



- AUTHOR
- SPEAKER
- CEO
- FOUNDER



MEDIA KIT 2025

ABOUT JARROD McGRATH

Jarrold McGrath is a proud people advocate who promotes the importance and value of people tirelessly through his thought leadership writing and speaking around the world.

Jarrold grew up in the small country town of Bathurst, New South Wales, Australia. He has always been an entrepreneur and has founded and run multiple businesses spanning across the arts and consulting.

As the CEO of Smart WFM, a global Workforce Management and Human Capital Management consultancy he knows well what organisations need to provide superior people experiences and thrive in a modern digital age. Jarrold's latest venture is the 'Jarrold McGrath Institute' which was built to grow people and help them to build their digital muscle, following the concepts and thinking from the People Imperative book series.

Jarrold is a two time author of 'The Digital Workforce' and 'The Modern CEO'. He is currently planning his third book, 'The Digital Operating Model'.

Jarrold is a regular media commentator and his thought leadership has been featured in many of the world's leading publications including The Australian Financial Review, The Australian, HRM, CEO Magazine, Forbes, The Mandarin and many more.

When it comes to speaking, Jarrold is a passionate, wise and extremely well researched speaker. He provides a unique perspective on big topics that are current and important for all leaders. Jarrold has a strong focus on philanthropy and regularly contributes to people related causes with a strong bent towards indigenous literacy.

Jarrold can be contacted on jm@jarroldmcgrath.com

THE FOUNDER
AND CEO OF

SMART 

TWO TIMES
WINNER

FINANCIAL REVIEW

100
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JARROLD
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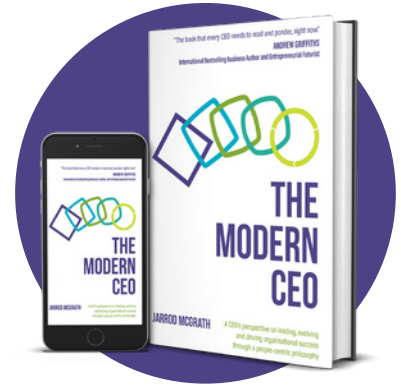
THE PEOPLE IMPERATIVE SERIES

THE MODERN CEO

The roles and responsibilities of CEO's have been put to the test in recent years. Never before has the corporate leader had to do business in such a rapidly evolving, globally influenced and turbulent time. For many CEO's this means that it's time to rethink strategies, philosophies and tactics.

As a CEO of his own company, an Australian Financial Review TOP Fast 100 Company, Jarrod McGrath knows only too well just what it takes to lead effectively, managing the challenges of a being a modern CEO on a day to day basis. At the same time, Jarrod works with CEO's around the world, all of whom were facing the same issues. It became clear that a fresh approach to leading organisations was needed.

With the input of leading CEO's from around the world, extensive research on the changing roles of CEO's and the challenges and opportunities they face, the Modern CEO is an inspirational and practical guide.



RELEASED 2023

THE DIGITAL WORKFORCE

Jarrod McGrath's first book, *The Digital Workforce*, has helped organisations around the world to make the transformation to digitally managing their workforces. Whilst this may sound like a simple process, it is in fact more complex than people realise. Embracing this concept is at the core of creating a far more engaged and functional workforce and a superior people experience overall.

Using real examples, anecdotes, stories, case studies, models, frameworks and powerful expert interviews, *The Digital Workforce* is a very practical and hands on book. In a world where many organisations are struggling to keep with the rapid rate of change, *The Digital Workforce* is a critical part of any future proofing strategy.



SECOND EDITION
OUT NOW

THE DIGITAL OPERATING MODEL

Jarrod is already planning his next research project and book, *The Digital Operating Model*, which will deep dive into the world's most successful people-centric organisations. He will look at how people and their organisations are evolving through advanced neuro-sciences, technology evolution including intuitive no-code and next generation AI. This is a merging of the virtual and physical environments, futuristic learning and systemic thinking.

The Digital Operating Model is going to revolutionise the way companies are run around the world.



COMING SOON

JARROD McGRATH IN THE MEDIA



Jarrold has been featured extensively in the media, sharing his thoughts and experience across a broad and diverse range of media platforms. Few people have both the past experience and forward thinking thought leadership in the space of people.



TOPICS THAT JARROD McGRATH CAN COMMENT ON

Jarrold McGrath has an extraordinary depth and breadth of knowledge and expertise around the topic of "PEOPLE". He is a passionate presenter, who offers a very well structured and considered approach to diverse topics.



- What Does It Take To Be A Modern CEO?
- The Concept Of 'Digital Muscle'
- The Digital Operating System
- Wage Theft Exposed: Understanding It, Fixing It
- Avoiding Reputational Damage From Wage Theft
- The Importance of Trust
- Creating Digital Workforces
- People Have Changed - Leadership Needs To Change
- Break The Hierarchy
- Systemised Thinking
- The Coalface Matters
- Taking Responsibility For Your People
- Creating An Environment That Encourages Individuality
- Your People Experience Within Your Organisation
- What Do Your People Really Want And What Do They Really Need?
- Build Powerful Business Cases?
- People Value Flow
- Using Technology To Help Your People Experience
- Transition Vs Transformation
- People Technology Demystified
- Taking Responsibility For People In Your Supply Chain
- The Importance Of Being Heard
- Taking Systemised Thinking To The Next Level

WHAT OTHERS SAY ABOUT JARROD McGRATH

“We recently had the pleasure of having Jarrod speak at our business networking event and could not have asked for a better speaker. Jarrod, a consummate professional, connected well with the audience and delivered a presentation that was insightful and authentic. The feedback from attendees was overwhelmingly positive, with people deeply impressed with his knowledge, experience, and passion for the topic. Working with Jarrod was a pleasure; he helped make our event a resounding success. We would highly recommend Jarrod to anyone looking for a dynamic and impactful speaker.”

**Dr Penny Sweeting, BN, MN, PhD she/her Associate Vice
Chancellor Sydney Region Charles Darwin University**

“As a CEO in today’s constantly evolving world, it’s crucial to have a dynamic, people-focused leadership approach. Navigating the complexities of the digital age can be challenging, but Jarrod’s book provides invaluable insights that will equip CEOs with the tools they need to succeed. Whether you’re a current CEO or aspiring to take on the role in the future, this book is a must-read for anyone looking to elevate their leadership skills.”

Christine Mikhael, CEO, LJ Hooker Group

“Jarrod shifts the focus on people from HR to the CEO, and gives leaders a practical guide to drive results. A must-read. “

Marc Havercroft, Senior Advisor, Go1

“Jarrod shares valuable insights and practical tools to help business leaders align people with organisational purpose.”

Amanda Simms, CEO, Simms & Associates

“I commend Jarrod on his journey to keep the workforce current with the demands mandated by digital transformation. Congratulations on the second edition of the book with practical insights on how businesses can change their operating models in a human-centred way to incorporate people, algorithms and the broader environment.”

Matt Michalewicz, CEO, Complexica

“The world of business is evolving at a rate of knots, as new technology, work practices and customer needs emerge. Jarrod’s book provides a blueprint on how to navigate this brave new world, providing clear and actionable insights for business leaders to follow. Packed full of fascinating interviews, industry anecdotes and creative business strategies, this book is a must read for anyone who is serious about people management in their business.”

Cian McLoughlin, Bestselling Author and CEO, Trinity Perspectives

“I commend Jarrod for providing CEOs a practical, must-read playbook for leading with a people-centric philosophy. At the core of this is the alignment of organisational purpose with people’s purpose.”

Tracy Angwin, CEO, Australian Payroll Association

“In The Modern CEO, Jarrod brings additional awareness of Indigenous and First Nations learnings, especially around system thinking and the connection of people, family, community, society and planet. These do not have to be competing priorities; they can coexist and provide benefit in the modern corporate world.”

Ben Bowen, CEO, Indigenous Literacy Foundation



TO ARRANGE AN INTERVIEW WITH
**JARROD
McGRATH**

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