

Data With Soul: Telling Business Stories That Matter



goldsbrough



About the Speaker

Matthew Goldsbrough has been part of tiny start-ups, as well as organisations that led the world in their chosen market.

There isn't anything you can do in the life of a product or service that Matthew hasn't been involved in, from product development to marketing, selling and supporting products in the market place. Part of several mergers and acquisitions, he's experienced and controlled major company moves.

Matthew's passion is to help people perform better than they thought possible, and build their companies into ones that excel and are admired.

Presentation Synopsis

When talking about our businesses, why do so many of us have difficulty unleashing the storyteller that we naturally are?

Telling stories about our business – the best way of letting people understand and remember what we do – is so hard if we don't have a method, a way of telling stories which will be memorable.

After this presentation, you'll have an easy to remember way of telling people about what you do - the fundamental step in building new business relationships.

And you'll also learn how to get even more enjoyment out of the stories that other business people tell you.

Logistics

The presentation is 20 minutes long, and is suitable for up to a hundred people. Slides will be used. A good quality projection screen should be available. All other equipment will be brought by the speaker.