

ADVISING SINCE

2013

EXECUTIVES ADVISED

More than 230 C-suite and director-level executives

SPOKEN IN

More than 15 countries across Africa, Europe, the Middle East and North America

BOARD SERVICE

Board of Directors, Toastmasters International, 2023–2025

ADVISORY BOARD

Chairman, The eHub (Entrepreneurs Hub), South Africa

FOUNDER

FranklySpeaking and #PeopleMakingHistory

SECTORS

Telecommunications, energy, mining, logistics, infrastructure, construction, banking and state-owned enterprises

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PROFILE

# Frank Tsuro

Independent advisor to chief executives, chairs and boards

Big decisions are often made on half the picture. Frank finds out the other half, in confidence, before it costs his clients.

## What he does

Frank works beside chief executives, chairs and boards on one important decision at a time. He talks to people at every level in confidence, reads what already exists and says plainly what he finds.

His approach comes from aviation accident investigation, which asks what a capable pilot believed to be true at the moment they acted and why it made sense to them. He asks leaders and the people around them the same questions before a decision is made, not after it fails.

## What he is called in for

- A board or leadership team is divided.
- A plan was agreed, but it is not happening.
- A succession is coming.
- The same problem keeps coming back.
- An AI system is about to be approved, or has gone wrong.

## Signature talks

### The Filter

Why bad news gets smaller on its way to you.

### Fix the System, Not the Pilot

What aviation learned by refusing “human error” as an answer.

### Precisely Wrong

The question to settle before you approve the next AI system.

### The First Generation Leader

Leading at a level no one in your family has led before.

The first call is on me.

Book a call  Speaking enquiry