bethanwinn.com.au

Bethan Winn

Think Better Together

Speaker Kit 2027

BETHAN WINN





— ABOUT

Who is Bethan Winn?

When everyone has access to the same AI tools, the advantage lies in wisdom, judgement and the ability to distinguish signal from noise.

I'm Bethan Winn, author of *The Human Edge: Critical Thinking in the Age of AI*. I help organisations think better, together.

I bring critical, creative and strategic thinking skills to teams and leaders. Less theory, more how to actually do it, under pressure, when navigating uncertainty. Truly human skills.

Cheap thinking has expensive consequences. Better thinking pays for itself.

— IN THE ROOM

What to expect

Contagiously optimistic, Bethan makes anything feel possible. She gives audiences the confidence, and the permission, to engage and experiment like never before. She brings a genuine sense of fun to learning, real passion for her topics, and holds the room with warmth and joy.

WHAT MATTERS MOST:

The live experience. The energy in the room. The connection with the people. The space to think.

- Practical, not theoretical
- Fewer monologues, more dialogue
- Joy with balanced rigour
- Tailored, every time

Credentials

Postgraduate Certificate in Education, Goldsmiths, University of London
Member of Professional Speakers Australia (PSA)
Bestselling author and finalist: Business Book of the Year 2026



— THE PROOF —

Bethan's track record

400+
presentations

130+
organisations

83%
repeat bookings

25+
years in education

TRUSTED BY:

- RAC WA
- Curtin University
- Australian Insitute of Management
- Think Tank Summits
- Monadelphous
- Western Power
- WA Government Depts

FEATURED IN:

- Forbes
- ABC Australia
- The Ethics Centre
- In the Black
- CEO Magazine
- Sydney Morning Herald
- The Age
- International podcasts

RECOGNITION:

- Net Promoter Score of 72 (2025-2026)
- Maggie Dent's Book of the Month, November 2025
- Finalist in the Business Book of the Year 2026
- Business News 40under40 nominee

HOW IT WORKS:

- Groups: 5 to 1500 people
- Format: in person, online or hybrid
- Sessions: 30 minutes to full day and ongoing programs
- Tailored to your needs
- Interactive and engaging

“ Bethan has presented at our events several times, as both a conference keynote and a masterclass facilitator. **Inclusive, engaging and highly polished, she blends humour with serious content and is always a highlight for attendees.** She is also extremely easy to work with. We would not hesitate to recommend her.

James Matthews, Think Tank Media (Corporate PA Summits Sydney, Melbourne, Auckland, Perth)



— THINK BETTER TOGETHER

Signature keynotes

Fresh, energetic talks that spark better thinking, ready to apply immediately. 30 - 75 minutes, in person or virtual.

POINT Your Way to Better Decisions

A structured approach that cuts through analysis paralysis, so your people decide with clarity and confidence

Why Critical Thinking is Crucial in the Age of AI

Where human judgement, wisdom and creativity become your competitive advantage over AI

Reframe This: Clear Thinking for Cloudy Times

Techniques for reframing challenges, thinking creatively and building resilience when the path ahead isn't clear

Signal vs Noise: Evaluation Skills for the Information Age

Cut through information overload to find what's actually true

Story, Structure, Success: Communication Beyond Information Transfer

Share data and ideas that create real understanding, great for technical professionals

Future Skills: Skills You Need Now and Next

Practical frameworks for communication and problem solving, great for graduate groups



— SIGNATURE KEYNOTE

POINT Your Way to Better Decisions

Most popular for leaders
A structured approach that cuts through analysis paralysis, so your people decide with clarity and confidence.

- Zoom out for strategy, zoom in for detail
- Filter noise from what matters
- Test before you commit
- Balance intuition with analysis

Best for:
Leadership teams, strategic planning

— SIGNATURE KEYNOTE

Why Critical Thinking is Crucial in the Age of AI

As featured in Forbes
Where human judgement, wisdom and creativity become your competitive advantage over AI.

- What AI does brilliantly, and where it falls short
- Build critical thinking skills alongside AI tools
- Evaluate information in an age of overload
- Keep the human edge in decision making

Best for:
Conferences, innovation forums, professional associations



“ Bethan is a **seriously good presenter**. Her style makes learning and understanding so easy and achievable, through stories, humour, lived experience and practical demonstrations.”

— Geoff Stewart, APM Bunbury Geographe CCI

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> “Change the frame, and the problem changes with it.”

— SIGNATURE KEYNOTE

Reframe This: Dynamic Thinking for Uncertain Times

Proven techniques for reframing challenges, thinking creatively and building resilience when the path ahead isn't clear.

- Reframe challenges into new solutions
- Mental models that unlock creative thinking
- Stay strategic when everything feels urgent
- Turn obstacles into opportunities

Best for:
Change management, innovation, team resilience

— MASTERCLASSES & INTERACTIVE SESSIONS

Practical sessions that build capability

From a single masterclass to a full day. Topics can be tailored to your team, industry and leadership level.

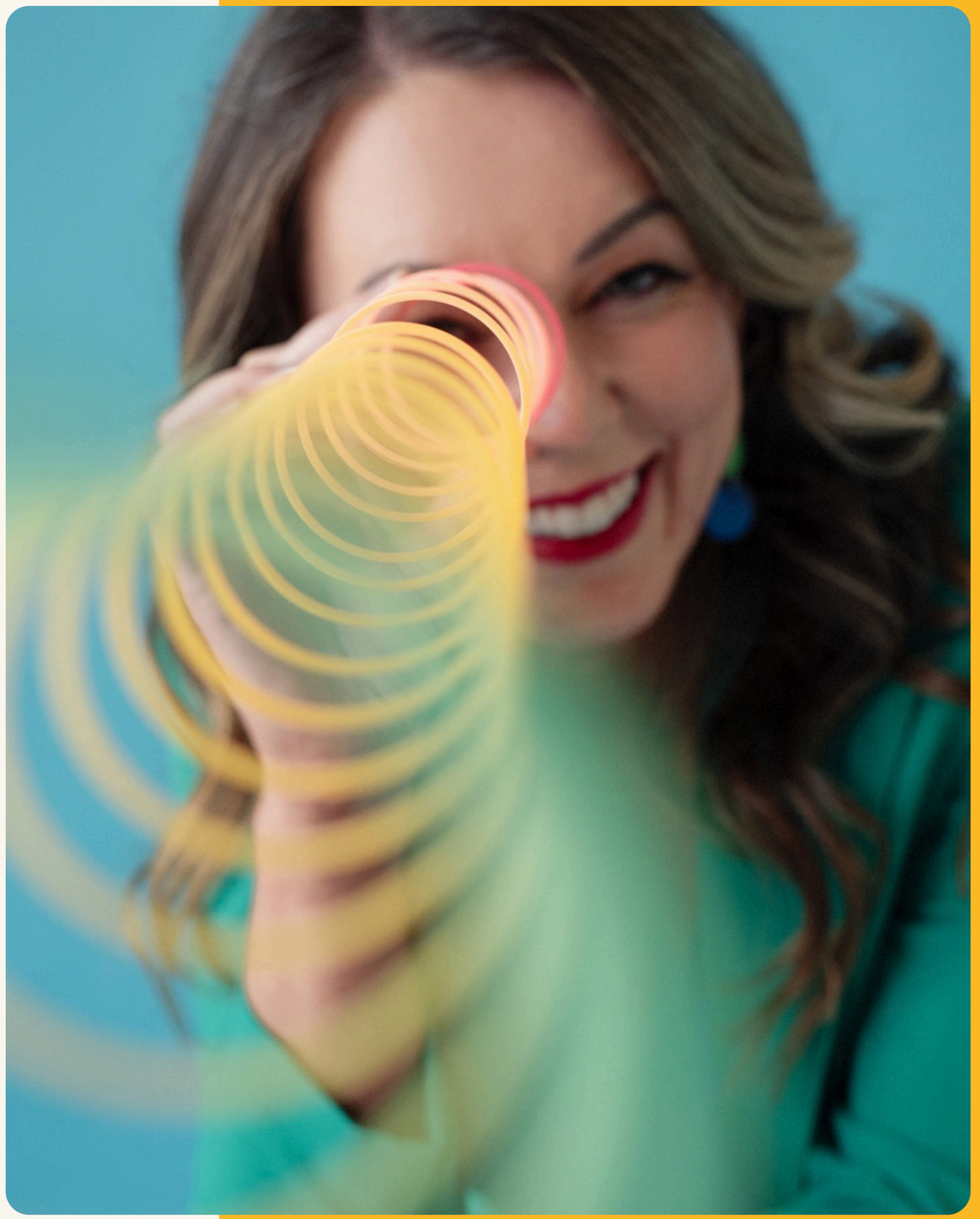
Short masterclasses (75 minutes to 3 hours):

Slow Down to Speed Up
Master your time, energy and attention. Opimise your thinking.

Decision Making, Fast and Slow
Tools for quick calls and complex choices

Problem Solving
Creative and lateral thinking, applied to real challenges

Effective Team Communication
Build rapport, deliver hard messages, communicate with influence



— MASTERCLASSES & INTERACTIVE SESSIONS

Practical sessions that build capability

ONE-DAY INTENSIVE

The Human Edge: Critical Thinking and AI

The complete toolkit for decision-making and problem solving, built to transfer between work and life.



STRATEGIC FACILITATION

Busy is the enemy of strategy

Fresh energy and an outside perspective for away days, planning retreats and strategic planning. You focus on the thinking, Bethan handles the process.

“ Bethan nailed the brief in her keynote at our alumni event. The energy in the room was fantastic, and **everyone took great value from the talk** and enjoyed it immensely. Highly recommended!”

— Hayley Scott, Organisational Development Consultant, RAC WA



— BETHAN'S BOOK

The Human Edge: Critical Thinking in the Age of AI

> “We are all going to have to think seriously about AI, and this thoughtful book is a great place to start.”
>
> — Johann Hari, 3x New York Times Bestselling Author

Maggie Dent's Book of the Month, Nov 2025

Finalist, Business Book of the Year 2026

Nominee, WA Premier’s Book Awards 2026

— BETHAN'S PROCESS

How it works

1. Define
Book a consultation and share your goals or challenges

2. Design
Bethan creates a tailored solution and we finesse the details together

3. Deliver
We book the date, time and place that suits you

4. Deploy
Bethan can support you to embed the learning

5. Debrief
Bethan collates feedback and debrief on the success of the program

A 50% deposit is required to secure your booking. T&Cs apply.



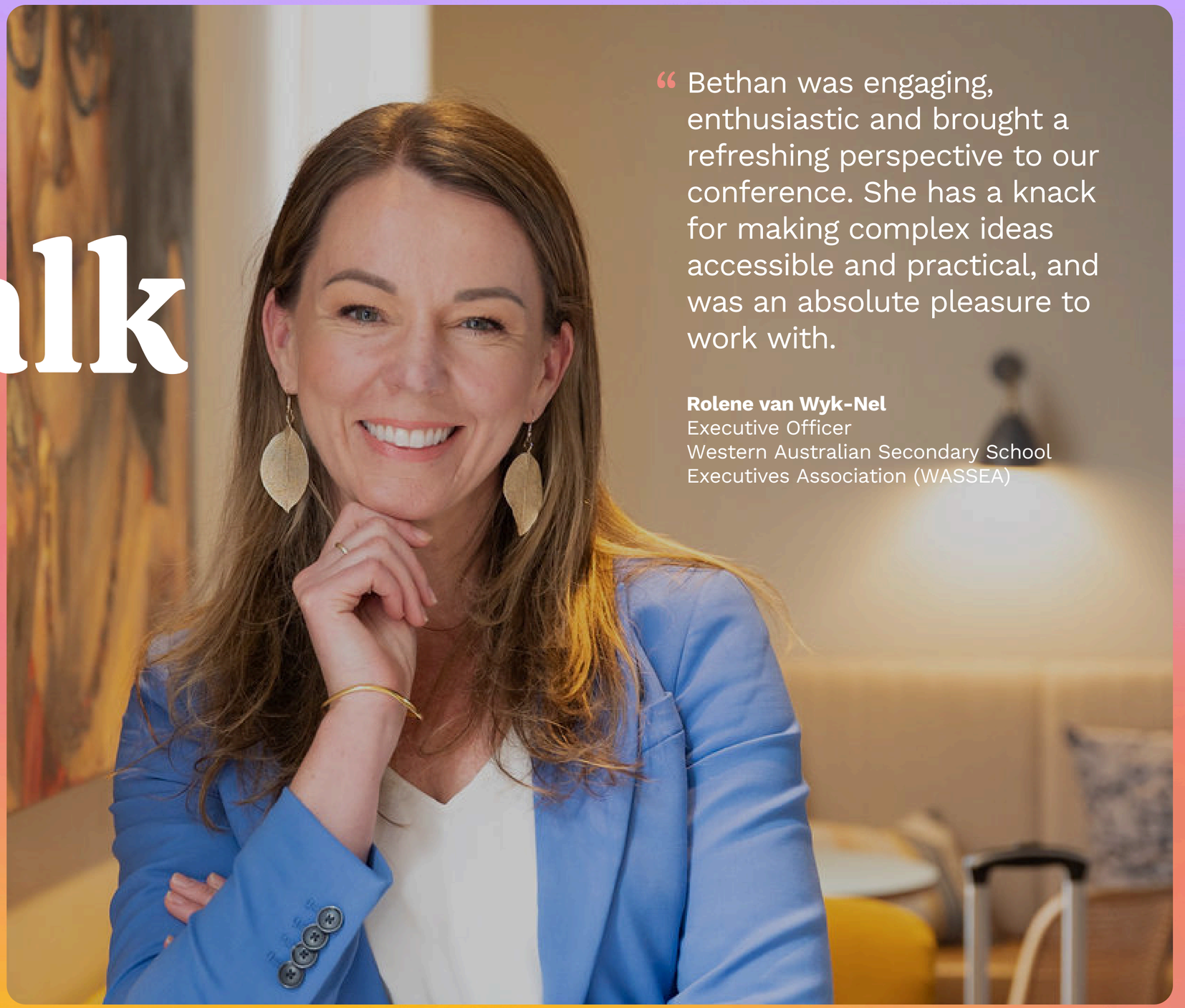
Let’s talk

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Based in Perth, WA and delivering online and travelling globally.

BETHAN WINN



> “Bethan was engaging, enthusiastic and brought a refreshing perspective to our conference. She has a knack for making complex ideas accessible and practical, and was an absolute pleasure to work with.
>
> **Rolene van Wyk-Nel**
> Executive Officer
> Western Australian Secondary School Executives Association (WASSEA)