DarrenPratley.com
TACTICAL STRATEGIST

Speaker Bio - Long

Our next speaker has a habit of asking the question most of us would rather avoid: “You know what you need to do—so why aren’t you doing it?”

Please don’t all look at your colleagues.

Darren Pratley is a Certified Speaking Professional, Professional Speaker of the Year 2022/23 and Educator of the Year 2025/26. He brings more than 30 years of experience across competitive industries, including financial services, real estate and automotive.

His career spans executive and board-level leadership through to working alongside the people having customer conversations and delivering results every day. He understands that setting the direction is one thing; getting everyone moving in that direction takes a different set of skills.

Known as the Tactical Strategist, Darren helps leaders and teams connect strategy with action. His focus is practical: stronger leadership, better customer relationships, clear plans and the accountability to follow through—even after the excitement of the conference has worn off.

As founder of INK Consulting Associates, he works with businesses to challenge established habits, develop their people and put useful ideas to work.

Darren brings energy, humour and a knack for making you recognise yourself in the examples—sometimes a little more than you’d like.

Get ready to laugh, rethink a few things and leave with something worth doing.

Please join me in welcoming

Darren Pratley