



Client: Merge IT / BNI Business Event
Audience: Business Professionals and Entrepreneurs
Topic: Communication, Behaviour and Team Dynamics
Format: Caveman Principles Keynote
Focus: Caveman Communication and The Caveman Tribal Sorter

Improving Business Communication Through The Caveman Principles

A large evening event for business professionals and entrepreneurs needed a motivational speaker who could entertain the room while still delivering useful, practical content. The organiser wanted a session that would match the energy of the audience, hold attention and give delegates a memorable way to think about communication, behaviour and different personality types.

Carl delivered his Caveman Principles talk, introducing the audience to the Caveman Tribal Sorter and exploring how different people communicate, react and behave. Through humour, storytelling and practical examples, Carl helped delegates recognise communication styles, understand group dynamics and think differently about how they connect with others.

Impact

- ✓ Delegates were entertained while learning practical communication principles.
- ✓ The Caveman Tribal Sorter gave the audience a memorable way to understand behaviour.
- ✓ The session created high energy, laughter and strong audience participation.
- ✓ Attendees left with communication theories they could use daily.
- ✓ The organiser described the event as a great success.

Organiser feedback

"After a call with Carl, I was confident he was the speaker for my event, as he asked many questions about the delegates, what I wanted to achieve, and the tone I wanted for the event."

"He delivered his Caveman Communication speech, leaving the room cheering and laughing throughout and receiving standing ovations from many of our members."

"I want to thank Carl for making the evening a great success and for all the videos, photos, and follow-ups he did before and after to help promote it."

Chris Kopec, Managing Director, Merge IT

Excellent speaker
- really engaging

Very good and interesting
talk. Thoroughly enjoyed.
Theories I will use daily

Loved it! Very informative,
fun and entertaining. I'm
definitely going to buy the
book!



CARL JONES - THE CAVEMAN Keynote Speaker

Helping teams understand stress, capacity
and change through practical, memorable
storytelling.

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