

**Hello,**  
you good  
thing



THANKS FOR POPPING BY

# I hear you have a problem

I need to be  
better at making  
**presentations**

I want to be better at  
**pitching and  
presenting**

I don't know what  
my brand should  
**look and act like**

I have disjointed comms  
and need to  
**streamline my  
messaging**



CLARIFY | CONNECT | COMPEL

## Sound familiar?

**Don't worry, you're not alone.**

These problems are so common, we've  
made a business out of solving them for

**ambitious leaders and teams**

OPTUS



ANZ



Westpac



Navia



Your logo  
belongs here

**Are you a mover & shaker**

READY TO MOVE THE NEEDLE?



HOW WE CAN SUPPORT YOU

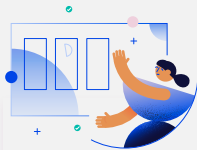
# It's tricky to work without the right tools and skills

Trust the professionals to help you save time, get clarity, upskill your team and **compel your audience.**



## MAKING PRESENTATIONS

Empower your team with the technical and creative know-how to develop inspiring, strategic presentations.



## PITCHING & PRESENTING

Improve your confidence when presenting and deliver strategic, story-led presentations to win over your audience.



## BRAND EXPERIENCE

Build a strong brand foundation and make memorable content with a visual and verbal toolkit.

## Why Persuaders?

We're the perfect blend of a  
Corporate Comms Consultancy  
& Creative Agency

### What does that mean?

We're masters in telling powerfully persuasive stories and relaying key messages in ways that resonate with audiences.

**More importantly,  
we'll help you do the same.**

# Narrative Finding

Build an engaging brand narrative to engage and compel your audience.

Participants will be challenged to rethink how they communicate about their brand, product or service, moving towards an impactful, customer-centric structure. We get the collective talking about what their customers care about.

**\$3,470**<sup>+GST</sup>

Half Day Workshop

UP TO 12 PEOPLE  
ONLINE OR  
IN-PERSON

## WHO THIS IS PERFECT FOR:

- **Companies and teams** who need to centre their messaging through various communications
- **Sales and Marketing teams** who need to align their brand messaging
- **Senior Leaders** who give presentations often and need to improve content structure



Very relevant. In my role, presentations to both internal and external audiences are regular. Having a framework to plan with has been super helpful.

**PARTICIPANT**  
**NSW TREASURY**



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## Workshop Outcomes



### Structure

Learn how to use a story-led framework to uncover your key message and drive your audience to act.



### USP

Gain an understanding of how to express your USP and value through narrative.



### Customer

Improve communications and persuade your audience by including their major drivers in your messaging.



# Level Up with Persuaders

## Tailored to your company



Sessions are **customised** to meet specific requirements and skill levels of your team.

## Advanced presentations skills



Learn **professional skills** to improve the way your business communications are developed, designed and delivered.

## Learn from experts



Sessions are led by **world-class facilitators** with a wealth of experience, and we'll carefully select the coach(es) we think are the best fit for your company.

## Real-time feedback



Work through specific challenges, practice and receive **real-time feedback** from industry experts.



# What happens now?

## It's as simple as:

1. Call (02) 8985 9499 or email [hello@persuaders.co](mailto:hello@persuaders.co) to find out more about the courses.
2. Let's find a solution that works for you.
3. You'll receive a quote for the official sign off and we'll kick off your Persuader Training!

