

ORGANIZATIONAL STRATEGIST | CULTURE ARCHITECT | FOUNDER, AFA PARTNERS

Indra A. Books

Culture change that actually sticks.

“Indra doesn't just talk about change. She builds the kind that outlives the contract. From skeptical teams to full-scale transformation, her work sticks because it's human, high-trust, and real.”

DIRECTOR OF OPERATIONS, FINANCIAL SERVICES

www.AFA-Partners.com · linkedin.com/in/indrabooks



Skepticism into scalable momentum.

Solving the human problems behind performance breakdowns.

01

Global by default

30+ years of transformation experience across 46 countries.

02

Pressure-tested

Partnered with governments, fintech, aviation, and high-pressure teams around the world.

03

Practical, not performative

Transformation that sticks. No fluff, no corporate-speak.

04

Trust mechanic

Known for unlocking performance by fixing what breaks trust.



FUN FACT

I've lived and worked in 46 countries and managed a team that spanned 86 cities.

"The globetrotting, BS-detecting, slightly-cheeky transformer of cultures and humans alike."

Talks that get people moving.

Five signature topics. Each one built on stories from the field, not theory.

01

From Hero Teams to Scalable Collaboration

Beyond the cape mentality

02

Culture Change That Doesn't Die in Q4

Making change stick

03

Building High-Performance Teams in a Skeptical World

Proof over promises

04

Why Strategy Fails When You Forget the People

It's all about the people

05

Leading Without Losing People in High-Pressure Times

Keep your people while keeping pace

LOOKING FOR SOMETHING DIFFERENT?

Ask about additional talks on leadership development, teamwork and collaboration, and high-performance ways of working.

TALK FORMATS AND OUTCOMES

Pick your dose.

Every format ends with something your people can use the next morning.

20 TO 45 MINUTES

Keynote

High-energy and story-driven, with 2-3 takeaways your audience can use Monday morning.

90 MINUTES TO HALF DAY

Workshop

Interactive, with tools, templates, and practice time. People work, not just watch.

FULL DAY

Masterclass

A full-day immersion with personalized action planning. Leave with a plan, not just notes.

DELIVERY

In person and virtual, across three continents. Simple booking, zero wasted time.

HOW THE MAGIC HAPPENS

The AFA way.

Four moves, in order. This is why the change holds after I leave.

01

Listen like a local

Cultural immersion and deep stakeholder empathy before any prescription.

02

Co-design what works

Built with your people, not for them.

03

Deliver boldly

No fluff. Just outcomes you can point to.

04

Sustain what matters

So you don't need me forever.

“Indra doesn't just advocate for change. She delivers it. She meets teams where they are and helps them move forward, no matter how complex the challenge.”

SENIOR DEVELOPER, IT

RESULTS BY THE NUMBERS

Receipts, not promises.

What clients measure after the work, across complex global organizations.

40%

productivity boost

including a 75% cut in redundant tasks

30-80%

faster time-to-market

depending on starting point

3x

faster decisions

in leadership teams post-engagement

50%

less rework

from better communication and flow

25%

rise in engagement

with higher retention to match

95%

customer satisfaction

across programs and engagements

I transform the bones, brains, and heartbeat of how your organization works; globally, sustainably, and with a deeply human core.

SPEAKER EXAMPLES

Watch and listen before you book.

Keynotes, webinars, and podcasts. See the style, then decide.



Inclusion in Collaboration

Giving everyone a voice in collaborative space

youtu.be/me0dqIsHqbl



There Is No Box

Out-of-the-box thinking, exceptional results

youtu.be/2cYrVYI5Y38



High-Performing Teams

It's not just about the process (JuliaEO keynote)

youtu.be/6v60o-KU78M



The Shadow Organisation

The invisible force driving (or blocking) change

uk.hivemindnetwork.com/the-shadow-organisation-webinar-on-demand



Live the Mod Life Podcast

Big changes require big plans (moving abroad)

open.spotify.com/episode/54ClxJoD5hC3anrkQ4GLX5



SEACON London

I didn't know there was all of this people stuff

[Ask for the recording](#)

PROOF POINTS

The work, in their words.



This program isn't just theory. It's real transformation. I used the tools to resolve issues I'd avoided for years. It can shatter what you believed to be good leadership techniques and turn them inside out to reveal a veritable 'holy grail' of innovative leadership qualities.

DIRECTOR

Public Safety

What began with doubt became momentum. We went from zero to exceeding expectations in a month.

PROJECT MANAGER, FINTECH

Deeply human-centered: present, adaptable, and empowering. She helps people discover their own leadership style.

SENIOR DEVELOPER, IT

We wouldn't have the team we do without your thoughtful guidance, gentle nudging, and brilliant leadership.

MANAGING DIRECTOR, FINANCE

You created a team environment that inspired innovation, growth, and care far beyond what we expected.

CUSTOMER SUPPORT TEAM, AVIATION



The human behind the strategy.

Because you're not booking a slide deck. You're booking a person.

GLOBAL WIRING

Grew up on two continents, worked in 46 countries, and speaks fluent EQ plus strategy.

50/50 BRAINED

Half left-brained, half right-brained.
Translation: I ask a lot of questions and connect all the dots.

OFF THE CLOCK

I host game nights. I love cooking. I have opinions about meetings that could fill a podcast or two.

WHY I DO THIS WORK

I get energy from watching teams shift from guarded to grounded, fractured to flying. Change sticks best when it's human, honest, and built together.

READY TO GO BEYOND THE PLAYBOOK?

Bring Indra to *your next event.*



Skeptics into champions, cynics into collaborators, tired teams into trailblazers. Let's build something that lasts longer than a keynote.

01

BOOK INDRA

Request a date at afa-partners.com/calendar

02

GRAB THE FREEBIE

[Download the free Culture Readiness Assessment](#)

03

CONNECT

linkedin.com/in/indrabooks and info@afa-partners.com

Ask me about culture turnarounds, emotionally intelligent leadership, or the fastest way to onboard a team. Spoiler: it's not another PowerPoint. If that doesn't appeal, ask me about Spanish recipes.