



About Andrew Thorp

Andrew Thorp is an award-winning speaker, trainer and consultant in the field of business storytelling. He works with senior leaders, sales people and other professionals to improve their communication and influencing skills - a kind of 'Verbal PR'.

Initially working as a speaker and presentation skills trainer, Andrew moved into the storytelling arena to help business people say something more interesting about their organisation and make a real connection with their audience.





WHO, WHY, WHAT?

Who - Andrew typically works with highly skilled, technically-trained professionals who want to develop their ability to connect with, and persuade, others - during pitches and in conversation.

Why - technical experts often struggle with the 'curse of knowledge', finding it hard to simplify things or omit unnecessary information.

What - Andrew helps them develop the skill and confidence to adapt their message, build a library of material and hone the interpersonal skills needed to sell themselves to their audience.

FACTS TELL, STORIES SELL!

2 SCENARIOS

1) Pre-Prepared Presentations (PPP)

Deliver a compelling pitch through a planned, rehearsed presentation (often with slides).

2) Spontaneous Speaking Situations (SSS)

A fancy term for more conversational scenarios like networking encounters or meetings.

Improvisation required!

Have a better story to tell (material), weave it into a talk or conversation and create that magical connection!



What we mean by storytelling (and how it helps)

Package a message

Think of storytelling as a way to efficiently and effectively package a message. It might come in the form of a presentation, case study, suggestion, anecdote, metaphor, model or infographic.

Persuade (win hearts and minds)

People buy on emotion rather than pure logic. The storytelling approach helps you deliver information in a way that also moves people to act. Ask Andrew about Logos, Ethos and Pathos!

Stand out

Most business communication is dry and utterly forgettable. If you can inform, inspire and even entertain you'll be in a select group of people who are persuasive in a natural and non-salesy way.



Photo by Thom Milkovic on Unsplash



DELIVERY

Andrew offers a range of services which can be delivered either in person or virtually.

Please contact Andrew direct for details of fees and delivery mode.

Training

Usually, a one or two-day workshop on a topic such as 'Storytelling as an Influencing Skill'. Virtual sessions can be shorter.

Typical group size 12-24.

Coaching

Most commonly, a package of 6 sessions (75 mins each) and spaced 2-3 weeks apart.

Focus on communication skills needs as identified and agreed with the individual.

Speaking

For a conference, seminar or other occasion, either as a speaker, facilitator or event host (MC).

Online course

Andrew's online storytelling course comprises 5 hours of video covering 14 modules. Study at home or office in your own time.

See next panel for details.

Click [HERE](#) to view the course

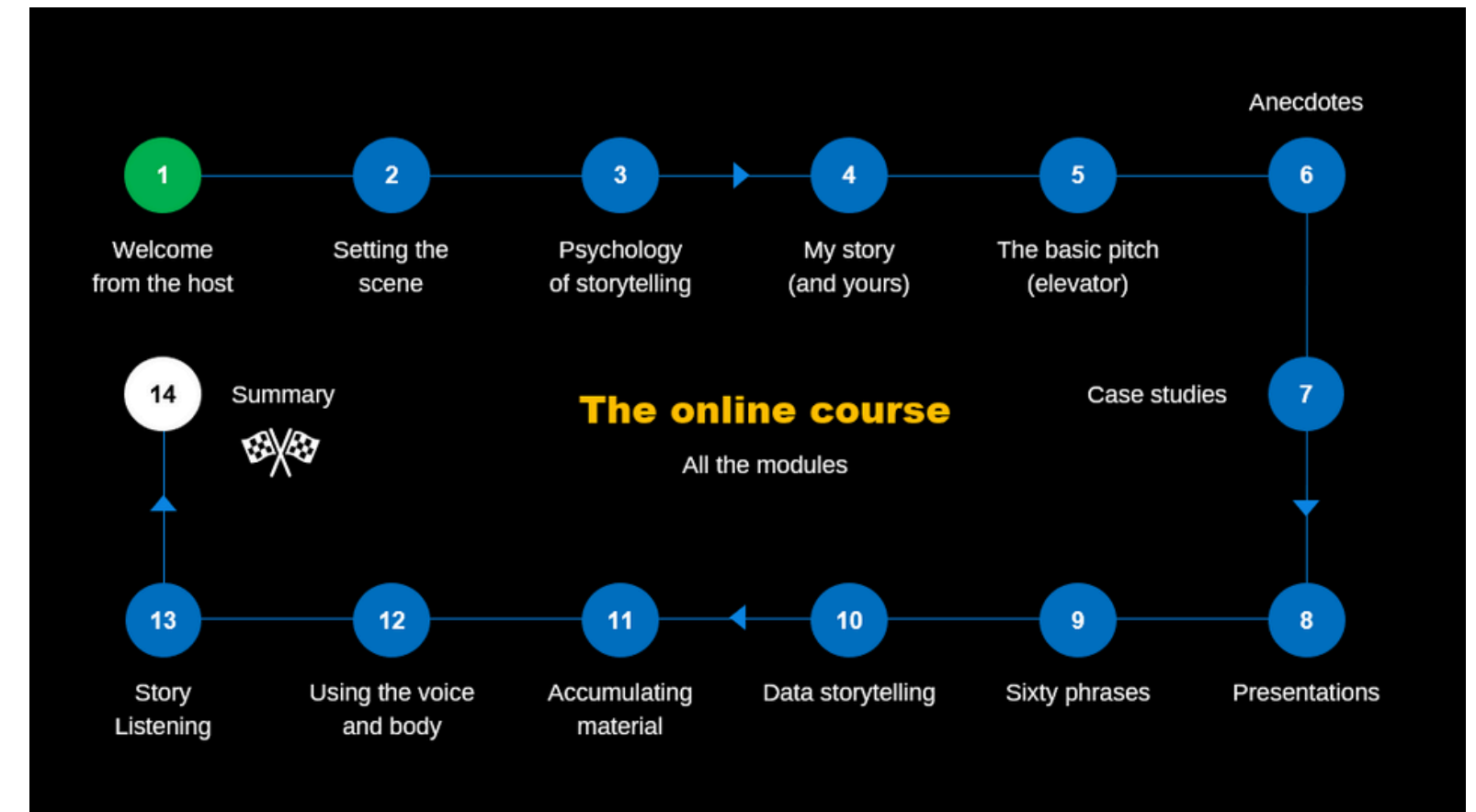
APPLIED STORYTELLING

the online course

Learn how to frame a message that truly lands with your audience.

5 hours of pre-recorded video so you can study in your own time and go more deeply into topics you find most relevant. Allow 3 months to complete the course (not too fast, not too slow!).

Ask Andrew how he can support you throughout.



14 modules • 39 lessons • 5 hours

Templates, Exercises, Analyses, Models

Testimonials

Sarah-Jane Loveday
Head of Comms, FIND (Geneva)

Andrew is a skilful and extremely personable storytelling trainer who not only delivers high-quality workshops but also does it with lots of fun and energy.

Steve Connolly
MD, Poole Dick Consultancy

Andrew has fundamentally changed the way we tell our business story. It has helped us win new clients and it's transforming our culture on the inside too.

PwC Conference Delegate
Copenhagen

Easily the best course I had all week. Not only was Andrew...an excellent instructor...his energy in a way captivated us for the whole day.

Kirsty James
TEDx Warrington Curator

If ever there was a prize for someone who could boost your personal development, intellect and storytelling skills, then Andrew would surely be one of the strongest contenders I know.



ABOUT ANDREW

Andrew is an award-winning speaker, trainer and consultant specialising in the field of business storytelling. Based in North West England but working internationally, his clients include PwC, The European Parliament, ING, plus a range of UK SMEs and professional consultants.

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