

cephaswilliams.com

Speakers Deck



*"The thing of
which I am a part
is greater than the
part I play"*

Cephas Williams

Human, Dad, Change Architect

'Letter to Zion' '56 Black Men' 'Black Out'

'Portrait of Black Britain' 'The Black Network'

CEPHAS WILLIAMS HAS SPOKEN AT OVER 100 EVENTS TO DATE

COMPANIES & EVENTS INCLUDE:

 **accenture**

TEDx

TESCO



 **Clear Channel**

 **CANARY WHARF
GROUP PLC**

ALLEN & OVERY

 **COLUMBIA
THREADNEEDLE
INVESTMENTS**

sevenHILLS
CAMPAIGNING FOR CHANGE MAKERS

**STEPHENSON
HARWOOD**

*what's
possible?*
the
specialist
works

VIACOM

ThriveLDN 
Towards happier, healthier lives



Dechert
LLP

M&CSAATCHI



 **THE MARKETING
SOCIETY**

**ADVERTISING
ASSOCIATION**

 **CogX**

intuit
  

OMG Omnicom
MediaGroup

 **PayPal**

 **Home Office**

MOODY'S

 **MULLENLOWE
GROUP**

NHS

O₂
A *Telefonica* company

Manning
Gottlieb 

swan
somewhere to feel at home

**Mediatel
Group**

**dentsu
AEGIS
network**



**VITA
COCO**

 **Ravensbourne
University London**

 **BIRCHAM DYSON BELL**

 **University of
Chester**

 **DLA PIPER**

**CANNES
LIONS**
INTERNATIONAL FESTIVAL OF CREATIVITY



Cephas Williams is a visionary, creative mind, and campaigner reshaping narratives and representation in the UK and beyond.

He originally pursued a career in architecture but in 2018 he shifted his focus to using space and storytelling for social change. He launched a creative co-working hub in South London before turning fully toward purpose-led work. In 2018, he launched the groundbreaking 56 Black Men campaign, a pioneering nationwide billboard campaign that challenged the negative stereotypes often placed on Black men, by highlighting the humanity and positive contributions of Black men across the UK.

In 2021, he unveiled Portrait of Black Britain, a first-of-its-kind public exhibition reframing perceptions of Black identity in the UK.

After the murder of George Floyd, Cephas wrote a powerful open letter to his newborn son, Letter to Zion. This became the foundation for The Black Network, an organisation working with more than 50 senior executives and industry leading organisations to tackle systemic racism and build a more equitable human experience for the Black community. Early supporters included Paul Polman (former global CEO of Unilever) and actor Simon Pegg, among others.



Image of 56 Black Men Billboard Campaign

A sought-after speaker, Cephass Williams has addressed audiences at TEDx, Google, Accenture's Global Leadership Conference, Cannes Lions, and more. He has convened over 60 hours of roundtable dialogue with 1,000+ participants, bridging grassroots voices with global leaders to spark real understanding and systemic change. His message is consistent and clear rooted in our shared humanity, focused on systemic change, and a commitment to exploring how we improve the experience of humanity.

When it comes to community and social impact, Cephass Williams has spent over a decade creating work that has reached millions, while directly transforming the lives of thousands.

Alongside his wider work, Cephass created 'Black Out,' through this work Cephass has broken down barriers to access, personally investing over £160,000 to support over 100 people across a variety of industries from the Black community in attending the festival and driving structural inclusion across the industry.

Cephass is recognised as a catalyst for systemic and cultural change. Yet he describes himself simply: human first, and above all, dad.



AS SEEN IN



INDEPENDENT



The
Guardian

REACH IN NUMBERS



55.5K

followers across
social media



9 M +

collective
impressions



8 K +

email
subscribers

LINKS TO CEPHAS WORK

[56 Black Men](#)

[Portrait of Black Britain](#)

[Letter to Zion](#)

[Black Out](#)

Why **Cephas** Williams

Cephas uses thought leadership and storytelling, grounded in his body of work, to challenge the status quo and inspire new ways of thinking.

He turns critical reflection into community-centered, structural movements, always led by purpose and driven by impact.

He speaks with authenticity, courage, and clarity, painting a powerful picture/vision for his audience and galvanising both leaders and communities toward lasting change.

He is a trusted voice within the Black community, wider society and across a broad network of industry-leading figures,

Cephas has created multiple groundbreaking initiatives and campaigns that have pioneered change across industries and wider society, reaching audiences on a global scale.

Whether addressing race, equity, leadership, or the power of creativity, Cephas meets audiences where they are and moves them forward. His talks create the space for honest reflection and offer tangible pathways toward inclusive thinking, accountability, impact and action.

[Click here to book Cephas Williams to speak](#)

*Speaking Formats with **Cephas Williams***

Cephas tailors his delivery to the needs of each organisation, creating space for honest reflection, strategic insight, and meaningful connection. He brings authenticity, wisdom, and clarity across a range of formats, including:

Keynote Address

A powerful, structured talk designed to inspire, challenge, and galvanise large audiences typically at conferences, summits, and company-wide events.

Fireside Chat

An intimate, conversational format, typically with a senior leader or an interested staff member exploring Cephas' journey, campaigns, and perspectives on leadership, equity, and change.

Boardroom Briefings

Focused sessions with senior leadership and boards, addressing systemic change, accountability, and practical pathways to inclusive leadership.

Lunch & Learns / Workforce Sessions

Interactive talks designed to engage staff at all levels, spark new ways of thinking, and foster open dialogue in a safe, accessible format.

Panel Discussions

Contributing alongside other voices to explore key topics, offering fresh insights and sparking robust, multifaceted conversation.

Roundtables

Facilitated dialogue with leadership teams, DEI leads, HR leaders or cross-sector participants, creating space for collaboration, strategy, and action.

Workshops

Practical, participatory sessions designed to deepen understanding, shift mindsets, and embed lessons into day-to-day practice.

A circular photograph showing two men. On the left is Cephas Williams, a Black man with short hair and a beard, wearing sunglasses and a white blazer over a grey shirt. On the right is William Eccleshare, a white man with short hair, smiling, wearing a blue and white patterned shirt. William's hand is on Cephas's shoulder.

"Cephas is an inspiring driver of changing attitudes"

The key to success in leadership is to continue to learn, everyday. The Black Network offers us all an opportunity to do just that by helping us understand the Black community in an authentic and collaborative environment. Cephas is an inspiring driver of changing attitudes and his beautiful 'Letter to Zion' demonstrates his special combination of empathy and passion. I'm personally proud to be an ally and supporter.

William Eccleshare
Clear Channel Outdoor, Worldwide CEO

A circular photograph of a Black man, Stephen Woodford, with short hair and a beard, wearing a brown sweater. He is looking slightly to the right and has his hand near his chest.

"Cephas Brought A New & Powerful Perspective"

"Cephas spoke at our LEAD conference – the annual 'summit' for the leadership of the advertising industry – and brought a new and powerful perspective on diversity to our industry, through the story of how and why he created 56 Black Men. He's an inspirational and challenging speaker – one of the LEAD delegates said that Cephas is one of the best 3 speakers he'd seen and he couldn't remember the other two!"

Stephen Woodford
Advertising Association, CEO

“Cephas leads with both boldness and grace”

Cephas is a leader by example in the truest sense. He doesn't just talk about values like integrity, inclusion, or courage — he lives them out loud, even when it's uncomfortable. What stands out most to me is his unwavering commitment to standing up for his people and what he believes in, especially in spaces where those voices are often sidelined or overlooked.

Whether it's through his strategic decisions, the opportunities he creates for others, or the way he navigates rooms that weren't necessarily built for people like us — Cephas leads with both boldness and grace. He understands the responsibility that comes with visibility and doesn't shy away from using his platform to open doors for others.

Louis Annan

Image of Louis, 1 of over 100 people Cephas has taken to Cannes - **Black Out**

“***Ceph has Captured The Hearts And Minds Of Everyone In The Room***”

“Ceph has captured the hearts and minds of everyone in the room, he speaks from the heart and conveys raw experiences that really helped people to think differently and truly develop real empathy and much needed understanding.

Something strange and wonderful also happened. Initially when Ceph started speaking about his experiences as a young Black man, I watched my African and Caribbean colleagues listen with trepidation. As he continued, he unlocked a huge sense of pride and openness and they each thanked him for tabling a conversation they felt they couldn't have. It was truly transformative”

Zahra Bahrololoumi
CEO UK&I, Salesforce - Former Accenture Executive

Accenture Global Leadership Conference - Lisbon, Portugal



“Like him, I believe in working together”

"I'm involved with Cephas because, like him, I believe in working together for a better future. The more people that are engaged in building a brighter future the greater the progress. What inspired me in his letter to Zion was the commitment to improvement from whatever position you or your organisation may be. It's the commitment to improvement that is important"

"The truth is, no one is perfect and even I cannot promise you that I will not make mistakes along my journey. The more I tried to strive for perfection the more I realised "perfect "isn't real. And so there is no "perfect", only improvement." - Quoted from Cephas' Letter to Zion"

Keith Weed
Ex Unilever CMO
Non exec WPP

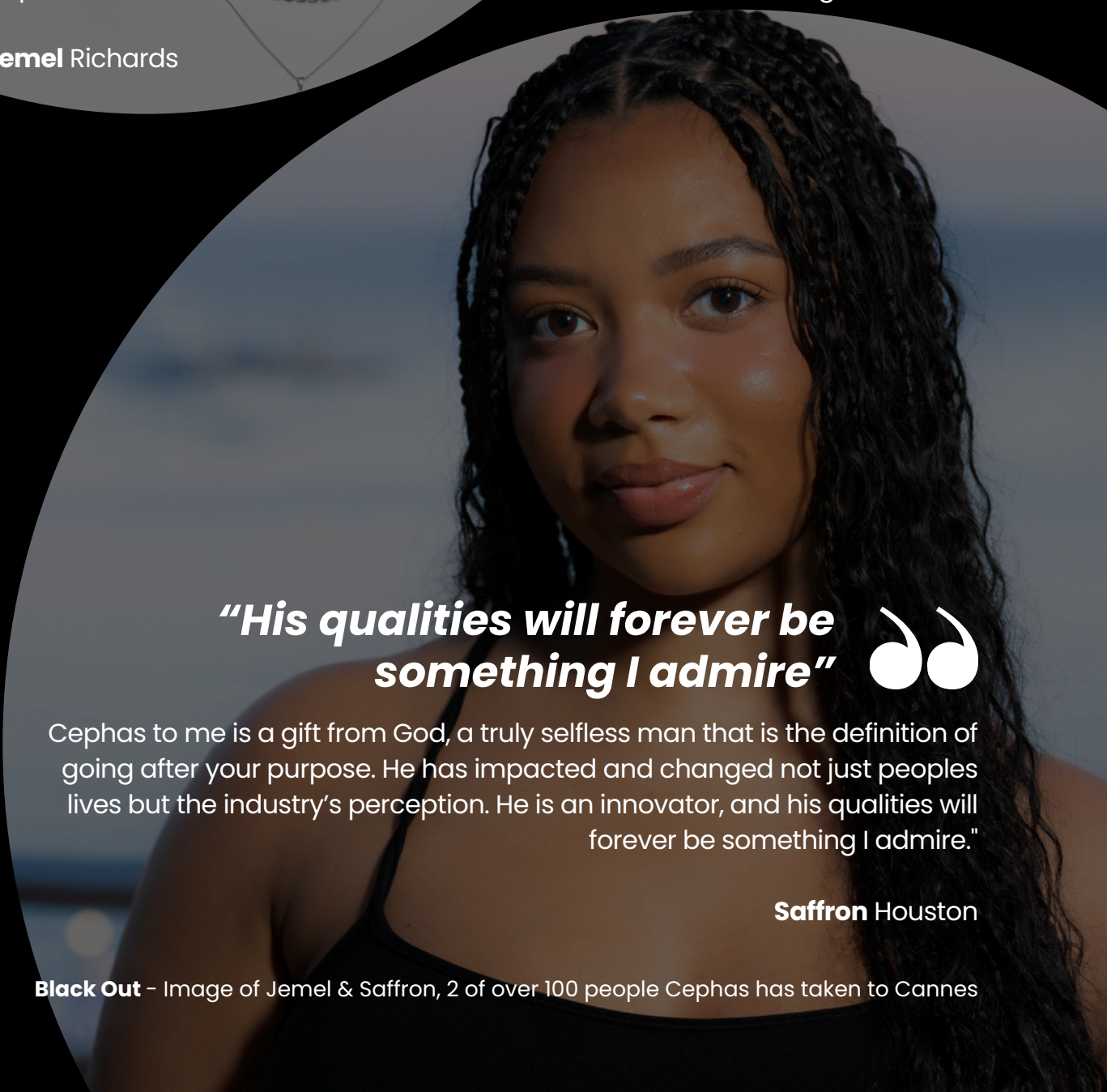


A circular portrait of Jemel Richards, a Black man with short dark hair and a beard, smiling. He is wearing a white t-shirt and a chain necklace.

“**Cephas’ leadership is inspirational**”

Cephas’ leadership is inspirational, not only is he brave enough to challenge the status quo, he also backs it with action - investing his own time and resources to create opportunities for others. That level of commitment is a rarity that I hope inspires more action from those with the resources to make a change.

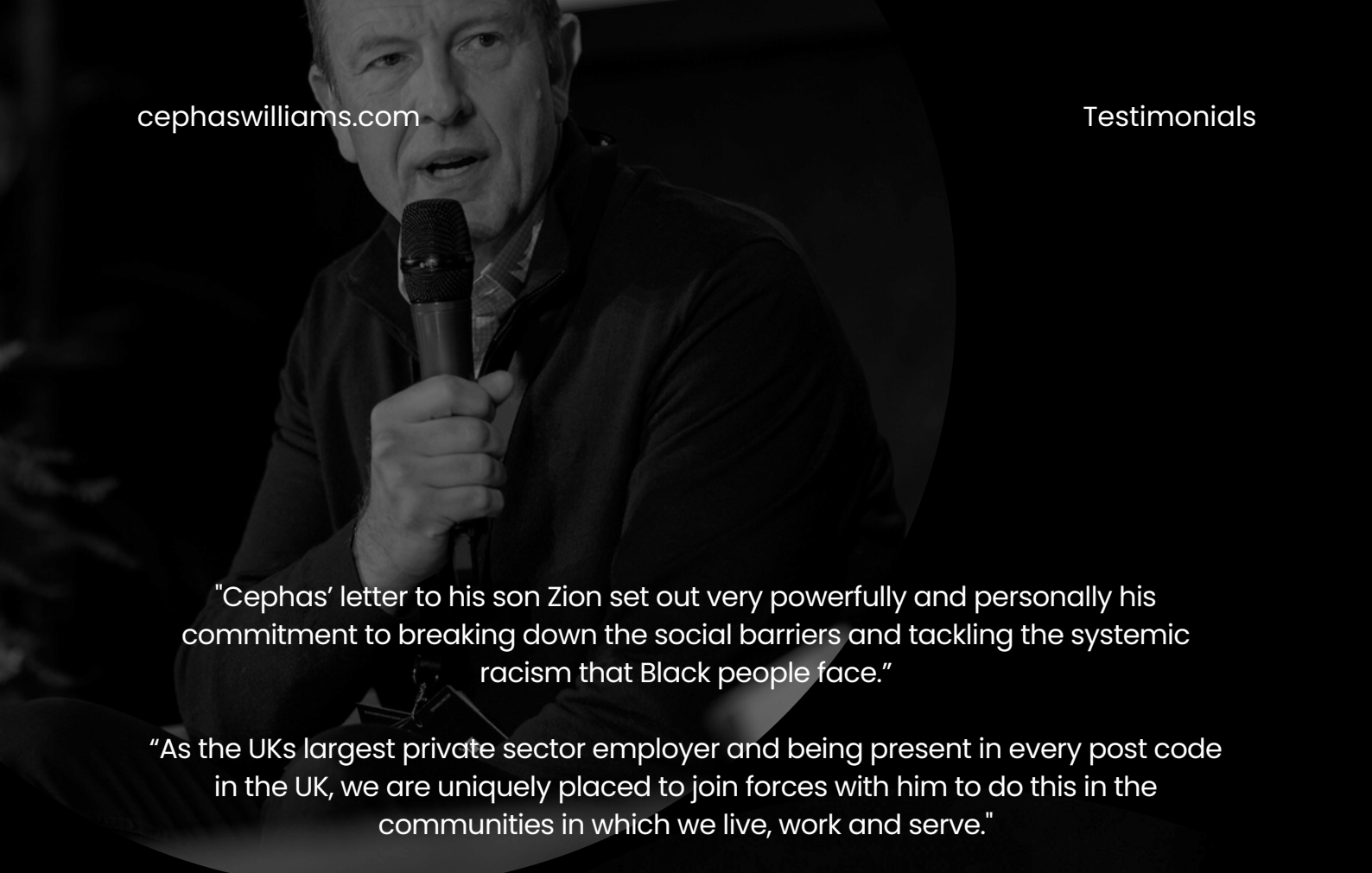
Jemel Richards

A circular portrait of Saffron Houston, a Black woman with long dark hair in braids, looking directly at the camera. She is wearing a black top.

“His qualities will forever be something I admire””

Cephas to me is a gift from God, a truly selfless man that is the definition of going after your purpose. He has impacted and changed not just peoples lives but the industry’s perception. He is an innovator, and his qualities will forever be something I admire.”

Saffron Houston



"Cephas' letter to his son Zion set out very powerfully and personally his commitment to breaking down the social barriers and tackling the systemic racism that Black people face."

"As the UK's largest private sector employer and being present in every post code in the UK, we are uniquely placed to join forces with him to do this in the communities in which we live, work and serve."

Jason Tarry

John Lewis, Chairman – Former Tesco, UK CEO

TESCO

**PUBLICIS
GROUPE**

yahoo!



During his time at Tesco, Jason and the Tesco leadership team partnered with Cephas to create The Black Conference, alongside a series of roundtable conversations. Alongside a number of engagements across this period, Jason held a fireside conversation with Cephas for Tesco staff at the company's headquarters.

These engagements were instrumental in sparking deeper dialogue and helping to drive meaningful change within Tesco and across other organisations.

“

“The spark that he is igniting in us as the younger generation is one that will take a lifetime to put out”

"Having the opportunity to experience Cephas and to be a part of his movement was nothing short of surreal for a girl like me. Hearing him speak so passionately and highly of not only the reform he advocates for, but his wife and son makes his impact even more tangible. In a world that's become so fragmented, and where vulnerability is deemed to be dangerous, this man continues to genuinely wear his heart on his sleeve time and time again.

Listening to him speak, not only on his experiences, but on his desire to prevent anyone from facing the same adversities hit home during his keynote speech in the Arndale centre. Cephas isn't performative about any of it, he means what he says and the proof is in the pudding. His ability to bridge the gap between senior leadership and the average, marginalised individual is one to take note of. The spark that he is igniting in us as the younger generation is one that will take a lifetime to put out, because he's living proof that it is possible."

Michelle Tlhabologang

Portrait of Black Britain Participant #077



"I felt like I was part of history" 🎧

"I first met Cephias Williams when I was 10 at Miss Ghana UK Foundation round table event on youth violence. He had the longest conversation with other panelists normally when someone has a long conversation I fade away half way through but when Cephias spoke I sat up and listened the whole way through."

I met Cephias again in May 2019 at the Clear Channel Billboard launch in Peckham. My aunty and Mum were going and we went with them. I felt proud to be amongst so many inspirational men who are role models. I felt like I was part of history."

Alistair Osei-Bonsu

10 year old boy who attended the gathering

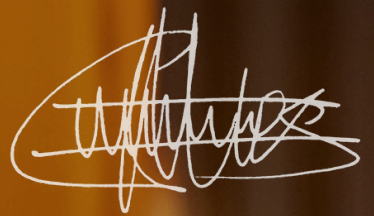


"His Speech Opened Minds"

"Cephias is an eloquent speaker who is able to engage and educate his audience. His speech opened minds and was as thought provoking as I could possibly have wished".

Sue Millar

Partner at Stephenson Hardwood LLP



cephaswilliams.com

“

*“Without people
there is no
purpose”*

Cephas Williams

THE TIME IS NOW