



THE IDENTITY
— PROTOCOL —

S P E A K E R K I T

Tommy Baker

Four-Time Guinness World Record Holder

4

World Records

20+

Years Professional

4

Champions League Finals

THE STORY

At fourteen, I was on life support after a car crash that fractured my skull. The doctors prepared my mother for the worst. What followed was a transformational journey that took me from that hospital bed to world records at the NBA All-Star Weekend.

I did not wait to feel ready. I claimed an identity before the proof existed to support it. That sequence became a system I have used ever since.

KEYNOTES

- **THE IDENTITY PROTOCOL - Transformation: How to perform under pressure when there's no script**
Identity first. Protocol second. Results last.
- **THE IDENTITY PROTOCOL - Innovation: Category creation over category competition**
Category creation over category competition.

Themes explored: The Dark Room, The Dial, The Titanic Protocol, The Second Window, Vision vs Sight, Public Solitude, Collision of Spheres, Ego Surrender

PAST CLIENTS & BRANDS

Performance: Diesel, Nike, Adidas, Ford, Sony, the NBA, Guinness World Records

Speaking: Sony, Henley Business School



YOUR TEAM WILL LEAVE WITH

- A framework for making decisions under pressure when there's no script - How to act when certainty disappears and the playbook no longer applies
- Repeatable tools that work whether you feel like it or not - The Dark Room, The Dial, The Second Window, The Titanic Protocol: disciplines built under pressure, tested in performance, ready to transfer

AVAILABLE FORMATS

45-Minute Keynote - Ideal for conferences and large-scale events · 60-Minute Keynote - Deeper exploration of key protocols and frameworks · Keynote + Workshop - Extended engagement combining keynote delivery with practical application exercises · Virtual Delivery - Full keynote adapted for remote audiences with interactive elements

TECHNICAL REQUIREMENTS

- Handheld wireless microphone (lavalier available if required)
- Confidence monitor positioned stage front (preferred but not essential)
- Standard AV setup: projector/screen or LED wall, laptop connection (HDMI)
- Low-maintenance setup - I arrive early, tech-check thoroughly, stay for the audience

PERFORMANCE VS. SPEAKING

Performance (1998-2016): Live basketball freestyle demonstrations at major events including the NBA All-Star Weekend, Champions League Finals, and brand activations for Nike, Adidas, Diesel, Ford, and Sony. This work showcased physical skill and world records.

Speaking (2017-Present): Corporate keynotes and workshops teaching the Identity Protocol framework. This work teaches transferable systems for resilience, decision-making under pressure, and sustained excellence - built from lived experience, not performance alone.

BOOK TOMMY

theidentityprotocol.co.uk

Complete the contact form to enquire about availability and fees