

The ultimate experience for business leaders ready to Inspire and Connect  
with Powerful Narrative

## A Story Worth Telling...

Wednesday 13<sup>th</sup> April, Wilton's Music Hall, London

Combining the creative genius of actor and author, **Bob Cryer** and the expert guidance of leadership coach, **Tracy Bertran**, MU offers you a unique opportunity to create your own leadership stories and then bring them to life in a truly inspirational setting, **Wilton's Music Hall**.

Where better to learn how to craft your story and narrate it. As the world's oldest surviving Music Hall, Wilton's is full of stories – the perfect backdrop to feed your imagination and practice sharing your story.



### Tell me more....

Stories are the simplest, most effective, most powerful and most memorable way to reach the hearts and minds of others. By the end of the day you will have:

- ✓ Generated convincing and coherent stories that connect **hearts and minds**
- ✓ Determined which stories to build on and which to let go of
- ✓ Created your authentic and **compelling** story that is rooted in reality
- ✓ Created emotional **connections** that make actions and ideas seem "real"
- ✓ Made your story come alive
- ✓ Told your story to maximum effect in an way that engages and **inspires** an audience

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### This day is for you if you want to...

- ✓ Present, relevant, well delivered stories that create connections and **resonate** longer than power points and bullet points
- ✓ Build deeper **relationships**
- ✓ Engage others in a shared **vision** or purpose
- ✓ Encourage collaboration
- ✓ Spark change
- ✓ **Galvanise** a team

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## Meet the team



Bob Cryer, actor and writer with over 20 years' experience in the entertainment industry. He has worked for the BBC, Sky, ITV and Radio 4 and worked with brands like Vodaphone, Guinness, VW, Toyota and Strongbow. Check Bob out and connect with him...

[www.bobcryer.com](http://www.bobcryer.com)



Tracy Bertran, leadership development programme facilitator and executive coach. She has worked recently with leaders and their teams in Ageas, Drambuie and Teva Pharmaceuticals. Check Tracy out and connect with her...



## The Detail

- ✓ Wednesday 13<sup>th</sup> April 2016
- ✓ 10am – 4pm
- ✓ Wilton's Music Hall, Graces Alley, London E1 8JB <http://wiltons.org.uk/visit>
- ✓ Delegate rate - £395 + VAT
- ✓ Refreshments and scrumptious lunch included

To find out more or book your place: call **Tracy Bertran** on

01403 752267

or email her at

[tracy.bertran@mankindunlimited.com](mailto:tracy.bertran@mankindunlimited.com)

or visit

[www.mankindunlimited.com](http://www.mankindunlimited.com)

Want to tailor your own team or company storytelling event? Contact us, we'd love to help.