



Avi Liran

Delivering Delight



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AVI LIRAN

AUTHOR | 2X TEDX SPEAKER | CERTIFIED SPEAKING PROFESSIONAL

HELLO,

As AI takes over the technical, the real competitive edge lives in what machines can't replicate: trust, care, and genuine human connection. I work with leaders to master that edge.

My **Delightful Total Experience (DTX)** Model weaves together Employee Experience, Customer Experience, and culture into a cohesive force, turning purpose, appreciation, and joy from nice-to-haves into performance drivers.

Before global stages, I was a C-level executive, economist, diplomat, and venture capital advisor. Fun fact: I was a basketball coach.

My sessions bring rigorous research, real-world stories, and the kind of warmth and humor that makes ideas stick, leaving your audience with actionable tools to build resilient, people-first cultures.

Let's create an event your audience will carry with them long after they leave.



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KEYNOTES & WORKSHOPS



- Delivering Delight
- Bounce Forward with a Smile
- Lead and Bond with Purpose
- Joy-Care Leadership
- The Appreciative Leader
- The 5 Adjustments

FORMAT



- In-person keynotes and speeches
- Engaging workshops
- Town halls and sales kick-offs
- Leadership development programs
- Corporate retreats and team building
- Virtual keynotes
- Break-out sessions for top leaderships





CAN YOU TRAIN YOURSELF TO DEAL WITH DIFFICULT TIMES?

When triggered by difficult people, your ego takes control.

Avi Liran calls this "Airplane Mode." His radical solution? A singing ritual that looks ridiculous but instantly switches you to "Delight Mode," transforming pain into joy.



DELIGHT OPERATING SYSTEM

Want to be treated like a VIP in every F&B outlet or live a significantly happier life?

Avi Liran reveals the counterintuitive secret: you get exactly what you want and more the moment you focus on delighting others. Using fascinating neuroscience and real-world case studies, he demonstrates how choosing delight triggers a powerful ripple effect that transforms your brain, your relationships, and your results.





“We worked with Avi for a period of 6 months. The team at Marina Bay Sands had a great time participating in his workshops and took back learnings that were implemented in their Operations.

The hotel **moved from 140th rank to 36th on TripAdvisor** in the 12 months after we took part in Joycare workshops! No better proof that happy employees mean happy customers!”

Jay Thyagarajan

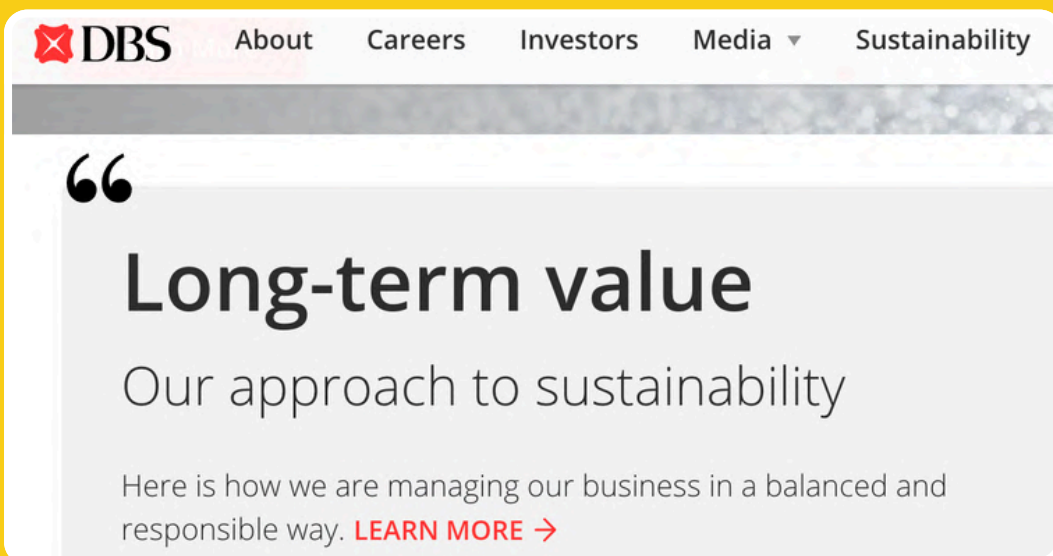
Vice President, Strategic Planning and Development, Marina Bay Sands

“I highly recommend Avi as an **absolute expert in facilitating teambuilding** workshops! His concept is engaging, insightful, and tailored to the needs of the team.

His pool of creative exercises fosters collaboration and improved communication. A true leader himself with a positive energy that inspired us all!”

Tindaro Danze

President and CEO, Siemens Malaysia

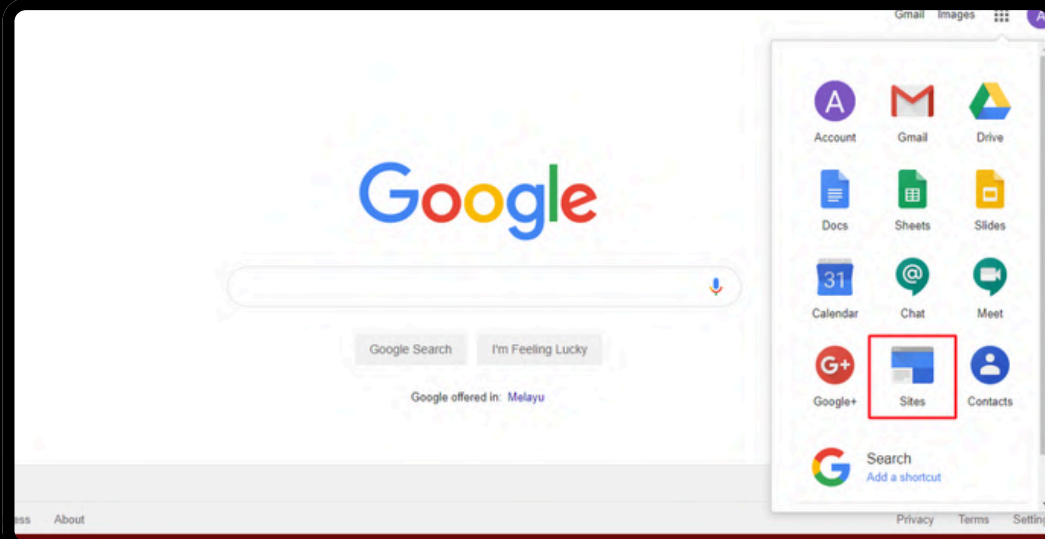


“Avi Liran’s keynote was more than a talk; it was an **inspiring, unforgettable, and heartfelt** experience. Avi is one of those rare speakers who can make you laugh, reflect, and feel the learning points. His leadership session was engaging, thought-provoking, and deeply relevant.

Recommend Avi for any leadership or CX event.”

Akhil Bhan

Regional Head Key Accounts & Sales Strategy, DBS Bank



“Boundless energy, contagious positivity, and genuine concern for humanity.

Avi led the incredibly impactful session, which helped us reframe challenges and taught us **invaluable tools for overcoming adversity**, which has been critical to our personal and professional growth.”

Roman Matla

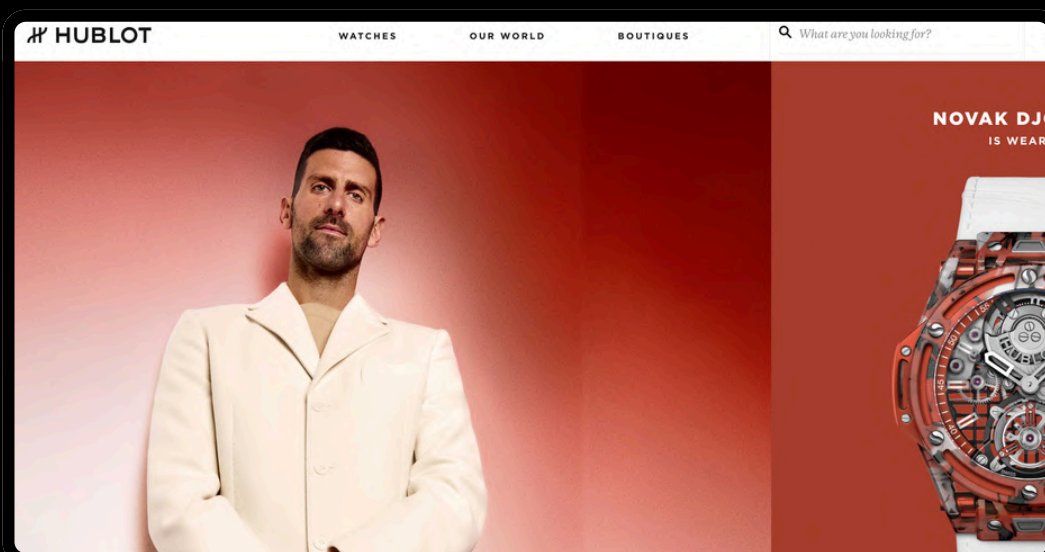
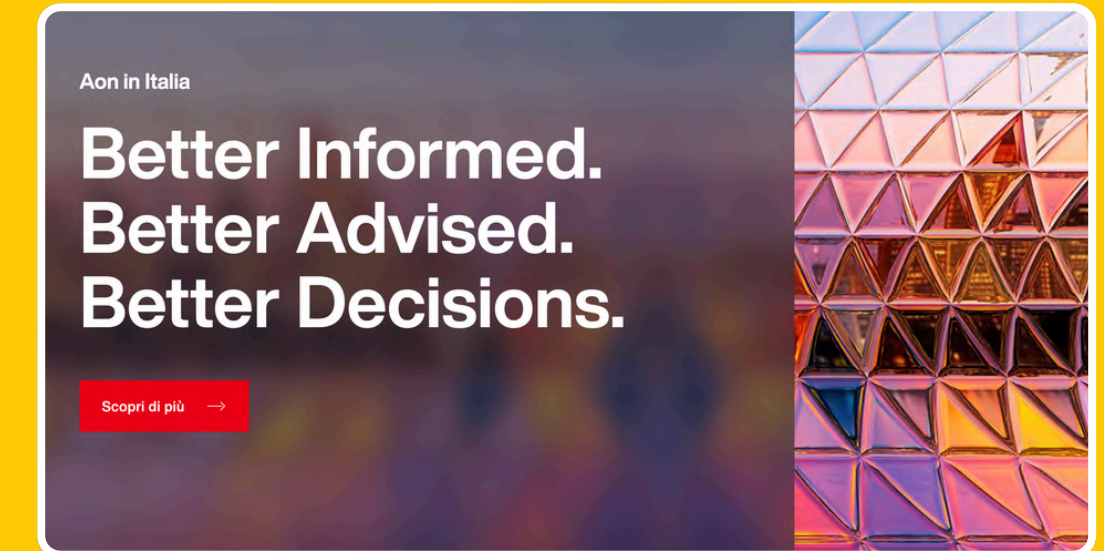
APAC Regional People Programs Lead, Google

“Avi was the keynote speaker at our Executive Management Planning meeting.

Avi is very charismatic and willing to share his vast knowledge and experience. The **session, contents, and tools were really relevant**. I would strongly recommend him to all Teams that want to build a stronger, positive, and fun culture!”

Pietro Toffanello

CEO, Aon Re Italia



“The sessions were exceptionally interactive, fun, and received with great enthusiasm by the entire team.

Avi is an incredibly engaging speaker and a **phenomenal storyteller**. He shared profound insights and life lessons that will undoubtedly inspire us all to become better leaders.”

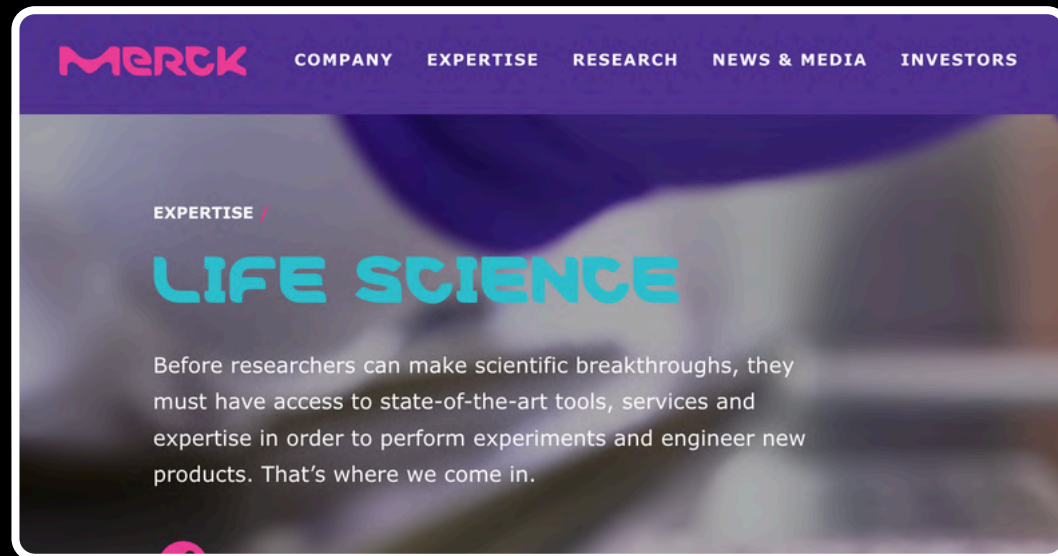
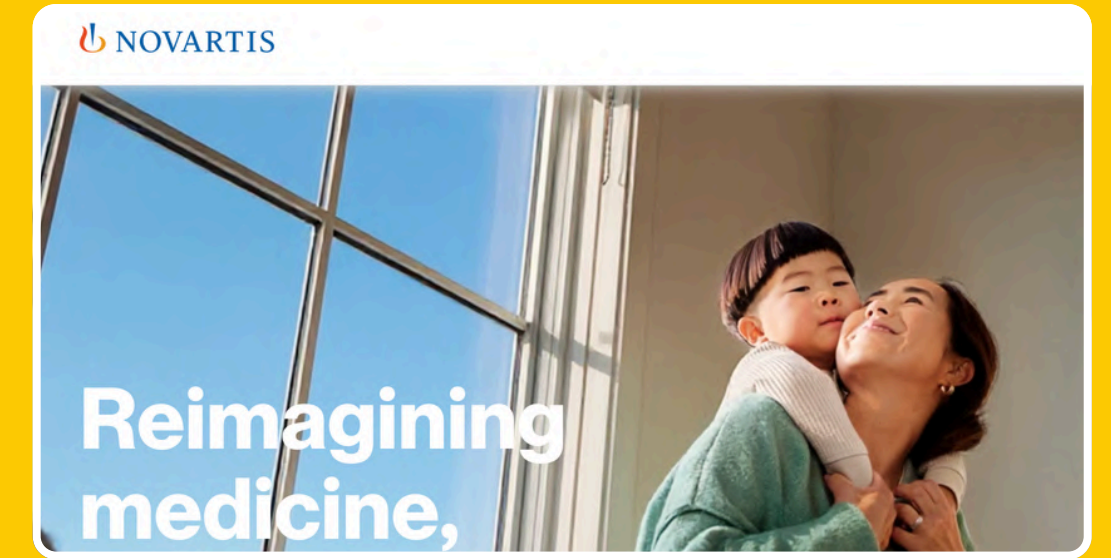
David Tedeschi

MD MEA, India, and Latin America, Hublot

“Avi **brought delight to our leadership meeting**. We have been referencing your quotes throughout the meeting and I can tell that everyone has made a conscious effort to reflect and apply your valuable insights and delight advises.”

Iris Zemzoum

President, Asia Pacific, Middle East & Africa, Novartis



“Avi was engaging in his message and **inspired everyone on the importance of appreciation**. The steps he shared were practical, and we could apply them to our daily lives!

Everyone wants to be appreciated, and it begins with me.”

Yanglin Mok

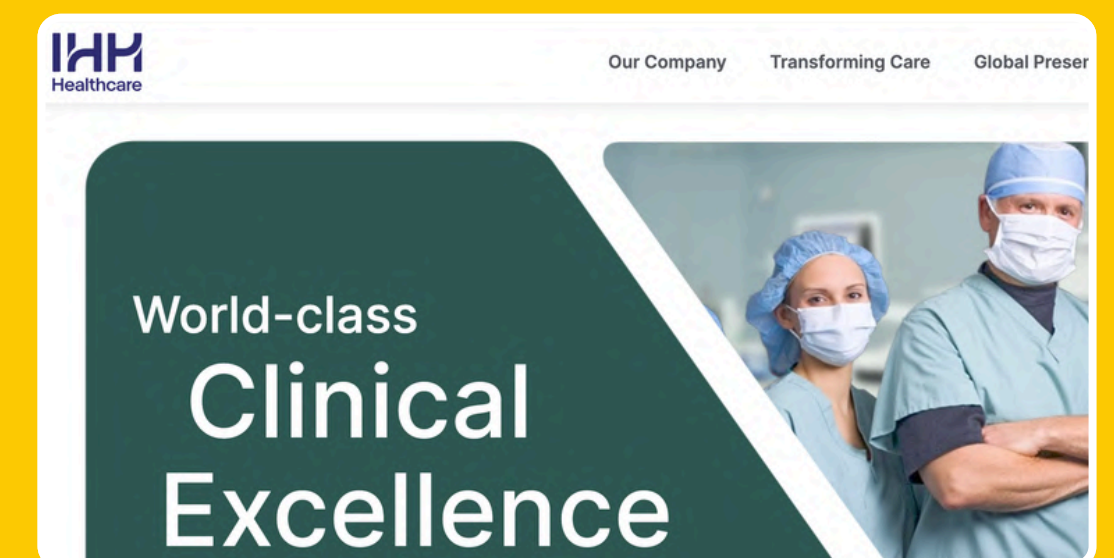
Head of Technical and Scientific Solutions, APAC, Merck Life Science

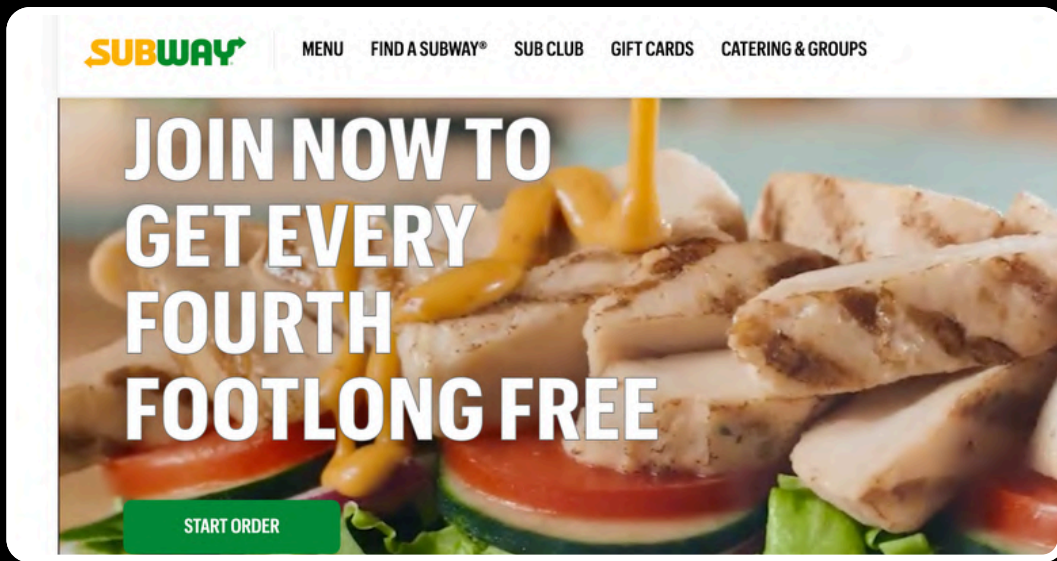
“**The energy, passion, and insightful personal touch made the workshop very engaging.**

The gamification of the process of finding our own personal values, how it was seamlessly woven into getting to know your teammates better, and how Avi brought it all to life were truly special indeed. Avi is an excellent facilitator and moderator to take your workshops to the next level.”

Saurabh Patel

Group Head of Marketing, IHH Healthcare





“The sessions were interactive, fun, and very well received.

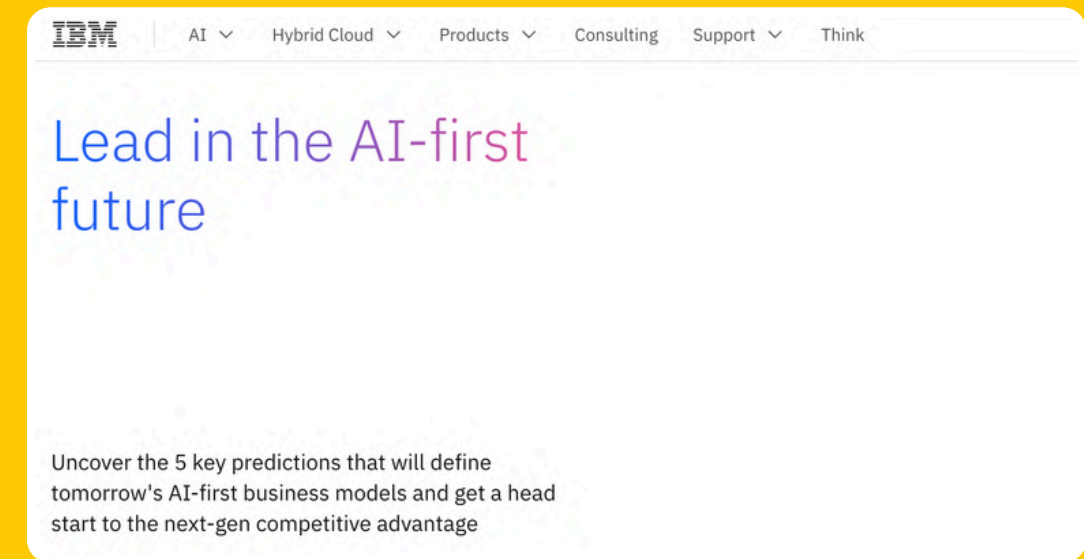
Avi is a **highly engaging speaker and an amazing storyteller**. He shared insights, truths that were profound in their simplicity, and life lessons that will make us all better leaders and people.”

Mandy Mak
CMO, Asia Pacific, Subway

“Avi was our keynote speaker at our IBM Asia Pacific kick-off event with 2000 participants. His concept of delivering Delight was nicely woven on how to build a healthy and happy workplace by providing a delightful experience for customers and employees alike.

If you want to wow your next event, **Avi’s refreshing and thought-provoking real-life stories will captivate minds, touch hearts, and inspire the audience to make positive choices to delight our world.**”

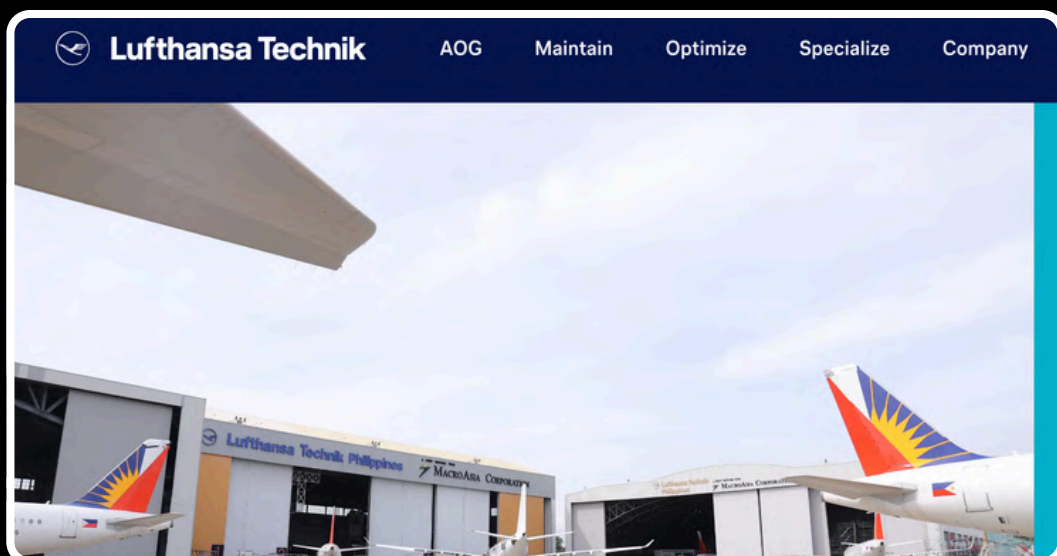
Nalina Kanthi S
Ecosystem Marketing Programs Lead Australia & New Zealand, IBM



“Avi’s workshops were inspirational and fun at the same time.

With his contagious message of love and hope, Avi weaves it into a discussion of personal values that engages the team and provokes them to think again, all embedded in a playful setting. We **came out as a stronger team.**”

Elmar Lutter
President & CEO, Lufthansa Technik Philippines

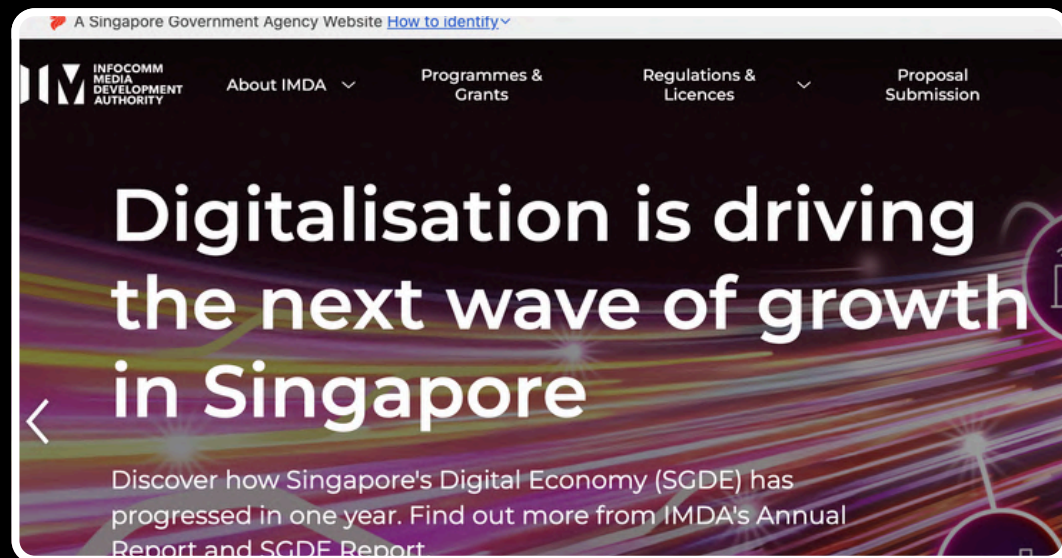
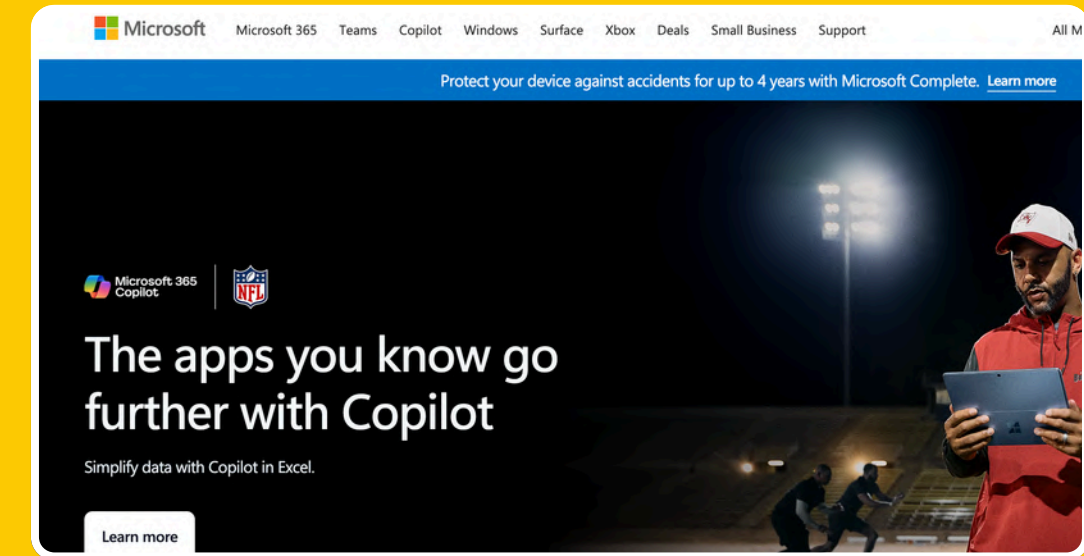


“Partnering with Avi for a global initiative was transformative. Leading over 100 professionals, he engaged the team through a unique blend of business acumen and emotional intelligence.

He fosters a safe environment where everyone feels valued across geographies. He sparked authentic dialogue and provided practical tools for empathetic leadership.”

Niv Lavi

Service Delivery Manager EMEA, Microsoft



“Many spend years working without knowing why. Purpose and values aren't just words; they shape leadership and behavior. Your faith, family, and morals make you whole. Never be ashamed to share them.

I give a 10/10 to Avi Liran for a high-energy, laughter-filled "Lead & Bond with Purpose" session with my IMDA leaders. Go be the change you want to see in your team!"

Justin Ang

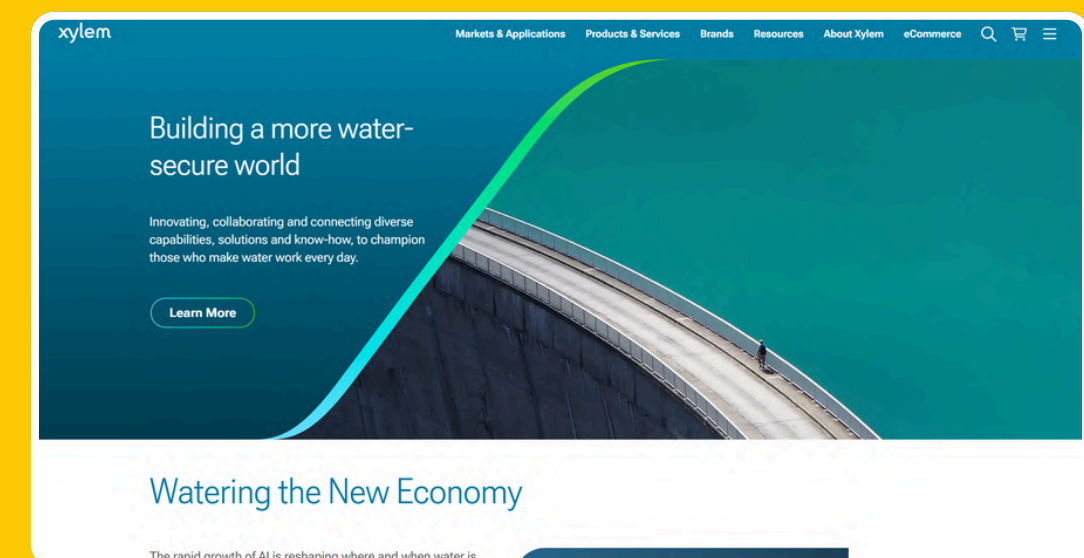
Assistant Chief Executive, IMDA

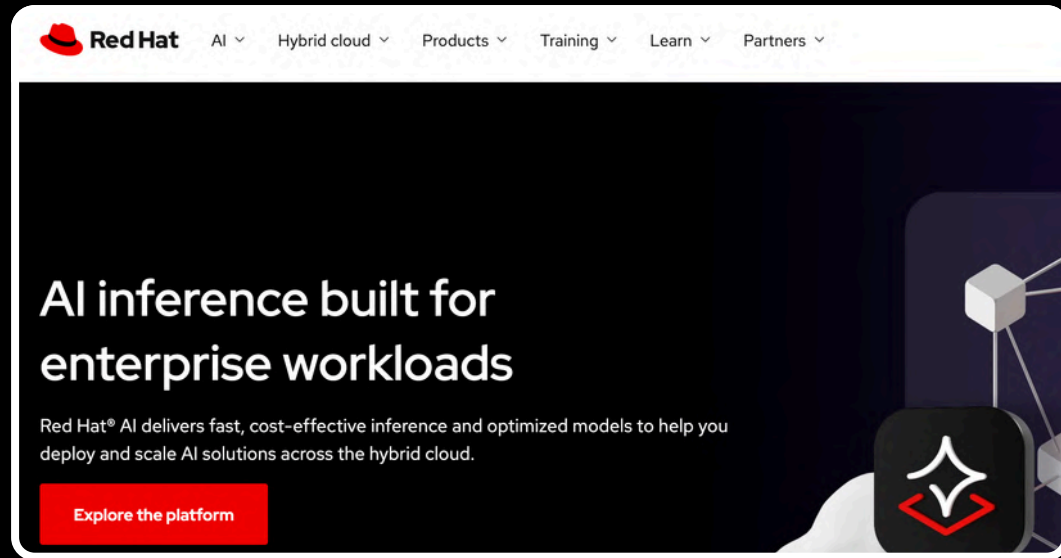
“I engaged Avi to open our Cairo HR convention with his "**Lead and Bond with Values**" workshop. It was a **powerful DE&I activity**, building deep trust and team cohesion by aligning personal values.

Avi concluded with an invigorating "Delivering Delight" keynote, providing **practical tools to uplift Employee Experience**. He moved us from laughter to tears of inspiration.”

Windy Weng

VP of HR, Emerging Markets, Xylem





“Avi is a great speaker. I worked with him to organise a session with my team for a sales kickoff to bring people together.

With his wealth of experience, he delivered a great session that brought people together! Would definitely recommend him.”

Guna Chellappan

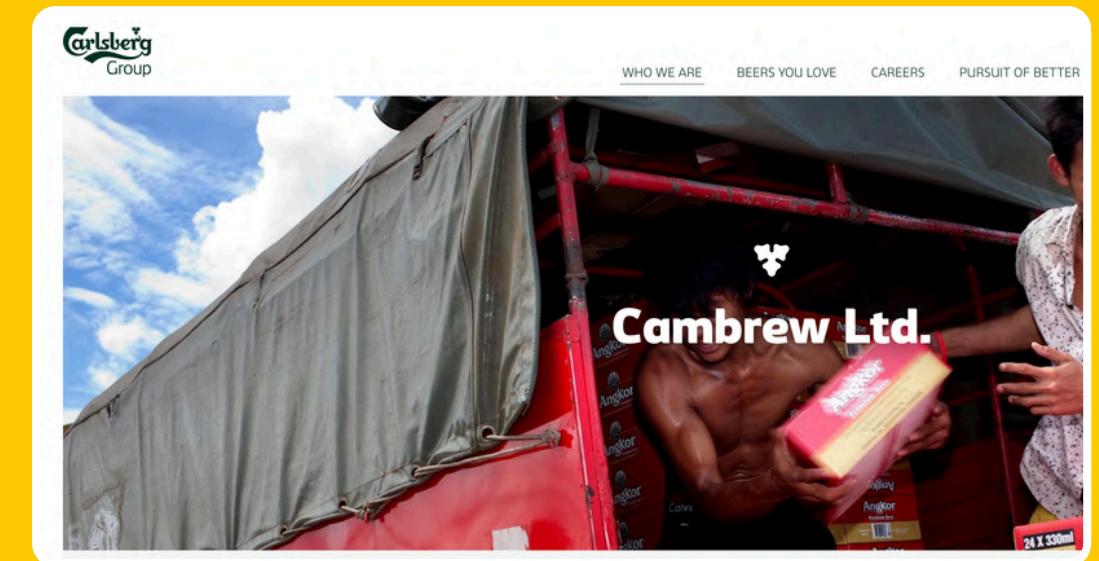
General Manager, Singapore, Red Hat Asia Pacific

“Avi masterfully pulled our leaders out of their comfort zones, creating an electrifying atmosphere. His ability to engage and empower every participant was remarkable.

Over 90% of attendees reported high satisfaction and a commitment to applying the new strategies. Avi’s expertise makes him a standout speaker who delivers immense value.”

Aye Mya Thida

People & Culture Director, CAMBREW, Carlsberg Cambodia

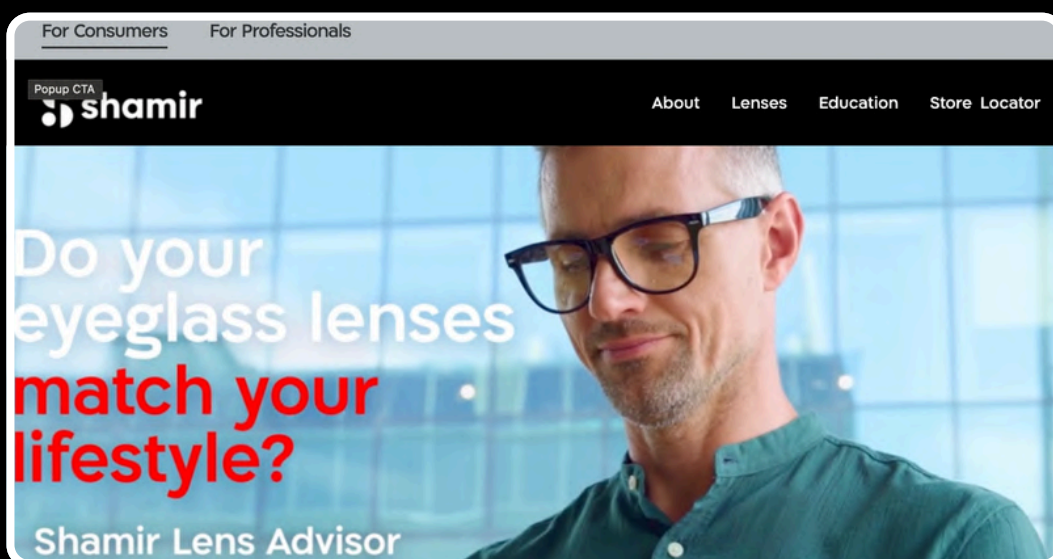


“Our APAC leadership team had transformative sessions with Avi. We uncovered shared values, creating the most meaningful professional bonds of our careers.

His Bounce Forward keynote equipped us with practical resilience and humor to tackle challenges. Avi’s impact is truly unforgettable.”

Yagen Moshe

CEO, Shamir Optical Industry

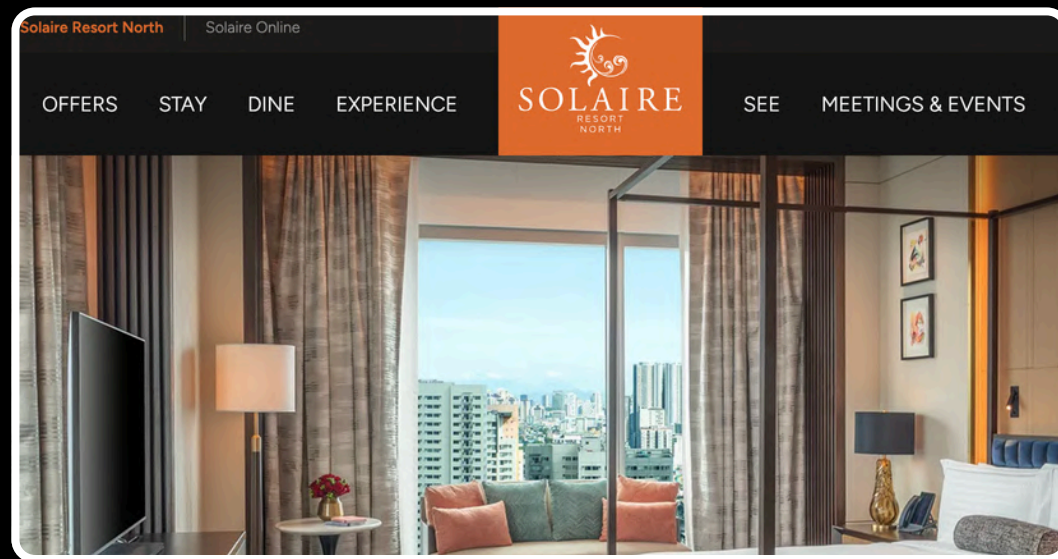
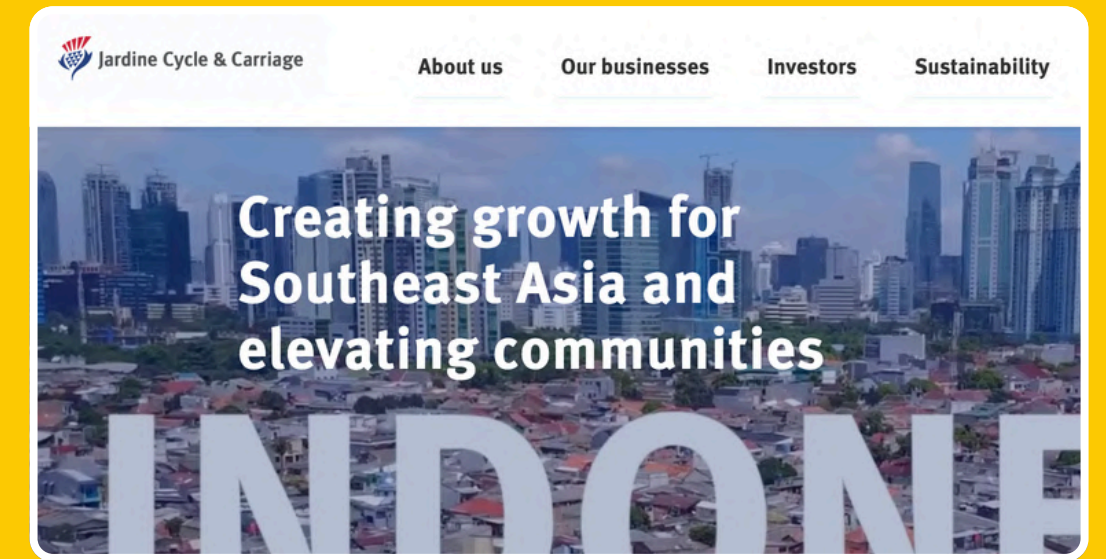


“Avi delivered a high-energy, masterful experience for my team. His personalized consultation ensured the **session sparked a "thought-ful" revolution tailored to our cultural goals.**

Participants offered glowing praise, noting that while many events try to engage, few deliver such resonant **"Aha" moments.** Avi provides **deep insights truly delightful, creating a lasting impact.**”

Wilfrid Foo

Managing Director, Jardine Cycle & Carriage



“ Our top leadership team emerged with stronger bonds, deeper empathy, and a renewed sense of shared purpose. **The experience was uplifting & unforgettable.**

Avi also trained our top 110 managers. We were looking for something radically different, something that would ignite joy, care, playfulness, and kindness in leadership.”

Maria Kristina Garcia

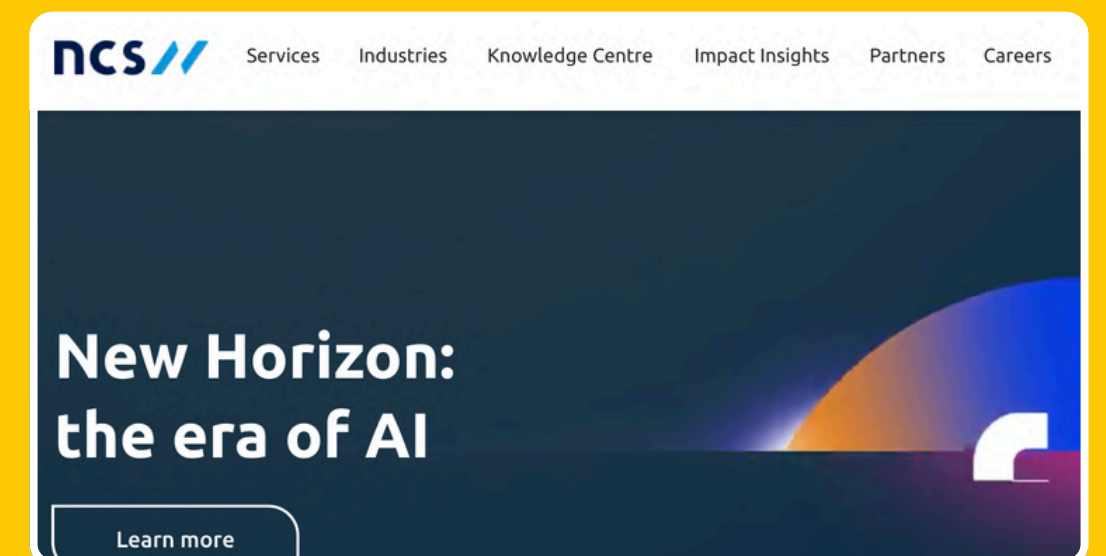
Senior Training Manager, Solaire Resorts

“Avi designed and conducted a leadership program that was very creative and had strong messages aligned with our business priorities. **He brings infectious energy to the workshop, with creative ideas, executions, and a healthy dose of humor.**

Everyone walked away feeling very energised and engaged.”

Howie Lau How Sin

Managing Partner, NCS Group



“Avi captivated our audience with his lively, engaging, and “stress-busting” delivery. He shares pragmatic insights on “delight,” teaching us to appreciate others from their perspective rather than our own. This simple shift creates a powerful ripple effect across teams and communities.

Avi brings about genuine positive transformation, making our conference truly memorable.”

Sheryll Azusano

Labor Relations and People Strategy, The Coca-Cola Company



“Avi is a standout speaker whose sincerity and simplicity create an immediate, lasting connection.

In a world often driven by competition and business metrics, his focus on spreading true joy and delight serves as a powerful eye-opener. His sessions provide guiding lights for both leadership and life, emphasizing the essential human element in every interaction.”

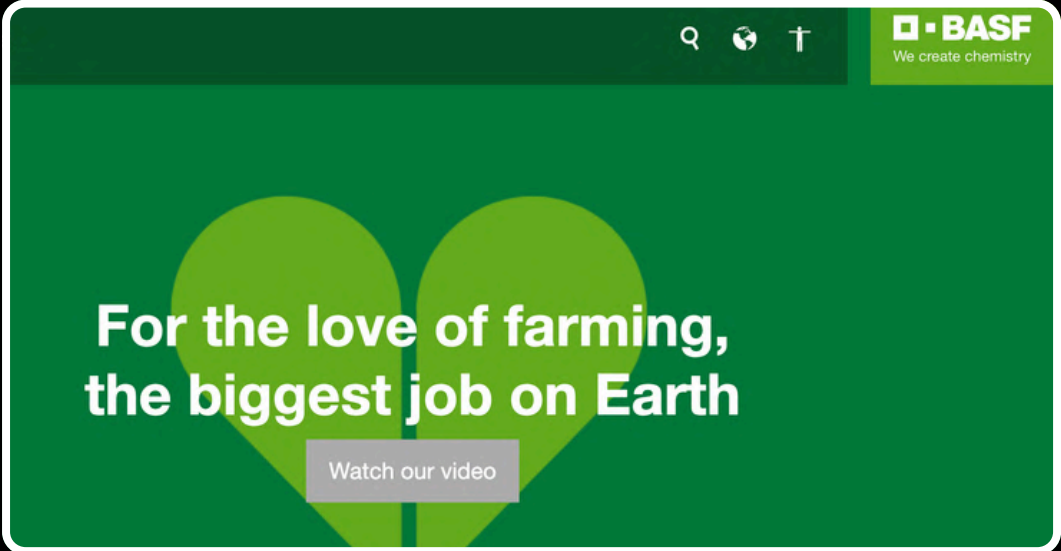
Ashish Modak

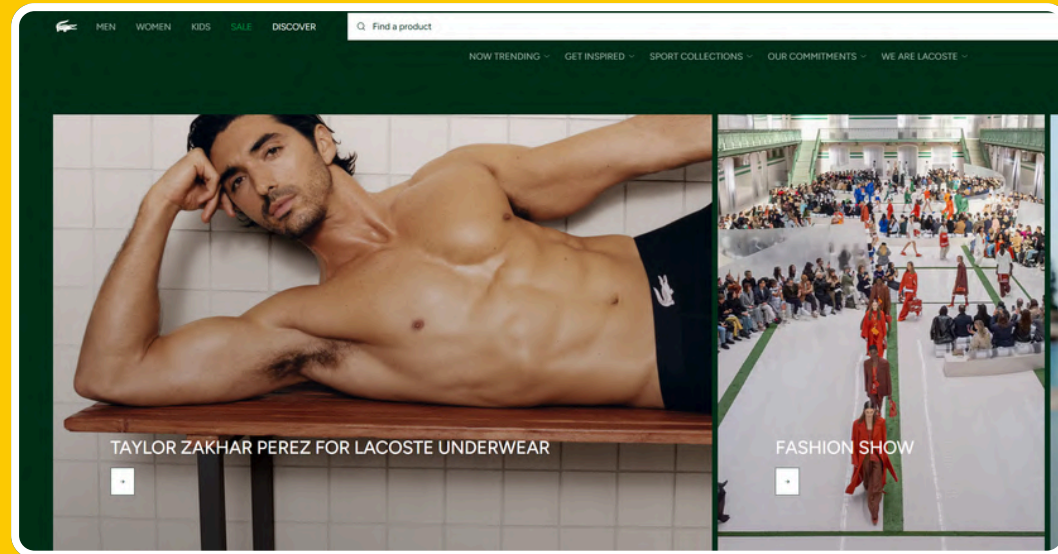
Chief Operating Officer, The Lux Collective

“Avi’s delivering delight’ message proved both **engaging and inspiring**. He masterfully balanced insightful presentation with **high-level interaction, making his approach both practical, fun, and impactful**.

Gustavo Palerosi Carneiro

Senior Vice President, BASF Agricultural Solutions EMEA & CIS





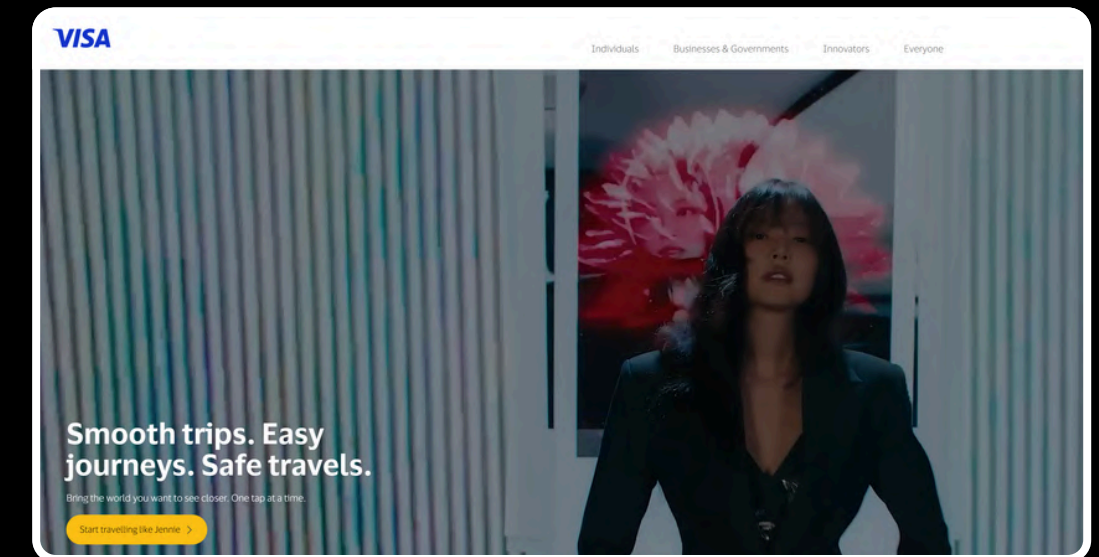
“Delighting consumers, customers, teams, oneself. A true purpose-led journey. **Avi will guide and inspire you on your journey.** He listens, understands where your organization stands, and where he could help you to lead it. For sure, you will get more than what you thought.

Avi works like a business partner and a trusted, long-lasting friend.

Jean-Louis DELAMARRE
Global EVP & EXcom Member, Lacoste

“A refreshing perspective on team dynamics, providing a **unique approach for building cohesion & balance.**”

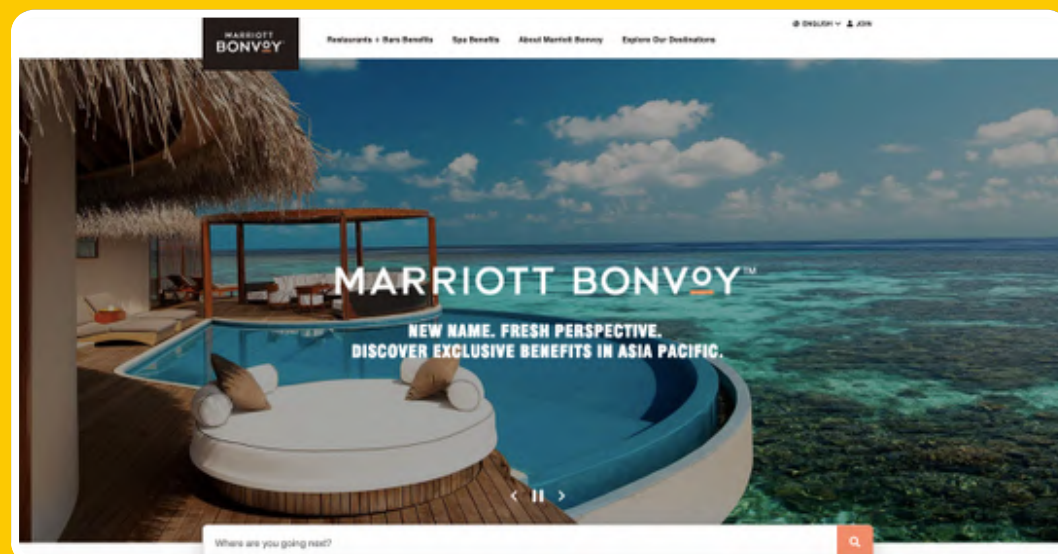
Fiona FREEMAN, CHRO APAC
CHRO APAC, Visa



“**There’s been a very significant positive change in attitude among our management team.** They are much more open-minded, think outside the box, and come up with solutions.

There is also much more camaraderie and optimism, which has been very positive for the service that we provide for our guests.”

Greg Allen
GM, Marriott International



GLOBAL REACH & IMPACT

100,000+
Attendants

130+
Testimonials

29
Countries

5
Continents

LET'S CREATE SOMETHING EXTRAORDINARY TOGETHER

1. CAREFUL PREPARATION AND CLOSE COLLABORATION

We work together to understand your audience, objectives, and desired outcomes. I customize content, examples, and engagement strategies specifically for your event and organisational challenges.

2. TRANSFORMATIONAL AND ENERGISING PRESENTATIONS

I deliver high-energy, high-value content with relevant examples and actionable strategies. Sessions include keynotes, workshops, panel discussions, and interactive experiences.

3. LASTING IMPACT AND APPLICATION

Participants receive digital resources, including summary slides, tools, and frameworks to continue their learning journey and implement insights immediately.



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