

## Friday touches base with a few personalities we featured in the magazine over the last two decades

As Friday celebrates its 20th anniversary, we hit the rewind button interviewing some personalities who were featured in the magazine

### [Dave Crane](#)



Dave Crane's list of qualifications has been growing constantly and how. Arriving in Dubai in September 1994 in search of some sunshine and to work as an entertainment manager in a bar, a stint that lasted a short while, he quickly landed a job as an RJ at 104.8 Channel 4 FM.

'That was when the fun began,' he recalls. Fun that was clearly visible in the pictures that accompanied the August 1, 1997 article featuring Dave and his colleagues. 'The article brings back some amazing memories. In fact I'm still friends with all those guys as we shared a real close bond when we worked together. And I was way thinner at the time,' he says.

Dave used to host a show called Mission Impossible that was immensely popular as Dave's sense of humour had many fans. 'It was a magical time. Dubai was still unheard of globally so our job was to make the growing emirate into a destination. It was very exciting. Expats played a huge part in the growth and instinctively UAE became the home we'd all been looking for,' he adds.

But success and recognition clearly did not make Dave happy. After a few years in broadcasting, Dave decided to move to self-development. A big leap of faith, considering mentoring was not really Dave's forte, entertaining was. 'I think I needed a new challenge. I'd grown to be a station manager at Channel 4FM, but I felt I had to evolve to stay relevant,' he says.

And it was this new found purpose to be at the top of his game that has kept Dave motivated. 'Also the fact that I was growing old and felt the need for a new challenge,' he says.

But why self-development? 'During my years in broadcasting, I realised I enjoyed helping people so decided why not make a career out of what I enjoy doing most.'

A decision that has paid off in many ways as Dave is now one of the most recognised motivational speakers in the UAE. 'In fact I just won the Al Arouwad MTV Award as the region's best motivational speaker,' he adds. Apart from self-development, Dave has authored five books, has hosted hypnosis shows from Dubai to Las Vegas that have been sold out, hosted Emirates Airline Dubai Rugby Sevens for 17 years (including a World Cup) and has hypnotised Bollywood actor Hrithik Roshan as well.

Dave clearly is constantly setting new goals for himself and relishes the sense of satisfaction when he achieves them, almost like the millennial clients he has? 'People, especially millennials, want more from their lives nowadays. I believe people are taking their destiny into their own hands and creating their own work-life balance. It is probably this demand that is making the role of life coaches, healers, therapists and gurus more important,' Dave feels.

So is he happy with his life or are there times when he feels the need to seek the help of a life coach?

'I've been married to my wife, photographer Azizah, for 10 years and have a gorgeous daughter, Maya, who is 6. Plus we have two dogs Ash and Snow. There are days when I feel the need for more family time, but the big difference is every day I get up at 4am and smile because I have designed my perfect life and wouldn't swap a thing in it.'

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