

Andy Green

I am a change activist. I use my expertise in realising purpose, creative thinking, social capital, storytelling, and transformative communications - coupled with a 'can do' resilience - to spark the extraordinary talents of those around me. I wrote the world's first book on *'Creativity in Public Relations'* and have taught creative thinking, storytelling and discovering your Purpose skills to over 5,000 communications professionals working for blue chip brands in every continent (except South America).

Perhaps my biggest achievement was however, when just eight years-old, I taught my kid brother - who cannot speak, has little comprehension and with severe behavioural challenges - how to ride a bike. In 1977 I was among the few East End schoolkids to go to university (succeeding in achieving a grade A in a retake while holding down a full-time job). The 19-year-old me, who hitched 4,000 miles across North America from San Francisco via Winnipeg, to Philadelphia, inspires future adventures. I recently travelled 440 miles in an Odyssey around my new homeland of Wales using local buses, courtesy of my free bus pass.

With no resources, I do remarkable transformational campaigns, using my drive and determination, supported by outstanding listening, creative communications, and public relations skills. Have devised and led over 20 award-winning campaigns.

I'm proud of being a founder director of a campaign group, Bully-Banks, succeeding in securing £2 billion in restitution to 20,000 small businesses across the UK who were mis-sold Interest Rate Swap products by their Banks. I helped save a Leeds ice cream factory and its 350 jobs from closure. I turned the 'most depressing day of the year' into a global meme, 'Blue Monday', raising awareness of mental well-being. I enabled a celebration of regional identity, Yorkshire Day on August 1st, to raise over £250,000 for local charities, and cofounded the 'Modern Cockney Festival' to celebrate an inclusive positive culture, and promote togetherness to tackle social injustice and polarization

A cofounder of the Dublin Conversations, we are a non-commercial, global collective of academics and practitioners, co-creating new thinking and tools to urgently enable the Comms industry to be fitter for purpose (including ideas like this Purpose Manifesto).

My books *'Overcome Stupidity'* redefines stupidity as inflexible thinking rather than low intelligence and *'Tubespitation'* transforms mundane commutes into creative Odysseys. I established an award-winning public relations agency, media centre business, co-working centre, creativity consultancy, and now a social enterprise, Grow Social Capital, tackling changing levels of social capital in society. I also teach at three universities including Boston University and am a Board member of a local museum.

My passion for transformative communications is rooted in having a younger brother who cannot speak, where I'm driven by values of creativity, discovery and insight, able to make the complex more easily understandable and practicable. My purpose was shaped by growing up in a working-class community. I challenge established ways of doing or prevailing order that fails to do the right thing or wastes valuable resources or opportunities. I enable people, workplaces and communities to realise their potential, and make the most of their situations. I strive to do good for my wonderful (and very patient) wife of 40 years, my two daughters of whom I'm very proud, and four delightful grandchildren - and be a good mate to everyone, I was described in the match programme of my local football team Barry Town United as an 'erudite Cockney'. I felt flattered. I use my erudite ways to give a voice, capability and story, to creating waves for a better future.

Erudite Cockney
creating Waves
since 1958