



DISCIPLINE, the not-so-secret sauce to achieving your goals!

Dane Hudson was an **international CEO** for over 25 years and is now one of the **most sought-after CEO mentors and speakers** in Asia Pacific. Using the “**DISCIPLINE**” framework, he will motivate the audience to become more disciplined and provide them the insights and changes required to set them on a path to achieve their goals and aspirations.

Discipline is often the missing ingredient between ambition and achievement. Research consistently links discipline to lower stress, stronger self-esteem, improved performance, and a greater likelihood of reaching meaningful goals.

So if discipline is so powerful, why do so many people struggle with it? Because old habits keep pulling them backwards, accountability is weak, or they simply do not know where to start.

In this energising and highly practical keynote, Dane Hudson shares why discipline is one of life’s greatest competitive advantages — and how anyone can build more of it. Using his powerful **DISCIPLINE Framework**, Dane provides simple behavioural shifts that help people create rituals, habits, and routines that drive lasting success at work and in life.

The DISCIPLINE Framework

- D: Deliberate Daily Decision.** Choose discipline intentionally. What is your WHY?
- I: I Own It and Deserve it.** Take full ownership of your choices, habits, and future.
- S: Start Small.** Build momentum through tiny habits and low-friction wins.
- C: Cheer Yourself On.** Reset after setbacks. Progress responds to encouragement, not self-criticism.
- I: Intentional Focus and Choices.** Be deliberate with every “yes” and “no” decision.
- P: Partner Up.** Use support systems and public commitments to stay accountable.
- L: Lifelong Learning.** Growth and discipline require continual learning and adaptation.
- I: Invest in yourself.** Adding more discipline to your life is your first investment in self-improvement and personal growth.
- N: Nothing Good Happens After 9pm.** Many poor decisions are avoidable. Put yourself in a position to be lucky.
- E: Enough Is Enough.** Know your limits. Sustainable discipline beats burnout.

Audience Takeaways

Every attendee will leave with a practical roadmap to become more disciplined, greater clarity on personal goals, tools to sustain momentum and accountability, and renewed energy to achieve more at work and in life

Tailored to your needs

Dane will invest the time to understand your company culture and your objectives for the event. If necessary, the “DISCIPLINE” framework can be adjusted and aligned with the theme of your conference. Dane also realises the need for the keynote speaker to be social so is available for participation in whatever parts of your program you need him for, including mingling at breakfast, lunch and dinner.

What others are saying:

“Wavemaker Partners has used Dane Hudson as a speaker on numerous occasions. He is engaging and immediately connects with the audience with his stories and life insights ... inspiring them to immediately make changes in their lives, and in their organisations.”

**Rachel Ng, Principal,
People and Talent,
Wavemaker Partners**

“Given Dane’s comprehensive leadership experience, he had immediate credibility with this large group of CEOs.”

**Nisha Purushothaman,
Chapter Chair YPO Chennai**