



## Julian Fisher

BUSINESS LEADER

Think Like A Spy, intelligence specialist



### About:

- **Gender:** Male
- **Nationality:** United Kingdom
- **Languages:** English
- **Travels from:** United Kingdom

### Engagement Types:

- Speaking

### Topics:

- Corporate Values & Ethics
- Leadership & Management
- Motivation and Inspiration
- Risk Management
- Team Leadership

## Biography Highlights

- A highly experienced intelligence specialist and dedicated Africanist with some twenty years' hands-on engagement on the continent, Julian Fisher is an experienced public speaker and writer on international relations and diplomacy.

## Biography

### Meet Julian Fisher

Julian Fisher is a former British Intelligence operative, espionage specialist and author of *Think Like a Spy: Master the Art of Influence and Build Life-Changing Alliances* (Hachette 2024). In his book, Julian explains how readers can apply the nine secret skills of Human Intelligence (HUMINT) to help them achieve their personal and professional goals. In 2017, he was the lead trainer on the Channel 4 TV series *Spies*, which put sixteen ordinary people through a series of challenges to find out if they had what it takes to be a spy.

Julian previously worked in a specialised branch of the British Diplomatic Service, for which he saw action in challenging locations around the world. He went on to work for a global private military company, operationally active in Africa. In his time, he has seen off camel-rustlers in Somalia, faced down gun-toting soldiers in Congo, trained a newly formed

intelligence service in South Sudan and been invited to help plot a coup in West Africa (he declined).

Julian is an experienced and inspiring public speaker, with a strong track-record in the following areas:

- Keynote addresses at conferences and corporate awaydays.
- After-dinner and motivational speeches.
- Workshops, masterclasses and seminars.
- Themed team-building events.
- Tailored training events.

A specialist in the 'people' side of intelligence, Julian talks about what companies and individuals can learn from this world to optimise their personal and professional impact. He focuses on leadership, teamwork, interpersonal skills, motivations and influence. He also guides organisations on the uses of intelligence in threat and risk management, privacy and security. He can provide insights into global security matters, geopolitical risk and the realities behind the headlines about terrorism, China, Russia and beyond.

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## Videos

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## Julian's Topics

### **Think Like a Spy: How Spies Achieve the Unimaginable and How You Can Too**

This is a motivational talk that focuses on personal-development lessons to be learned from Intelligence Officers' use of interpersonal skills and human psychology.

**Available:** In person, Virtually

### **Thrive in the Age of Artificial Intelligence, with Human Intelligence**

Meaning HUMINT, of course. This Keynote examines the challenges posed by AI to the covert and corporate worlds. In it, Julian explains how to use HUMINT techniques to prevail in the New World. He concludes with a detailed description of a real-world operation that he recently led, in which he and his team successfully deployed AI and HUMINT in parallel, to crack a tough case.

**Available:** In person, Virtually

### **Validator? Intriguer? Exciter? Discover how to Work with your Spy-Style, to Attract, Influence and Win**

What do all spies have in common? Very little, it turns out. Other than the ability to persuade others to risk their lives for them. Julian has identified six separate personality styles that enable very different people to do this. The good news is that we all fall into one of those categories. During this talk, Julian guides audience members to discover their own Spy-Style and learn to work with it to maximise personal and professional impact.

(ALSO OFFERED AS AN INTERACTIVE AFTER DINNER TALK)

**Available:** In person, Virtually

### **The business of spying: lessons from a parallel world**

This motivational talk examines how businesspeople can think like a spy to grow client-bases and improve inter-cultural communication and understanding.

**Available:** In person, Virtually

### **Espionage Uncovered: What Spies Know That You Don't**

This talk offers a light-hearted look at the spooks' world, busting some myths and blowing minds along the way. It also offers practical tradecraft tips that audience members can use in their everyday lives.

**Available:** In person, Virtually

### **The Spy's Essential Toolkit for Surviving Almost Anything, Almost Anywhere**

This after-dinner talk is a light-hearted look at the world of spying, with a serious underlying message.

**Available:** In person, Virtually

### **Validator? Intriguer? Exciter? Discover how to Work with your Spy-Style, to Attract, Influence and Win**

What do all spies have in common? Very little, it turns out. Other than the ability to persuade others to risk their lives for them. Julian has identified six separate personality styles that enable very different people to do this. The good news is that we all fall into one of those categories. During this interactive talk, Julian invites audience members to discover their own Spy-Style and learn to work with it to maximise personal and professional impact.

(ALSO OFFERED AS A KEYNOTE SPEECH)

**Available:** In person, Virtually

### **007: Licenced to Manage Risk**

An alternative after-dinner talk, based on Julian's experiences of operating in hostile environments.

**Available:** In person, Virtually

### **Think Like A Spy Leadership Masterclass**

In this masterclass, aimed at C-Suite executives, Julian introduces his Awareness Model of Leadership, as used by spies to recruit intelligence assets in hostile third countries. He explains why leadership is influence – nothing more and nothing less – and works with participants to enhance their influence skills. A series of examples and exercises guide participants to a better understanding of how to translate influence at the individual level to leadership at the organisational level.

**Available:** In person, Virtually

### **Influence, persuasion and elicitation workshop**

This workshop is designed for personal and professional development at all organisational levels, with an emphasis on how to win people over and forge durable personal partnerships. During this interactive session, Julian works with participants to discover, explore and develop their individual Spy-Style to maximise their personal and professional impact.

**Available:** In person, Virtually

### **Intelligence Officers are Made, not Bourne**

This workshop is aimed at team-building and improved communication skills. It offers an exciting and accessible version of some of the training experienced by new entrants to global intelligence services.

**Available:** In person, Virtually

## **Testimonials**

“

Julian's presentation gave a real insight into the work of the intelligence services and also some horizon scanning for how things may, or may not, change in the future. The audience, consisting of security professionals, many with a police or military background, found it a fascinating and thought-provoking way to round up our national conference. Thanks Julian.

**Mike Hurst**  
UK Director

“

Knowledgeable, engaging, and witty, Julian was a fantastic speaker. His ability to weave together complex topics with hilarious anecdotes left us all on the edges of our seats. His talk captivated our audience, and I can wholeheartedly recommend him for yours.

**Junsoo Kim**

President

*Stubbs Society for Foreign Affairs and Defence, Oxford University*

“

Julian gave a fascinating after-dinner talk covering his remarkable life story and the lessons he learned along the way about how to build alliances and relationships. It was both entertaining and enlightening, and I would recommend him to anyone looking for a speaker on foreign affairs, intelligence, interpersonal skills or social mobility.

**James Gillespie**

Associate Fellow

*Royal United Services Institute*

“

My amazing pleasure, chairing a Westminster Strategic Studies Group book talk for Think Like A Spy author, Julian Fisher. If Bond told jokes.

**Pádraig Belton**

Journalist and Academic

“

Julian Fisher recently spoke at our NHS Identity and Access Management conference, and his presentation was nothing short of exceptional. As both an author and intelligence consultant, Julian has a unique talent for storytelling that captivates the audience, bringing complex subjects to life in a way that is engaging and easy to understand. His ability to weave together insights from his diverse experiences across sectors gave us a fresh, invaluable perspective on identity management and cybersecurity. Julian's cross-sector expertise added significant depth to the discussions, helping us to think beyond traditional boundaries and innovate within the healthcare space. We truly appreciate his contribution and look forward to working with him again.

**Sean McLaughlin**

Director

*Convenzis Group Ltd*

“

Julian gave an entertaining talk after dinner to an audience of corporate leaders and investors. He was able to draw out lessons from his experience in the intelligence world that applied directly to challenges faced by the attendees. Audience feedback after the event was overwhelmingly positive. I have no hesitation in recommending Julian for a range of events, to audiences large and small.

**Edward Dalton**

*Young Presidents' Organisation*

“

Julian is an exceptional speaker—engaging, articulate, and thought-provoking. His ability to connect with the audience and deliver compelling insights makes him a standout in public speaking. He brings both expertise and charisma to the stage, leaving a lasting impact on his audience.

**Irini Saha**

“

Julian Fisher delivered a captivating talk at this year's Guernsey Literary Festival that combined his personal stories with deep insights from his British Diplomatic Service career. He connected effortlessly with the audience, sharing practical influence techniques inspired by real espionage that felt both inspiring and relatable. I highly recommend him for any literary festival looking for an engaging and impactful speaker.

**Claire Allen**

Festival Director  
*Guernsey Literary Festival*

“

An engaging and well-presented session that blended storytelling, observation skills, and a touch of espionage to explore how literacy and critical thinking intersect. A thoroughly enjoyable talk - thank you Julian and the organisers for making it such a memorable experience.

**Audience member**

*Literary Festival, on LinkedIn*

“

An inspiring, cleverly constructed and brilliantly delivered presentation - the audience loved it and were in awe of Julian, who more than delivered what we asked of him.

Organiser

*Mineral Products Association*

“

Jules shared his touching life story with our Year 12 students with such candour and humility that they - and the staff present - were captivated and inspired throughout. His insights and advice wholly supported the messages we have given them as teachers, about the importance of values, goals and interpersonal skills. It was a sign of his impact that several students remained behind to speak to him individually for half an hour more!

**Kieran James**

Principal  
*The Sixth Form Centre, Guernsey*

“

A huge success with the audience. Very engaging, interesting and entertaining.

*Lemoncake Events & Communications Ltd*

“

Thank you for a wonderful talk. The whole team thoroughly enjoyed the session and it prompted a lot of interesting discussions at drinks afterwards and in the office.

Director

*Pharmaceutical Company (Talk at teambuilding event)*

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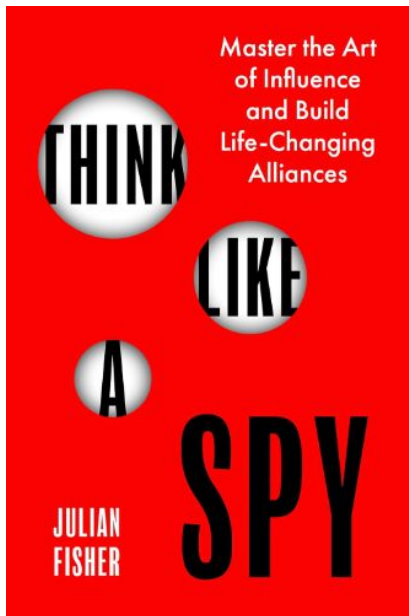
An inspiring, cleverly constructed and brilliantly delivered presentation - the audience loved it and were in awe of Julian, who more than delivered what we asked of him.

*Mineral Products Association*

“

Thank you for a wonderful talk. The whole team thoroughly enjoyed the session and it prompted a lot of interesting discussions at drinks afterwards and in the office

## Books



### **Think Like a Spy: Master the Art of Influence and Build Life-Changing Alliances**

'It's rare to find a book that is not only intensely personal but deeply practical. Julian Fisher has somehow pulled it off, in this fascinating and engaging guide to the art of influence. Think Like a Spy is a fantastic read, full of eye-opening espionage tradecraft as well as insightful tips on how to achieve your business goals. Highly recommended' - Henry Hemming, author of Four Shots in the Night Discover the secret skills of influence and persuasion taught to intelligence officers and how to adapt them to win over personal and professional allies to your cause. Every day, intelligence officers achieve the unimaginable. They persuade people to share classified secrets with them. To become traitors, in fact. And their targets do it willingly, despite the risk of imprisonment, torture and, even, execution. Spies achieve this thanks to their structured use of nine secret skills of espionage. In Think Like a Spy, you'll learn these techniques and how to adapt them for effective and ethical use in your own life. A good spy is a people-person. She knows how to identify a potential agent, how to attract their attention and what to do to build an enduring relationship with them. From this base, she will coax out personal information to work out what makes her target tick. She will use that knowledge and her understanding of human psychology to her advantage while winning lasting commitment from her new ally. All these skills can be mastered and turned to use in civilian life. The author realised that he used all of them in his own progress from the poorest postcode in Britain to Oxford University, into a blue-blooded stockbroking firm, and on to a thrilling and varied career in the security and intelligence worlds. Julian uses a wide variety of stories from this journey to illustrate how spy skills can be adapted to situations and challenges that we all face. Everyone is capable of thinking like a spy and of using that thinking to transform their lives. This is your opportunity to learn how.

[BUY THE BOOK](#)

## Speaker Bureaus And Talent Agencies

Julian Fisher is available to book via these agencies

✓ **Recommended**

EXCLUSIVE



Speaking Agency

**Agent:** Dave Daniel