

Duncan has been passionate about influence and persuasion and why people act and behave the way they do since a young age.

He used these skills after graduating University to become one of just 10 candidates out of 5,000 to be part of a £250 million investment into the Virgin group to lead the company forward.



Despite playing a key role in turning around the business, his passion lay more in coaching and training. After several years in training and development he took his love of influence and persuasion and established the Influence Association.

Over this same business he had set up several successful six figure businesses and created an influence and persuasion theatre show which he took to venues and companies around the world.

After, many requests, Duncan decided to put all of his knowledge into a book and published Effective Influence, which has quickly established itself as the Influence book of choice for many industry professionals.

Duncan then decided to focus all his attention on keynote speaking and delivering master classes to assist companies and individuals increase their influence and effectiveness. Fast forward 10 years, and Duncan is now one of the most sought-after influence and persuasion keynote speakers.

When Duncan is not sharing his knowledge, advice and skills with others, he loves to travel, is a passionate adventurer and enjoys spending time with his family. He is a enthusiastic artist and loves to spend his time cooking and enjoying nature.