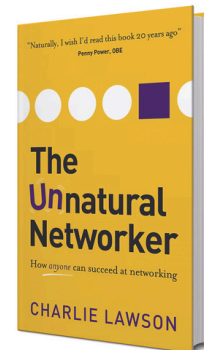
Only 19% of law firm leaders strongly agree their firm is effective at cross-selling. When a client's relationship with the firm really only runs through one partner, that's not surprising - the firm doesn't have the client, the partner does. Most firms know this on some level. Very few do anything about it.

-  **The Visibility Gap**
55% of firms cite a lack of visibility into colleagues' expertise as the No.1 barrier to collaboration. Partners often don't know enough about what their colleagues do to refer with any confidence.
-  **The Trust Gap**
Even when they do know, referring sideways feels like a risk, not an opportunity. Will the introduction land well? Will the client feel passed off? Will a colleague get credit for a relationship someone else built?
-  **The Flight Risk**
If a client's only relationship at the firm is with one partner, that partner holds the loyalty, not the firm. When they leave, there's nothing keeping the client from leaving too.
-  **The Revenue Left on the Table**
A client who only ever hears from one department is a client the firm barely knows. Every other practice area, every other way the firm could help, stays invisible.

This isn't a networking problem in the usual sense. It's a structural one, and it's costing firms more than they're tracking.



Bulk book options are available
with keynote programs



Clients who engage five practice groups generate nearly 18x more revenue than single-practice clients (Gardner & Matviak, Harvard). Is your team leaving revenue on the table?

Charlie is an energetic and compelling speaker, bringing his ideas to life through relatable stories and practical examples.
- Jan Holmes, Mishcon de Reya



BUILDING BRIDGES, NOT WALLS

EMBRACING DIVERSITY IN PROFESSIONAL RELATIONSHIPS

BRING YOUR TEAMS TOGETHER & BUILD BUSINESS EFFECTIVELY

In today's fast-paced, tech-driven world, the true power of professional relationships is often overlooked. While networking opportunities abound, the real challenge lies in creating connections that count—those that drive business success and foster collaboration.

Building Bridges delves into the heart of this issue, addressing the critical gap in modern workplaces. With the rise of remote work, cultural differences, and recognition of neurodiversity, professionals face unprecedented challenges in forming meaningful relationships. This keynote offers a game-changing approach: **Inclusive Networking**.

This session is essential for organisations committed to fostering an inclusive culture, DEI professionals driving genuine engagement, business development leaders seeking sustainable growth, and HR teams combating workplace disengagement.

Transform your approach to professional relationships by building bridges that span differences and unlock your team's full potential.

This is a popular programme for...



CONFERENCES



SALES KICKOFFS



TEAM EVENTS



ASSOCIATIONS



Employees with diverse networks are 45% more likely to gain access to information and opportunities. **Are your team ready to take advantage?**

Charlie provided our leaders with a clear action plan on building strong relationships across our diverse teams and client base. **Highly recommended!**

– Julie Holmes



EXPERIENCED & ENGAGING

Charlie Lawson is a relationship-building strategist, keynote speaker, and author known for his refreshing take on networking. Unlike many in his field, Charlie openly admits that he doesn't enjoy traditional networking—which is precisely why his message resonates with so many leaders and teams.

Drawing on his 13+ years of experience running BNI in the UK, Charlie shows businesses how to develop genuine, meaningful connections that go beyond the superficial. His engaging presentations offer leaders and their teams actionable strategies that drive business development, foster collaboration, and increase referrals. With an empathetic approach, Charlie demystifies the art of networking, turning it from a dreaded task into a powerful tool for growth.

As a sought-after speaker, Charlie has inspired audiences across various industries to rethink how they build and maintain relationships—both internally and externally. Through his hands-on guidance, organisations learn how to build connections that count, ultimately boosting both individual and team success.

Charlie is the author of two bestselling books that break down the process of professional relationship building into easy, relatable steps. He's worked with prominent businesses and entrepreneurs to help them harness the power of real connections in today's fast-paced world.

In short, Charlie Lawson is the go-to expert for transforming how people approach relationships in business, making networking not just bearable but downright effective.

Meet Charlie Lawson



Charlie... Away from the Stage

Hi, I'm Charlie! When I'm not talking about building better professional relationships, you'll usually find me running – literally. I've always been passionate about fitness, whether I'm training for triathlons, coaching at my local running club, or even pushing through the grueling miles of an Ironman race. Running isn't just a hobby; it's where I've learned resilience, focus, and how to pace myself, all lessons I carry into my work and life.

I'm also a proud dad to two fantastic teenagers. Being a governor at their secondary school has given me an even deeper connection to my local community and an appreciation for the challenges that come with leadership, both in and out of the classroom. I love contributing to something bigger than myself, whether through volunteering at my local community café or supporting the next generation.

In all aspects of life, from family life to guiding teams on building relationships, I believe in showing up with energy, determination, and a sense of humour. Life, after all, is a marathon – you've got to enjoy the journey, not just the finish line! Oh, and I love the colour pink...

And if I'm not on stage or working with businesses, I really will be on a long run—one of the few places I don't have to talk to anyone! As an unnatural networker, those quiet miles are my perfect escape.



Audiences & Organisers ♥ Charlie



We were delighted to welcome Charlie to Mishcon to deliver his workshop. Charlie quickly put everyone at ease and created a comfortable, engaging environment. He is an **energetic and compelling speaker**, bringing his ideas to life through relatable stories and practical examples. The session was **highly interactive and genuinely thought-provoking**, encouraging participants to reflect on their own approach to networking. – Jan Holmes @ Mishcon de Reya

GREAT INSIGHT INTO COLLABORATION & RELATIONSHIPS

SIMPLIFIES THE SEEMINGLY COMPLEX

DYNAMIC

BEST SPEAKER AT THE EVENT BY FAR

GREAT OPENING – ENERGETIC SPEAKER

INFECTIOUS WITH DEEP KNOWLEDGE PRESENTED IN A WAY YOU CAN USE AND LEARN

Charlie's talk was **transformational for me** and the people around me in the room. Things clicked into place for us. Having been told that I am a good networker all my life, for the first time I properly understood how and why networking can work so well. Furthermore, Charlie is a lovely person who is easy and enjoyable to work with. I have **no hesitation in recommending him** as a speaker, a consultant, or a trainer. – Rory MccGwire, Founder @ Law Firm Ambition Conference



EASY TO FOLLOW, BITE SIZED INFORMATION THAT IS EASY TO APPLY!

BUBBLY

TRULY VALUABLE

POSITIVELY ENGAGING ABOUT A SUBJECT THAT MANY PEOPLE ARE AFRAID OF

ENTHUSIASTIC

SO MANY GREAT IDEAS

LOVE YOUR ENERGY AND THE WAY YOU KEEP THE AUDIENCE INVOLVED



I booked Charlie to run a training for my team. I wanted a focus on building referral networks, and turning networking – something that many of us find daunting – into something far more engaging, enjoyable and importantly less awkward. **The session did just that & the feedback from my team confirms it.** Charlie was great to work with, easy to chat to, and kept my team engaged throughout. – Amy Norman, Marketing Lead @ Butcher & Barlow Solicitors

ENGAGING AND ENTERTAINING, MADE ME WANT TO LISTEN AND LEARN ABOUT NETWORKING

MOTIVATING, KNOWLEDGEABLE, THINKS OUTSIDE THE BOX

AMAZING PRESENTATION AND CONTENT

COMPELLING

CREDIBLE

GREAT INTRODUCTION TO BUILDING BUSINESS THROUGH RELATIONSHIPS

Thank you Charlie! The feedback for both sessions you did was fantastic – **informative, surprising, entertaining, enjoyable and very useful.** Most importantly we have already seen the team consciously change the way they approach networking events as well as other sales related activities, and **new business is on the up!** – Alexi Hughes @ De Vere Hotels



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BIRMINGHAM

BIRMINGHAM
BUSINESS
SCHOOL

Organisations Growing with Charlie

Mishcon de Reya



 **Right
at
Home**
Quality Care in Your Home

kallk[®]kwik
business design + print

BARRETT'S

 **unnatural
success**

Logistics & Fee Schedule



You've got a lot to manage when it comes to your events. The last thing you need is a high-maintenance diva demanding blue M&Ms.

When you bring Charlie in as a member of your team, he'll do everything he can to make your job easier and less stressful. Whether it's planning, travel, the presentation or book signing... you and your attendees are his top priority.

Great events are an experience and he's honoured to be part of yours.

FEE SCHEDULE - IN PERSON (£)

45-60 Minute Keynote	£ 2,500
Double Header (Keynote + Breakout)	£ 2,500
<i>Add a breakout for no extra charge on keynote day!</i>	
1/2 Day Workshop	£ 4,000
12 Hours of Workshop Training Time	£ 8,000
<i>Divisible as required by client (e.g. 6x2hrs, 4x3hrs etc)</i>	

FEE SCHEDULE - VIRTUAL (£)

45-60 Minute Keynote	£ 2,500
1/2 Day Workshop	£ 4,000

IMPORTANT DETAILS FOR IN PERSON EVENTS

UK Events:

£500 travel buyout includes the cost of travel & subsistence. Hotel accommodations are booked and directly billed to client (1-2 nights, depending on time / location of speaking event).

European Events:

£1,500 travel buyout includes the cost of travel & subsistence. Hotel accommodations are booked and directly billed to client (1-2 nights, depending on time / location of speaking event).

Rest of World Events:

£2,500 travel buyout includes the cost of travel & subsistence. Hotel accommodations are booked and directly billed to client (1-2 nights, depending on time / location of speaking event).

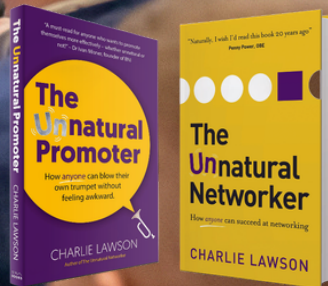
Assets & Resources

Speaker Intro

Charlie's Bio

AV
Requirements

Download
Photos / Headshots



Charlie's Books

(Bulk purchase options available
for attendees)

Approved
Photos



Let's Talk

I'm excited to learn more about your event and how we can deliver an incredible keynote or workshop that informs, inspires and excites your attendees.

Need to check availability? Wondering if I can do something tailored for your group? Whatever your question, I'm just a message away.

Let's talk!

Charlie

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