ROB REDENBACH

“A master storyteller.”

– Edinburgh Festival Fringe









We like to think every problem has a good solution. The hardest ones rarely do. And while we wait for one to appear, the decision is often made for us.

In his signature keynote, *The Least Bad Choice: Making hard calls when every option has a cost*, Rob Redenbach explores the reality of hard choices, at work and at home, when no one can see where they will lead. From a roadside ambush in Baghdad to the stories in his forthcoming book, *Sacrifice*, he shows the value of deciding without waiting for certainty, committing to a decision once it’s made, and recognising when the easy option and the right one aren’t the same. Along the way, he looks at why the choices that matter most are often made when nobody’s watching and why people keep their promises when they know the story behind them.

Honest, practical and, yes, often funny, *The Least Bad Choice* leaves audiences more willing to make the hard calls, and more at peace with the ones already behind them.

Ideal for: conferences, leadership teams, emerging leaders, and organisations facing change or uncertainty.



Utzon Room, Sydney Opera House

Rob Redenbach

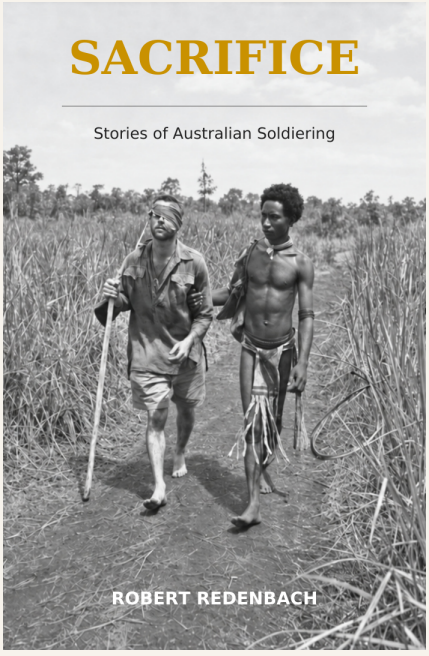
Against the advice of almost everyone he knew, Rob Redenbach once left the best-paid job he'd ever had, managing a security company in Papua New Guinea, to start a business teaching his own system of unarmed combat to elite military and law enforcement units. It worked. His clients came to include Britain's 22 SAS, the FBI and Nelson Mandela's bodyguard team.

Since then, he has protected aid workers in Iraq, advised on security in Afghanistan, earned a master's degree with distinction from Charles Sturt University and, more recently, returned to Papua New Guinea to help keep health workers safe in remote communities. He has also taught English in Korea, Japan and China, where he learned that listening often matters more than speaking.

As a keynote speaker, he has presented at more than 1,000 events in 23 countries. Beyond conferences and boardrooms, he has performed sold-out shows blending storytelling and comedy at the Edinburgh Fringe and the Sydney Opera House.



Papua New Guinea, 2026



Sacrifice

Four years in the making, Rob's book *Sacrifice* will be released in June 2027. Drawing on real events and spanning more than a century, it explores resilience, legacy and what it takes to keep moving forward.

"Anyone who has heard Rob speak knows his ability to hold a room, to make confronting experiences relatable, and to leave an audience genuinely changed. In *Sacrifice*, he brings that same gift to the page, giving readers stories they will not only understand but feel."

Ben Pronk DSC
Former SASR Commanding Officer and author of *We're All Going to Die*

"Beautifully written, powerful and tender. *Sacrifice* brings history to life."

Melissa Doyle AM

To book Rob, email rob@redenbach.com or contact your preferred speakers bureau.