



SPEAKERS' CORNER

Helping people deliver
their best stories

**Training
which delivers:**

Storytelling
Conference /Public Speaking
One-to-one Coaching

**All designed to create
greater connectivity.**

ABOUT US

In the last 20 years we have trained over 9,000 delegates in 29 countries to sell themselves and their ideas to influential audiences.

Our average feedback score from our delegates is 9.3 out of 10.

Why do they score us so highly?

Because they feel empowered – they see how they can become better storytellers, better communicators and better persuaders.

Barry & Sally run each workshop together, so there's more support, feedback and energy.

They come from the worlds of advertising & marketing so know the business.

Other benefits:

- We tailor every workshop to the specific group of delegates attending.
- We give a presentation structure template to follow every time.
- Our workshops are highly interactive, inspiring and fun.
- We use video to help delegates self-appraise.
- There are support notes for all workshops and we offer on-going help.



WORKSHOPS



1 DAY

Storytelling for Business

Stories have the magical ability to engage with people, to inspire people and to be remembered long after facts and figures are forgotten.

Research shows 63% of an audience recalls a story, but only 5% recall a fact.

The key to successful storytelling is to **"tell the right story right"**.

So we spend time on helping delegates achieve clarity in their argument - to find their core message - so they can source the right story.

Through a number of interactive exercises, we demonstrate to the delegates how to write and deliver their own stories as well as borrowed ones so they make their stories original, memorable & inspiring.

The workshop ends with a final presentation exercise where they demonstrate their new skills as storytellers. They are video'd, played back and given extensive feedback so they can edit and revise their stories for future use.

Workshop numbers: 8 delegates.

Workshop outcomes:

- To understand the different ways to use stories in business presentations.
- A step guide to crafting the right stories.
- To develop confidence & release creativity to use stories to have impact.
- To observe themselves in action as a storyteller and receive feedback.

"It was inspirational." Kelloggs Storytelling Conference



Conference Speaking/Public Speaking*

Speakers need to stand out for being entertaining, relevant, challenging, memorable and good storytellers.

We work with the delegates on a specific speech [even if this is a fictional scenario]. We show them how to find new high-value thoughts which will engage an audience and want them to listen through to the conclusion.

The workshop ends in a final presentation video exercise. Each video is played back and extensive feedback given by trainers and the group.

The key question all speakers must ask themselves is: "Why Me?"

*In our experience the skills required to talk in public are the same as speaking at a Conference. We always adapt our workshops to the delegates' needs.

Workshop for 4-6 delegates

Workshop outcomes:

- A new approach to writing a speech - one worth hearing.
- Ways to make stronger connections with audiences.
- Seeing themselves in action & getting extensive feedback.
- How to include stories so they can better engage, inspire and entertain.

"A great workshop that teaches all the techniques to be conference ready"
Mindshare Worldwide Delegate



One-to-one Coaching

We aim to support individuals across a range of communication and personal development issues.

Our one-to-one coaching has helped even the most senior and experienced speaker to polish and fine-tune their speech and delivery for a key conference.

We also work with rising stars to help them come across with greater presence and impact in front of their clients and colleagues. This also includes younger executives who are going before a Promotions Board.

We help the individual to make the most of the opportunities that present themselves.

Each session lasts two hours with video recordings and playback. After the session, an email feedback plus recommendations is sent to the delegate plus a copy of the video for self-analysis.

We offer coaching either face-to-face or via Skype.

The areas we cover are:

- Preparing for a major conference – speech writing and delivery.
- Working on delivery - voice, speed of delivery, presence, body language etc.
- Building greater self-belief and confidence in front of an audience.
- Working on personal impact, engagement and building greater credibility.

"Thanks for all your help and support. The conference went down very well and I had some great feedback." Jon Firth Kantar Worldpanel





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