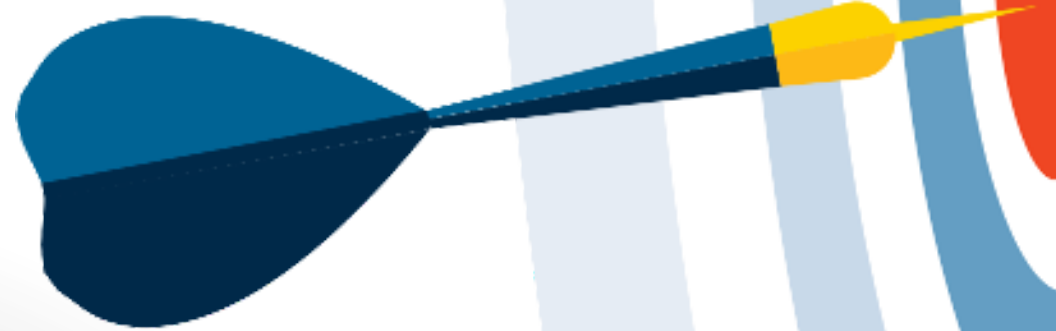


DAVID FISH



The art of
strategic storytelling

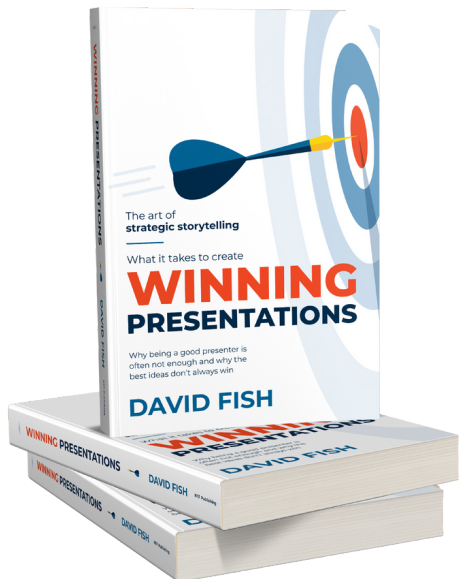
PITCHING

How do the big ideas and important messages
show up in presentations?

WINNING PRESENTATIONS

David works with teams who want to become confident presenters who can design and deliver strategic stories that win more business.

Learn how to structure ideas, solutions and key messages into a flowing, compelling narrative that doesn't just connect and engage the audience; it makes it easier to buy into your ideas and buy from you. You and your team can engage in one of two ways, the Immersion or Masterclasses.

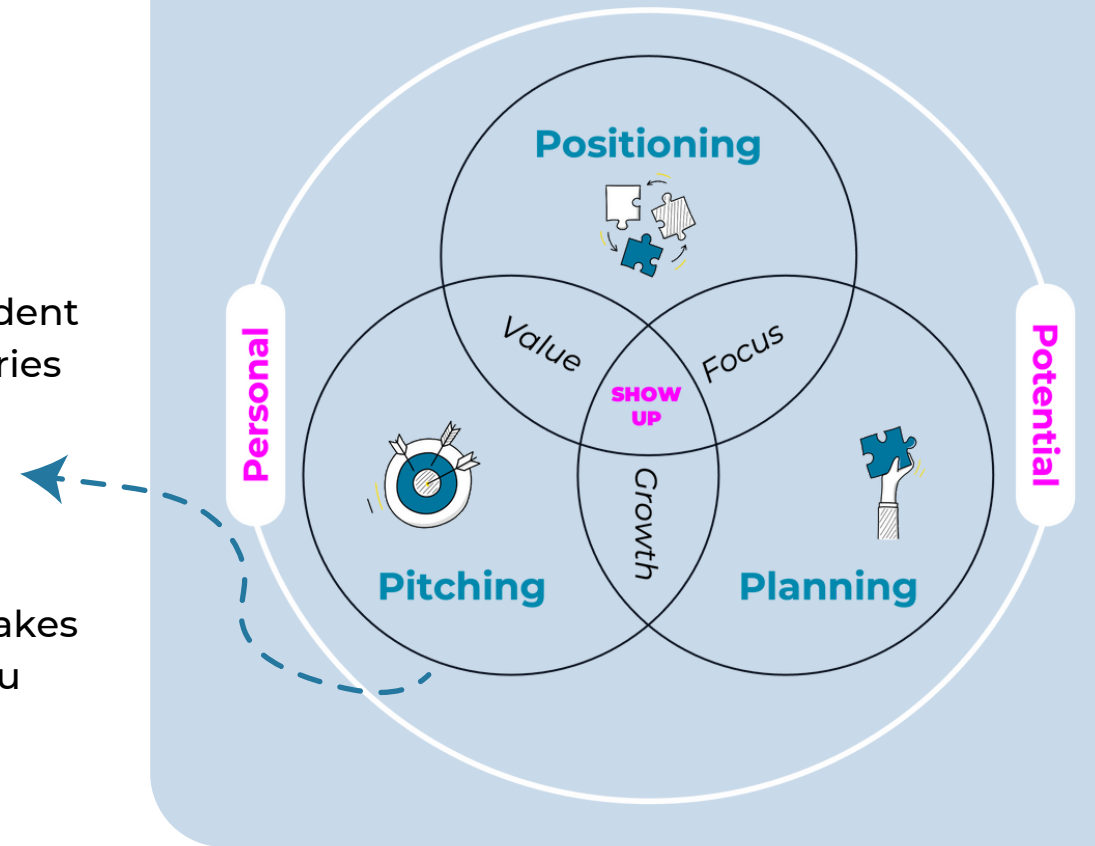


Immersion

- Full 2-day hands-on experience
- Learn all 12 tools
- Includes an audit and benchmarking of current presentations

Masterclasses

1. The art of strategic storytelling
2. Audience Discovery
3. Design for Impact



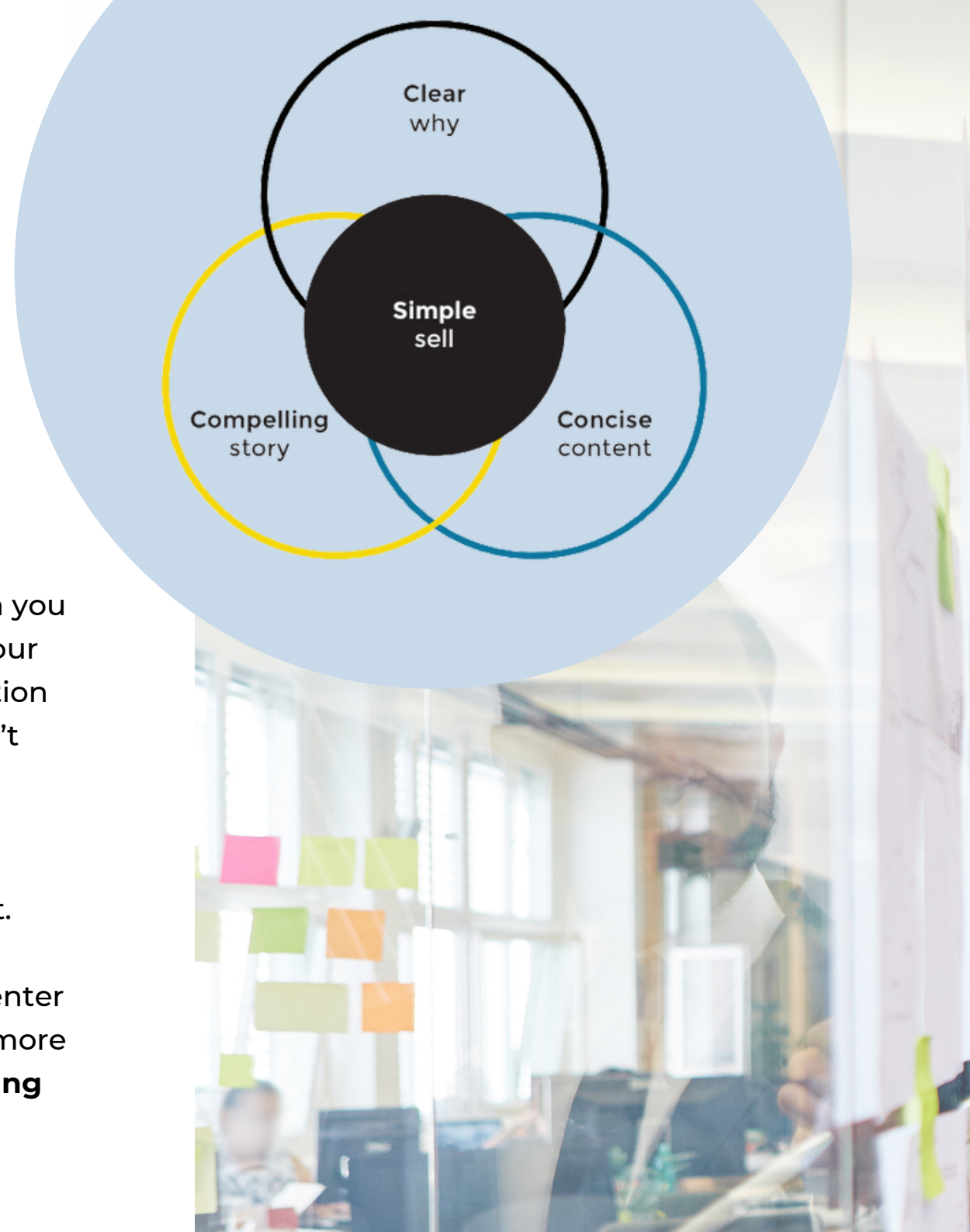
WINNING PRESENTATIONS IMMERSION

These two days are for anyone that relies on presentations to convey ideas, solutions and important updates where the audience needs to not just understand but be able to **easily recall and present on your ideas.**

If you want to avoid that sinking feeling when you can see the audience is no longer with you; your great ideas are getting lost in a bad presentation that even you, one of the best presenters, can't save.

Even when you have the best idea, the presentation of that idea can make or break it.

Learn how to become a more confident presenter and able to sell strategic ideas and solutions more effectively, increasing the win rate and **stopping great ideas from getting lost in average presentations.**



These two days are focused on turning hopeful presenters into confident strategic storytellers.

- Confident in the **value of your message** to your audience.
- Confident in how you bring your **audience into your story**.
- Confident in your ability to deliver a **compelling presentation**.
- Confident your audience can **take your ideas forward** and keep you in the game.
- Ultimately becoming a **more confident presenter**.

You need confidence in your material

Selling solutions takes more than a performance

Strategic Storyteller

Excelling at delivering presentations that win

4

Confident
your audience can take your ideas forward and keep you in the game

3

Confident
in your ability to deliver a compelling presentation

●

Excited by what you have to share

2

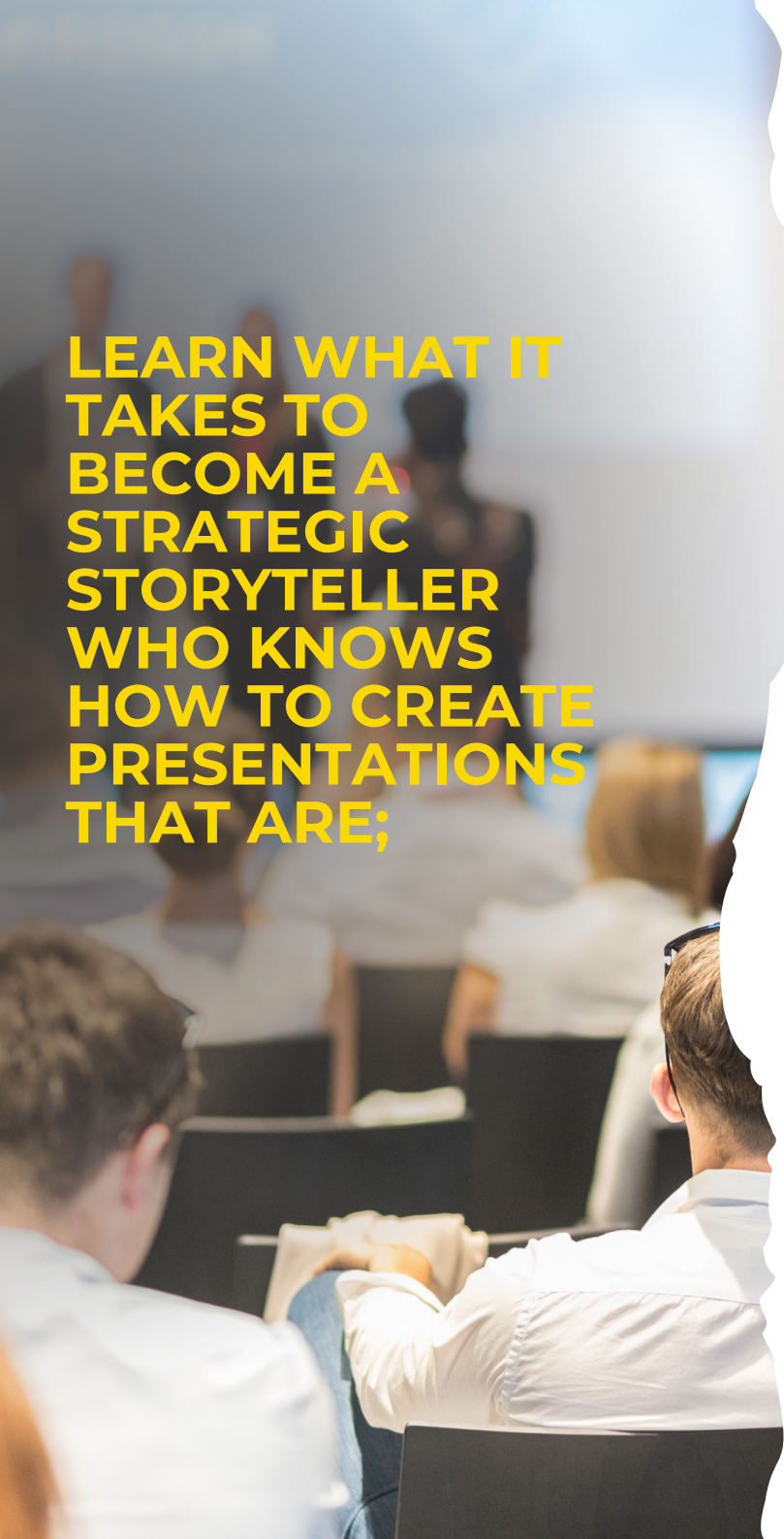
Confident
in how you bring your audience into your story

1

Confident
in the value of your message to your audience

Hopeful Presenter

Apprehensive about presenting



LEARN WHAT IT TAKES TO BECOME A STRATEGIC STORYTELLER WHO KNOWS HOW TO CREATE PRESENTATIONS THAT ARE;

Clear

Get clear about why this presentation exists, who it is for and what matters to them. How to tailor content to different audiences and what happens when you miss this first critical step

Compelling

Compelling through the story that is told to bring the audience into your content and connect them emotionally to what you have to offer.

Concise

Concise in the organisation and visualisation of the content and being able to turn every presentation into a single page and avoid overwhelming the audience with too much content.

Simple

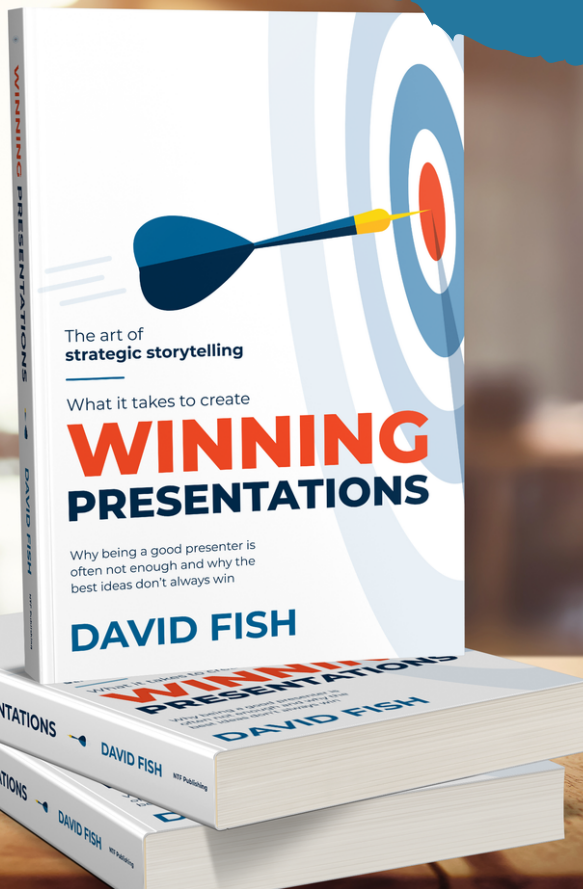
Simple is the ultimate goal for a Strategic Storyteller who wants to be armed with the highest-level view of their work, prepared to share this with anyone in any situation while ensuring others are able to take their ideas forward, even if they never see a slide.

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Is the Immersion for you?

Does your team **rely on presentations to sell** or deliver important updates?

Do you present to many different **audiences with different needs?**

Do you need your audience to take your content and **present it after you leave?**

Do you have an abundance of content, many stakeholder points of view and **challenges deciding what should go in or be left out?**

Do you have great presenters who are being **let down by the quality of their presentations?**

LET'S CHAT

Read on for Masterclasses



THE ART OF STRATEGIC STORYTELLING

Ever wondered why some presentations captivate **while others leave your audience confused and overwhelmed?**

Discover the transformative power of strategic storytelling in our comprehensive Masterclass. Elevate your presentation skills to connect, engage, and achieve unparalleled success!

The Art of Storytelling Masterclass Features:

1

Storytelling Fundamentals

Uncover the magic behind storytelling, its immense power, and its application in business presentations

2

Universal Story Structure

Learn the foolproof one-story structure tailored for all business presentations.

3

Compelling Narrative

Craft narratives that resonate with your audience, making slide structuring a breeze

4

Simplicity in Design

Master the art of simplicity in both design and content delivery.

5

Proven Communication Frameworks

Learn how to implement proven frameworks to build persuasive communications

6

Memorable Ideas

Utilize storytelling techniques to make your ideas unforgettable and impactful.

MASTERCLASS 1

Transform Your Presentations and Achieve:

- **Confidence:** Articulate your ideas with confidence and conviction.
- **Influence:** Amplify your influence and leave an indelible mark.
- **Time Savings:** Streamline your deck creation process and save valuable time.
- **Effectiveness:** Land your message effectively on the first attempt.
- **Recall:** Facilitate easy understanding and recall of key points.
- **Enjoyment:** Boost your confidence and enjoyment in delivering impactful presentations.

AUDIENCE DISCOVERY

MASTERCLASS 2

Unlock the Power of Audience-Centric Communication.

Is Your Message Lost in the Sea of Generic Content?

When your audience isn't clear your message becomes generic, hoping something sticks. It's a high-risk strategy, a potential waste of everyone's time. But what if there's a game-changing workshop that shifts your perspective?

Transform Your Approach with Our Hands-On Workshop:

Key Takeaways:

- **Develop Audience Personas:** Create detailed personas guiding future communication strategies for key audiences.
- **Strategic Communication:** Craft messages that resonate, fostering engagement and action.
- **Elevate Your Approach:** Learn the power of relevance and emotion, transforming your communication game.

1

From Titles to Empathy

Move beyond identifying your audience by titles to understanding the essence of their roles, step into their shoes and feel what it is like to be them

3

Audience Awareness

Discover who your most valuable audiences are and how to tailor your message to their unique needs

5

Relevance and Emotion

Master the art of injecting relevance and emotion into your delivery.

2

Tailored Connection

Learn to connect with your audience on a personal level, making them feel like the message is crafted just for them

4

Flipping Communication

Shift from what you want to say to what your audience needs to hear for impactful communication.

6

Rational to Emotional Connections

Understand the shift from rational to emotional connections, creating lasting impressions

Design for Impact Masterclass - Unlock the Secrets of Impactful Slide Design.

In a world where presentations demand more than just applause, where your audience needs to stay connected long after you've left and not just be able to recall your key points but find that content too, slide design becomes a game-changer. Are your slides doing justice to your message, or is it getting lost in a sea of bullet points, generic templates and stock images?

Transform Your Slide Design with Our Masterclass:

1 Neuroscience-Informed Design

Unleash the power of neuroscience in slide design, ensuring your content is not just seen but retained.

2 1,2,3 of Slide Layout

Master the fundamentals of engaging slide layout, keeping your audience hooked.

3 Layering Mastery

Discover the art of layering content for increased understanding and effortless presentation.

4 Maximising Real Estate

Identify and leverage the most valuable parts of slide real estate effectively.

5 Virtual Presentation Prowess

Navigate the challenges and opportunities of virtual presentations, ensuring you never lose an online audience again.

6 Time-Saving Design Principles

Reduce time wasted on slides with simple yet highly effective design principles.

Key Takeaways:

Impactful Presentations: Elevate your presentations from good to unforgettable.

Recall Boost: Increase audience recall with neuroscience-backed design techniques.

Efficient Design: Streamline your design process, saving valuable time.

Virtual Engagement: Master the art of keeping your online audience captivated.



David Fish

David Fish is a globally recognised strategist, business leader and record-breaking pilot.

What makes Fishy and his approach unique is his ability to draw on a rich and diverse range of business and life experiences, a deep understanding of what makes us tick, engages and motivates us to take action, combined with an innate way of making sense of the complex.

His superpower is spotting patterns, connecting the dots and uncovering solutions that others don't see. He can see the picture on the box while others just see jigsaw pieces. A persuasive presenter and master facilitator, he can captivate a room, as well as guide groups to discover and co-create powerful, fresh ideas.

With over 25 years leading strategy, rising to become Chief Strategy Officer of a global agency group, he has seen it all sitting through thousands of sales presentations and seen great ideas, **important messages and great strategies fail to connect when the execution doesn't support the thinking.**



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