



## DANIELE FIANDACA

### Founder, Token Man Consulting

Daniele Fiandaca is founder of Token Man Consulting, an inclusion and diversity consultancy which specialises in engaging men with the I&D strategy and inspiring them to become change-makers, creating workplaces that are truly inclusive and diverse. It does this through consultancy, events, research, training and thought leadership. He is also co-founder of Masculinity in the Workplace, one of the few I&D events that has majority male attendance and is accompanied by an annual survey to measure how masculine workplaces continue to be in the UK. In 2024, Daniele was featured as one of the UK's inspirational D&I leaders.

Previously he was co-founder of Utopia, an award winning culture change business that creates more inclusive, more entrepreneurial and healthier cultures for clients. Utopia's top-to-bottom, boardroom to factory floor approach had clinched household names including Alexander McQueen, Coca-Cola Europacific Partners, Google, KP Snacks, Nestlé, Pepsico, Rolls Royce, Spotify, Unilever and Universal Music.

He was named one of Management Today's Top 30 Male Agents of Change, and most recently, one of the Top 50 Trailblazers in Gender Equality in the UK. He has also co-authored a number of best selling books including Creative Superpowers: Equip Yourself for the Age of Creativity.

Prior to his career as an inclusion and diversity consultant, he worked in advertising where he was head of innovation and managing partner at Cheil Worldwide, CEO at Profero, co-founder of Creative Social and has won numerous awards including a Gold Cannes Lions.

### TESTIMONIALS

"Daniele's talk was insightful, impactful and moving and did exactly what we need - it got men talking about inclusion and diversity and recognising their own role in creating change. Thanks for a wonderful talk."  
Belén Coca. Más Mujeres Creativas President. Spain

"Daniele's talk had a great impact on our attendees who felt he was able to tell a genuine story of a life realization where the working world is to be shared equally. He was able to talk about his vulnerabilities in a way no one had experienced before and opened the door for other men to show their true side can be very rewarding. We could have explored so many subjects with Daniele through his various work and experience across diversity & inclusion and we would love to work with him again."  
Corinne Pringle, Development Manager, QBE

"We recently had Daniele speak at our International Men's Day virtual event. Not only was he well received by the audience, he was easy to work with, professional and spent extra time preparing and interacting with our panellists. It is evident he truly cares about the message he delivers and has a great passion for what he does. He was a key component to the success of our event."  
Henry Tay, Business Director, Wong & Partners

"Daniele enabled our senior leaders to be vulnerable and to speak candidly. One quote from PepsiCo Europe's Leader team: "This is the most important experience I've been through at PepsiCo". This is testament to Daniele."

### SUBJECTS

- The Benefits of Men Leaning into Inclusion and Diversity
- Inclusion is for everyone
- How to be a better ally
- The power of vulnerable leadership
- Becoming an agent of change
- Using the hacker superpower to drive change

## SUBJECTS

- **The Benefits of Men Leaning into Inclusion and Diversity**  
Esther Perel, the relationship expert and psychologist recently said “We’ve spent the past 50 years discussing what it means to be a woman. Women have examined their relationships, their identity, their sense of agency, at home and at work. And now, maybe for the first time, we’re at a moment where men could have the same opportunity to redefine themselves—but I worry that we aren’t giving men, or women, the resources they need to get there.”

Daniele will use his own journey from CEO of an ad agency to becoming an inclusion and development consultant and founder of Token Man Consulting to explore the importance of men leaning into inclusion and diversity and why this has benefits for everyone. He will provide an insight of what he has learnt in relation to exclusion, allyship and becoming an agent of change and will also touch on the damage the current system has on men, women and non-binary people alike. He will share real life examples of benefits men have found from leaning in and how we can all benefit from becoming more culturally intelligent, empathetic and vulnerable. Expect to come away with a better understanding of the positive personal benefits of leaning into inclusion and diversity as well as actions you can take to become a better ally and agent of change.

- **Inclusion is for everyone**  
If we look at history, no minority has affected change without the support of the majority and engaging men is fundamental to a successful Inclusion and Diversity strategy. In this talk Daniele will pull on his experience at the forefront on inclusion and diversity as the co-founder of Token Man and Utopia, to bring to life some of the key barriers to inclusion and diversity in the workplace and what needs to change to help create meaningful change. In particular he will look at some of the damage the patriarchy does to men and how inclusion benefits almost everyone. He will also provide some top tips which will include listening courageously, leaning into discomfort, being a brave leader and hacking the system. Expect everyone to come away with a much better understanding of how DEI/inclusion and diversity benefits them] as well as practical tips on how to become a better leader and a

better human.

- **How to be a better ally**

While allyship is not the only component for delivering workplaces (and societies) which are more inclusive and diverse, it is an important tool for creating change. In this talk, Daniele Fiandaca, co-founder of Token Man will examine the true nature of meaningful allyship and how you can each make a real difference. Ultimately you are only a truly ally if you are actively changing a system that is inherently broken and Daniele will provide some practical tips on how you can do this which encompass active listening, vulnerability, leaning out and becoming a better leader.

Expect to come away with a much better appreciation of what is needed to become a true ally and some practical things you can do tomorrow to create a workplace that is truly inclusive and diverse.

- **The power of vulnerable leadership**

In this talk, Daniele will use his own career as well as his work with senior leaders to challenge our myths around vulnerability and explore what could be different if we (our culture, our workplaces and ourselves) saw vulnerability as courage rather than weakness. The talk covers why vulnerability is at the heart of inclusive leadership and how it can contribute to delivering the psychological safety required for high performing teams.

Expect everyone to come away with practical ways to show vulnerability in the workplace and help provide the space and the psychological safety that is needed to deliver an inclusive and diverse workplace.

- **Becoming an agent of change**

Taking inspiration from his own journey from CEO to inclusion and diversity specialist, as well leaning on the experience of many of the change-makers that he has been fortunate enough to have worked with, Daniele Fiandaca will talk about what it means to be a change-maker. In particular we will dig deeper into resilience, perseverance, cultural intelligence, empathy, vulnerability and hacking. Expect to come away with practical ways in which you can create real meaningful change in the workplace, delivering a workplace that is truly inclusive and diverse.

- **Using the hacker superpower to drive change**

Daniele Fiandaca is a hacker. He believes that only by breaking down the challenges within organisations and solving them systematically and individually can we drive change. As marginal gains practice demonstrates, it's far easier to make many things 1% better than one thing 10% better. In this talk Daniele will give your team practical ways to embrace the hacker mindset as well as provide numerous examples of how organisations such as Coca-Cola Europacific Partners, Google, KP Snacks, Pepsico and Spotify have used Hacking to create cultural change. Expect to come away with practical ways in which you can use hacking to create change from tomorrow both at a personal as well as a corporate level.

## BOOKS & MASTERCLASSES

### BOOKS

- Creative Superpowers: Equip Yourself for the Age of Creativity
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### VIDEOS

- **Interview with Daniele Fiandaca: Founder of Token Man Consulting**  
<https://www.youtube.com/embed/6N8OJO3jvP8?si=lrpktXu4RBcyVHM7>
  - **Daniele Fiandaca Keynote Speaking**  
<https://player.vimeo.com/video/827943257?h=c2c0cf3a65>
  - **Daniele Fiandaca Showreel 2023**  
<https://www.youtube.com/embed/ghVhrkio0do>
  - **Daniele Fiandaca - TALKS**  
<https://www.youtube.com/embed/52xAB5c9Jao>
  - **Daniele Fiandaca - DF 2**  
[https://www.youtube.com/embed/U\\_ILJyVFga8](https://www.youtube.com/embed/U_ILJyVFga8)
  - **Daniele Fiandaca of Token Man on what's holding back gender equity**  
<https://www.youtube.com/embed/3q99s8gQRJs>
  - **Token Man Daniele Fiandaca**  
<https://www.youtube.com/embed/5jXF8CxqBdY>
  - **Daniele Fiandaca on "Developing Creative Superpowers"**  
<https://www.youtube.com/embed/o2qH5BOnudU>
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