



DAVID EDWARD

Bringing clarity and calm to leaders navigating a never-normal world.

"Most growth companies become more capable than they become effective."

David Edward has spent three decades working with leadership teams across North America and Europe, seeing the same pattern repeat across growth, disruption, and change. The constraint is rarely the people, the plan, or the effort. It is the conditions that determine whether capability converts into results.

In conversation, David is calm, direct, and precise. He gives audiences language for what they have felt but have not heard said clearly.

FOR YOUR LISTENERS

David makes a practical experience available at the close of every episode. Not a checklist. Something he will customize for your audience after a conversation about what they need most.

THREE CONVERSATIONS — ANY ONE IS A FULL EPISODE

01 Culture doesn't eat strategy. It converts it. Or it doesn't.

Every leadership team has the culture conversation. Most have it again six months later. The diagnosis doesn't change. The culture doesn't either. The question is whether culture is actually functioning as the mechanism that converts strategy into results, or just something everyone agrees matters.

"What does culture actually look like when it's converting strategy into results, and how do you know in one conversation whether it is or it isn't?"

02 Growth exposes the gap. It doesn't close it.

The investment is real. The effort is genuine. And yet the distance between what the organisation can produce and what it actually delivers keeps widening. In the right conditions, performance compounds. In the wrong ones, effort does.

"What's the difference between a company that's in motion and one that actually has momentum, and where does that difference come from?"

03 The AI investment isn't underdelivering. The conditions are.

Every leader has invested. Most haven't seen the return. Faster information into a system with weak conditions doesn't become better decisions. It becomes faster chaos. The question isn't whether to adopt AI. It's whether the conditions exist to convert what AI delivers.

"Every CEO says AI is a top priority. If the problem isn't the technology, what is it, and why has nobody been asked to own it?"

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Better Than Now