

## Nik & Harry Robinson

Two time **TEDx** speakers

Father and son keynote speakers  
challenging how organisations think,  
decide and lead.



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**Two time TEDx speakers, Nik and Harry Robinson deliver high impact keynotes on leadership, innovation and resilience through real world failure, belief and leadership.**

**This father and son duo are known for challenging assumptions, reframing failure and shifting how teams think, decide and act.**

Co-founders of Good Citizens Eyewear, Nik and Harry spent **752 days and 2,503 failed attempts** turning an impossible idea into Australia's most awarded eyewear brand.

Their journey has been shared through two TEDx talks in Melbourne and Sydney (TED Global Idea Search), alongside speaking engagements with over 100 organisations including Google, Tesla and the United Nations.

The brand has been recognised internationally with features in Forbes US and an exclusive Selfridges London window next to Prada, becoming a globally respected example of innovation driven by persistence rather than perfection.



## Why book Nik & Harry?

Shifts how teams think about failure, risk and decision making

Challenges hierarchy and conventional leadership thinking

Delivers practical frameworks, not just inspiration

Engages audiences across generations, roles and industries

Leaves teams energised, aligned and ready to act

**This is not theory. It's lived experience, shared honestly.**



## What they talk about

An entertaining, highly engaging (30–45min) keynote that tells the true story of perseverance, failure and rethinking what's possible.

Through the Good Citizens journey, Nik and Harry share what it really takes to turn an impossible idea into a working reality after 752 days and 2,503 failed attempts. The keynote explores how looking at problems differently can lead to better decisions, stronger ideas and unexpected breakthroughs.

Along the way, the story touches on leadership, innovation and courage, showing how curiosity, belief and persistence often matter more than having all the answers from the start.

Delivered as a live, unscripted conversation between father and son, the session blends humour, vulnerability and practical insight, leaving audiences engaged, energised and thinking differently about how they approach challenges.

**This is not about disruption.**

**It's about helping people see new ways forward.**

### Outcomes for your audience

After this keynote, audiences will:

- Reframe failure as a necessary part of progress rather than something to avoid
- Gain practical insight into perseverance when results don't come quickly
- Learn how small shifts in thinking can unlock new solutions
- Feel more confident trying new approaches without fear of getting it wrong
- Take away a simple, relatable framework for navigating uncertainty
- Leave with renewed belief that progress comes from persistence, not perfection

**These themes are woven throughout the keynote and can be dialled up or down depending on audience, industry and event objectives.**

### The Good Citizens Story

The true story of turning an impossible idea into reality after 752 days and 2,503 failed attempts. A human, entertaining look at perseverance, failure and rethinking what's possible when progress feels slow.

### Innovation & Transformation

How looking at problems differently can unlock better solutions. The keynote explores why the biggest challenges often lead to the most meaningful breakthroughs when teams stay curious and open-minded.

### Empathetic Employment

A real-world example of how inclusive thinking and the right processes unlock capability. People with severe disabilities are part of the team, doing real work and contributing meaningfully because the right systems are in place.

### The Three Ps Framework

Purpose, Progress and Perspective.

A simple way to understand how good ideas survive repeated failure. This framework helps teams stay motivated, make better decisions and keep moving forward when results don't come quickly.



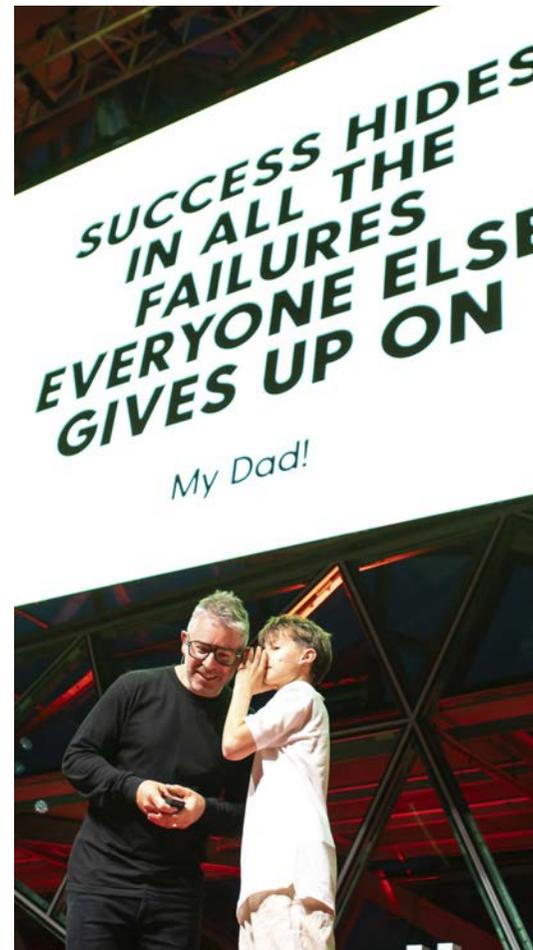
## The duo advantage

Nik and Harry present together on stage, offering **rare dual perspectives** that immediately disrupt traditional keynote expectations.

Their dynamic challenges assumptions around age, authority and leadership, creating a level of honesty, humour and immediacy that audiences lean into.

Conversations feel real, unscripted and highly relatable, making complex ideas land with clarity and impact.

This format consistently drives stronger engagement and deeper audience connection.



## What it's like in the room?

Nik and Harry create an experience that feels honest, unexpected and highly engaging.

Their on-stage dynamic challenges hierarchy and assumptions, blending humour, vulnerability and practical insight in a way that resonates across senior leadership teams, mixed audiences and large-scale conferences.

Audiences consistently describe their sessions as **“Captivated and inspired”** (Google APAC), **“Truly inspiring”** (Media Federation of Australia) and **“Awe inspiring and heartwarming”** (Essencemedia).

**“A lasting impression”**

Allianz Insurance

**“Unforgettable highlight”**

Brother

**“Engaging. Entertaining.”**

University of Sydney

THE PROBLEM

Spoken at



**“Favourite story”**

Forbes USA

**“Perseverance”**

The Australian

**“Future Shapers”**

Time Out

**Featured in**



**ELLE**

**The Guardian**



FINANCIAL REVIEW

GoodWeekend



Life & Leisure

marie claire



**SUNDAY**

THE AUSTRALIAN

The Design Files

Time Out

Forbes

THE LIFESTYLE AGE

The Sydney Morning Herald

## Speaking format

Keynotes (30–60 minutes)

In person and virtual delivery

Fireside chats and panels

Tailored content for leadership teams, conferences and offsites

Suitable for corporate, education and large scale events

**Sessions can be adapted to audience size, seniority and event objectives.**

Green Building Council Australia. The Hilton, Sydney.  
Audience: 500



Business Day Out. Ballarat Centre of the Arts.  
Audience: 820



Coles Group. Melbourne Convention Centre.  
Audience: 590



Media Federation of Australia. Ivy Ballroom Sydney.  
Audience: 350

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