

PRAVIN SHEKAR

THE OUTLIER MARKETER.

Keynotes. Leadership Sessions. Business Interventions.

Pravin Shekar is an outlier marketer who uses marketing psychology and unconventional thinking to **turn visibility into business growth.**

He helps good ideas, valuable work, and capable leaders **become easier to notice, trust, recommend, and choose.**

On stage and inside organisations, Pravin works as a speaker and interventionist, brought in when something needs to move.

Pravin has built businesses from scratch to multi-million-dollar revenues.

He has published over 25 books and spoken in 31 countries.

His work has been recognised by the American Marketing Association with its Emerging Leader in Research Award, and through the Ginny Valentine Award for skilling and employing people with disabilities.

In his free time, Pravin is a poet, photographer, cyclist, and explorer of the unusual.



hello@pravinshekar.com

SIGNATURE TALKS

SELLING WITHOUT SELLING

By the time you start selling, the buyer may already have formed an opinion. This talk explores how word of mouth, referrals, reputation and proof influence the sale before the conversation even begins.

THE VISIBILITY MULTIPLIER

Good work does not automatically get noticed. This talk asks a simple question: how much of your good work is the world actually seeing, and how can you create more opportunities to be discovered?

ACTIVATING AGENCY

Most organisations do not have a shortage of smart people. They have too many people waiting. This talk is about moving from task-taking to ownership, initiative and action.

THINK THE OUTLIER WAY

When everyone is looking in the same direction, the answers start looking the same too. This talk breaks predictable thinking and gets people to test a different way of seeing, deciding and doing.



WATCH PRAVIN

SHOWREEL

A quick look at Pravin on stage, across audiences, countries and formats.

<https://vimeo.com/957603341>



*Scan to watch
the Showreel.*

PROFILE IMAGES

<http://tiny.cc/pravinpicprofile>

SELECTED TALK CLIPS

Selling Without Selling

<https://vimeo.com/user/96700374/folder/24264438>

Outlier Marketing

<https://vimeo.com/554159088>



*Scan to watch
the Videos.*

SPEAKING IMAGES

<http://tiny.cc/psspeakingimages>



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WHO'S BROUGHT PRAVIN IN?

Pravin has spoken for businesses, leadership teams, entrepreneur communities and industry audiences across 31 countries.

"We all walked away with actionable strategies we could apply immediately."

Yoke van Dam

Founder, Y-Connect, South Africa

"The Selling Without Selling workshop conducted by the inimitable Pravin Shekar was a masterclass in community, brand building and understanding how we can harness the power of the community we've built around The Quad."

Ranjani Shanker

Head - Marketing, The Quad



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GAMES.

BECAUSE POWERPOINT IS NOT ENOUGH.

Pravin turns business ideas into playable tools.

PASS THE BUCK

A workplace game on excuses, ownership and decision avoidance.

AVATARS

A game on scaling through engineered word of mouth.

KARUVI

A game to kindle member engagement.

Three different problems. Three different games.
Same intent.

Make people participate, not just listen.



BOOKS. AND THEN SOME.

Pravin has published **25 books** across marketing, referrals, decision-making, creativity, leadership and unconventional thinking.

Selected titles include:

- **Visibility is Velocity**
- **Shameless Networking**
- **The Ghatotkacha Game**
- **Mahishasura Marketer**
- **Devil Does Care**
- **How to Scale with Referral Marketing!**
- **How to Convert Bias to Business!**
- **Shameless Creativity**

Explore the full list:

pravinshekar.com/books



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BRING PRAVIN IN

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Business Interventions.

If the room needs a shake-up,
the conversation can start here.

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www.pravinshekar.com



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