



Simon Woodroffe OBE

Founder of YO! Sushi and YO! Brand



CSA CELEBRITY SPEAKERS

Successful entrepreneur and businessman, Simon Woodroffe founded YO! SUSHI in 1997. YO! Sushi is an example of what can be achieved through a combination of belief in what you're doing, and doing something that turns accepted ideas upside down to create an unforgettable customer experience. One of the main things that Simon has learned during the process is the importance of delegating responsibility, to create a sense of ownership at many levels in the organisation. If you get that right, you can go on to build, well everything! YO! Company now includes: YO! Sushi, YOTEL (hotels); RadiYO!, YO! HOW; YO! ZONE, the spa; YO! HOME; YO!

"A truly inspirational and mind blowing presentation." Joel Sapiro PSMG National Conference

In detail

After leaving school at 16, Simon spent almost 30 years in the entertainment business. Through the 1970s and 80s his production companies, based in London and Los Angeles, designed rock 'n' roll stages for artists like Rod Stewart, The Moody Blues and Stevie Wonder and events like Live Aid. In July 2006 Simon was awarded an OBE in the Queen's Birthday Honours list in recognition of his outstanding business career.

What he offers you

Simon is a totally inspired, innovative and creative individual with a lifestyle brand at his fingertips. Simon believes that when you can touch the person inside the business and the person behind the customer two things happen: a) you will never lose them and b) it will be far easier to do good things without trying too hard. Funny, moving and inspiring Simon tells it how it is - there's a lot to relate to for everybody and a lot to learn from his mistakes as well as his successes.

How he presents

A very entertaining, thought-provoking speaker, with his practical advice on creativity and innovation in business. He has an energising presence and his presentations always leave audiences feeling truly motivated.

Topics

- Using Innovation to Win New Markets
- Corporate Social Responsibility
- Getting to YO! Or How I got my YO!
- YO! Superbrand
- Unlocking Creativity
- A Nation of Entrepreneurs?
- Marketing and Positioning

Languages

He presents in English.

Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

How to book him?

Simply phone, fax or e-mail us.



[watch video](#)

Publications

2001

Yo! Sushi

2000

The Book of Yo!