



**Craig Badings**  
**Partner Sydney**  
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Craig has 30 years' experience advising major corporations and senior executives in Australia and South Africa on their reputation in good times and bad. Much of that time has been spent working in the trenches with boards, management teams and in-house communication teams assisting them with issues and crisis preparation and management, media coaching and media relations, communication strategy, social media strategy and thought leadership.

This work has included a cross section of sectors such as: financial services, professional services, education, medical devices, property and construction, FMCG, telecoms, tech as well as various government sectors.

Craig has coached thousands of executives in presentation, messaging and media performance.

He is the author of two ebooks and two published books on thought leadership: *#Thought Leadership Tweet — 140 Prompts for Designing and Executing an Effective Thought Leadership Campaign* and *Brand Stand: Seven Steps to Thought Leadership*. Through this work he has evolved a bespoke thought leadership methodology which helps companies develop their point of view and take it to market.

Outside of work Craig loves spending time on his surfski exploring Sydney's beautiful coastline and inner harbour.