

Why giants fall, and what your company does on Monday.

Real companies, real numbers, and the laws they broke. Told so a room of leaders leaves sharper, a little humbler, and with three things to do next week.



THE TALKS

SIGNATURE KEYNOTE

How Giants Fall

Every giant that fell left a paper trail in its own accounts. The falls your audience remembers, the laws each one broke, and three questions to ask about your own company on Monday.

MASTERCLASS

Read a company in five minutes

Hands on. Profit, cash and debt in plain words, read the way a good board reads them.

LECTURE

Strategy and innovation

The tools senior strategy teams use, taught through real cases such as LEGO's turnaround.

FULL DAY · ON YOUR COMPANY

The Strategy Warroom

Your leaders investigate your own company. A panel of three gives the verdict and a 90-day plan.

SHORT BIO

Max Noble is a specialist in corporate strategy and distressed companies. He spent more than ten years at Nokia, including the years it fell. He is a Lecturer in Strategy, Finance and Innovation, host of BANKRUPT, a series on great companies that failed, and author of *The 42 Laws of BANKRUPT: How Giants Fall* (2027). His keynotes show leaders what great companies missed.

WHY BOOK MAX

A clear niche. Why giants fall, and how some come back.

Always a fresh story. His daily BANKRUPT Morning Warning List means each talk can open with this week's news.

He lived it. More than ten years at Nokia, through the fall.

A book behind the talk. Out on 31 October 2027.

Safe to book. Never paid by the companies he talks about. Every number sourced.

LISTING DETAILS

CATEGORIES	Strategy · Leadership · Risk and resilience · Turnaround and change · Innovation · Finance for non-finance leaders
REGIONS	Denmark · the Nordics · Europe · the Americas · worldwide
LANGUAGES	Danish · English
BASED IN	Copenhagen
FORMATS	In person or online, from a keynote slot to a full day
FEE	On request, by brief
BOOKING	Now booking autumn 2027
CREDENTIALS	Lecturer in Strategy, Finance and Innovation · MSc, Copenhagen Business School · BA, London Guildhall University · keynotes across Europe and the United States · 25,000+ LinkedIn followers