



FRESHBYFRISKA



SPEAKING CAPABILITY STATEMENT

Friska Wirya is behind multiple award-winning Fresh by Friska, a change management consultancy partnering with the world's largest organisations to ignite tech-enabled transformation.



TOPIC 1: INSPIRATION NO CHANGE NO PROGRESS

A story of triumph over adversity, an only child who never knew her parents, a tumultuous childhood, intense racism and bullying, to overcoming homelessness and addiction and becoming the woman she is today.

Key takeaways:

- Mindset is king
- Internal locus of control
- Holistic wellbeing – mental, physical, emotional



TOPIC 2: FUTURE THE TRUTH ABOUT FUTURE FITNESS

The global pandemic has put lighter fluid on the urgency of digital transformation, yet its embers never turn into an inferno. How can you fan the digital flames?

Key takeaways:

- The 3 principles of future fit organisations
- Why digital transformation is a glacial evolution
- What we can learn from other industries

NEARLY 40,000

have resonated with Friska's insightful messages

99% ENGAGEMENT

Even in remote multi-day workshops



The overwhelming response that we received from the audience was incredible. Friska has a natural ability which really connects with the audience. A real life example of what resilience can do for your career and character. It was truly one of the most inspirational live talks I've heard.

V SAMOKH
HR Manager



FRISKA HAS SPOKEN AT



TOPIC 3: CONNECTION COMMUNICATING TO CONNECTING

Communication can make or break a relationship, a career, a change – and in the workplace we’re often trying to change people’s thoughts, decisions and actions. Friska shares communication best practices from her experiences working around the world with challenging people.

Key takeaways:

- The 5Cs of effective communication
- Persuading difficult stakeholders
- Leveraging influence principles



TOPIC 4: CULTURE BUILDING A DIGITAL-READY CULTURE

There is much talk about digital transformation, but the reality is that many organisations go through a glacial evolution, at best. Friska shares a case study on how she made transformation a reality for the largest ASX-listed gold miner.

Key takeaways:

- Defining true transformation and sustaining it
- Driving adoption through positive psychology
- Shifting from expense to value creation



‘Hi Friska, everyone who has responded to feedback from the speaking gig you did has given you 10/10 – no surprise to me!’

M MCCARTHY
GM OPERATIONS

Friska is an outstanding change leader and motivator. I had the opportunity to attend a full day workshop in Sydney and was blown away by the material and presentation. I'd recommended Friska to anyone who is looking for that extra oomph in their personal or professional lives.

C ZENG
SENIOR PROJECT MANAGER

PREVIOUS EVENTS

Remote or in-person, Friska engages audiences

Australia

2019

Future of Mining, Sydney
Minerals Week, Canberra
Mining Leaders Forum, Perth

2020

Female Influencers in Tech, Melbourne
Leading for Success, Melbourne
Future of Mining, Sydney
Contino Communication Mastery, Melbourne
Bendigo Innovation and Invention Festival
Contino Leadership Panel, Sydney
Behind Closed Doors

2021

Women in Leadership Summit, Melbourne
Women in Construction & Engineering
Future of Mining, Sydney
Salesforce Digital360 Leadership team
The Executive Connection, Sydney
Sharetree
The Hunter Region HR & Safety Community
Project Resource Partners

2022

Oracle
Future of Mining
Women in Construction & Engineering
TEDx
Boss in Heels
Culture Amp

2023

AI Roundtable - Pharma
Digital Transformation Live
Women in Leadership



PREVIOUS EVENTS

Diverse audiences of up to 5,000 people

International

2020

Women in Leadership Asia, Singapore
Female Heroes, Microsoft, ASIA
100x Accelerate and Multiply, Taipei
Women in Mining & Energy, Jakarta
Communication Masterclass, Jakarta
ecodex.id Personal Branding, Jakarta

2021

Swiss Cognitive AI, Geneva
Wonder Women Tech, Los Angeles
CXPA Association, Singapore
General Assembly, Singapore
S&P Global, Transformation in Mining,
Jakarta

2022

HERA Wellness, Portugal
How we got here, New York
The Win-Win Effect, London
Women You Should Know, New York
HR Insights, London
General Assembly, Singapore
Leadership Greatness, Colorado

2023

Third Stage, Colorado
Emirates National Bank of Dubai



TESTIMONIALS

What other people have to say about Friska

I took part in Friska's Invisible to Influential workshop, which I found so empowering and motivational. On this one day course, Friska's provided me with many Ah-ha moments and Useful tools I could immediately put into action. I had takeaways that have benefited me both personally and professionally. I highly recommend undertaking a workshop with Friska, as you will find it transformational.

T MYERS, GROUP MANAGER

Friska is one of the most powerful and inspiring speakers I have had the pleasure to hear. One of her sayings will stay with me forever: "Change happens at the edge of your comfort zone." Just when things get a little too hard, or you hit a hurdle, her voice keeps coming back to me. Thanks Friska.

R MORROW, CHAIRMAN

I had the pleasure of being present at an event where Friska was the keynote speaker and it was one of the most powerful and interesting talks I have listened too.

Complete honesty, sharing the experiences of her life and how she has developed to where she is today, whilst also sharing the learnings from that journey which I felt engaged the audience to think about certain transformation topics differently.

A WILKINSON, DIRECTOR

You clearly live the talk. You are on point, on message, on brand, Always. Inspirational! I will be applying some of the tactics and skills in my organisation
thank you

E STUART, CFO

