Serious Fun in Business

MIKE ANDERSON

Keynote Speaker · Executive Coach · Author

Talks that trade jargon for judgement: staying human, instinctive and effective while AI reshapes how business gets done.

25+ yrs
MEDIA & BOARDROOM LEADERSHIP

15 yrs
STARTUPS & SCALEUPS

£100k → £1m
WEEKLY REVENUE GROWTH AT METRO



FORMATS

Mainstage keynote · Fireside chat · Panel moderator · Interactive masterclass

ABOUT MIKE

Mike Anderson spent 25+ years in media and boardroom leadership at News UK, Associated Newspapers and the Evening Standard, including the Metro launch team that helped grow weekly revenue from £100k to £1m in twelve months. He then founded and exited Chelsea Apps Factory, whose clients included Waitrose, Ladbrokes, KPMG, Network Rail, TfL, Telefónica and Vodafone. Today he is a TPC-accredited senior mentor and coach, based in Surrey and London, helping founders, boards and senior leaders stay human, instinctive and effective as AI reshapes business.

Coach & Connect

A structured monthly coaching partnership for founders, boards and growth-stage leaders: one 2-hour deep-dive every four weeks, plus support in between.

KEYNOTES

01 Serious Fun in Business CORE KEYNOTE
Keeping business human while embracing AI at scale. The core keynote from the book.

02 Instinct as your personal AI
Practical ways to use AI without losing judgement, creativity or culture.

03 Portfolio careers & modern leadership
Building a career and business with range, resilience and commercial edge.

04 Scaleups, incubators & corporate ventures
What corporate and startup worlds can learn from each other.

05 The human emotions of business
Turning loneliness and frustration into momentum, perspective and fun.

> Mike was one of the best coaches I've worked with. Candid, fun, practical, and tailored to the realities of leading a large international team.
>
> **Jeff Sharpe**
> Amazon

> Mike is fab! Intelligent and insanely experienced, yet humble. He is a good listener, creative problem solver and has an amazing network that he will leverage to help his clients.
>
> **Ben Legg**
> Founder, The Portfolio Collective · ex-COO, Google

> Mike has an inspiring approach to mentoring... He can turn any complex and challenging situation into a simple next step.
>
> **James White**
> Chief Revenue Officer, Evening Standard



#1 Best Seller

Serious Fun in Business: A Human Algorithm
#1 Best Seller in Business Consulting (Amazon Kindle) · 5.0★ on Amazon



London Daily front cover feature
"Metro Man Spills The Tricks" · 11 September 2026



Serious Fun in Business: A Cup of Tea with Mike
The podcast. One guest, one cup of tea. On Spotify & Apple Podcasts

Brands & organisations along the way

AMAZON · LADBROKES · WILLIAM HILL · WAITROSE · VODAFONE · DMGT · NEWS UK · KPMG · DELOITTE · FTI

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Book Mike to speak or coach

let's start with a cup of tea

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Based in Surrey & London · speaking in the UK and abroad