

Dr Alison Edgar MBE

From growing up with undiagnosed dyslexia to advising Downing Street and inspiring audiences worldwide, Alison Edgar's journey proves that barriers are made to be broken.

As a motivational speaker and business expert, Alison uses real-life experience to empower others to embrace change, champion neurodiversity, and reach their full potential. Her story isn't just about success. It's about resilience and the importance of changing on the way up.

Alison turns her experience of real-world change, customer psychology, and commercial thinking into practical behaviours your people can apply not just on the day, but every day. Every keynote is tailored through two discovery calls so the stories, language, and examples land in your world.

With a career built in frontline sales and service, rising through hospitality and corporate roles, Dr Alison Edgar MBE has seen from the inside how organisations win - or stall - when the market shifts. As a former employee at a directory advertising company she watched as the leadership ignored digital change until it was too late, learning the hard truth that a good strategy delivered at the wrong time still fails.

Her core principle is simple: change on the way up. Through **The Intrapreneur Mindset**, Alison gives leaders and teams a practical way to refresh their mindsets and processes, before the market forces them to.

Imagine a team that takes initiative, solves problems before they escalate, and genuinely cares about driving results.

When employees feel a sense of ownership and purpose, they don't just tick boxes - they lean in. Not because they feel like they have to, but because they want to.

They make smarter decisions, collaborate more effectively, and genuinely care about the success of the business. This mindset doesn't just improve morale, it reduces staff turnover, boosts productivity, and creates a culture where performance thrives.

That's the power of intrapreneurship: empowered and happy employees, delivering real business results.

International #1 Best Selling Author:

Alison penned her first bestseller, 'Secrets of Successful Sales', in 2017 and in 2020, she authored 'SMASH IT! The Art of Getting What YOU Want, which went on to become a three time Amazon international bestseller.



Professional Guest Speakers

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