



Story and Strategy Ltd

Communications Training and
Coaching

Who we are



1

An independent consultancy focused on helping tech-driven businesses communicate effectively, build reputation and drive growth

2

Over 25 years of experience gained in-house, in specialist consultancies and with global communications agencies

3

Client experience includes fast-moving innovators, market and sector specialists as well as many of the biggest technology players



The Need for Communications Coaching



Today's corporate communicators

- Need to communicate more frequently and across more channels
- They need to deliver complex messages in ways that resonate with diverse and increasingly sceptical audiences
- In a highly contested and often emotional environment



To stand-out they need to deliver clear, engaging and authentic stories, consistently across all channels

- They need to spend time creating effective narratives
- To rehearse their delivery in different contexts
- Be confident of their story and in themselves
- And, be flexible to meet developing situations, evolving stories and changing priorities

We create bespoke engagements to help individuals and teams meet these challenges and communicate successfully

Course Types

Media Training

Overview of media and how journalists work
Different types of media interview and how to prepare for them
Developing an interview mindset and controlling an interview
Handling difficult questions
Two practice interviews, filmed with direct feedback
Can include journalist interviewer if desired

Delivering With Impact

Focusing on the outcome
Knowing your audience
Getting the right style and substance
Structuring communications
Clarity of language
Using the space, using your voice



Story and Strategy

Personal Narrative Development

Building your personal story
Leveraging corporate messages
Phasing the story over time
Adding emotion and personality
Creating executive comms campaigns

Event Preparation

Focused preparation ahead of major events
Kick-offs, meetings or select committees
Script writing
Q&A development
Dress rehearsals
Specific event requirements

Examples of work



SONY

Executive coaching to hone messages and delivery before major industry events



Media training of spokespeople from across EMEA. Over 100 individuals trained.



I worked directly with the secretary general of ICTQatar, the state's IT development agency to develop personal narrative and coach on delivery.

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Preparing senior team for robust questioning by government committee.

Please call or email for further details

About the trainer

Ben Maynard MPRCA, FRSA

- Ben has 25+ years of experience working with senior business leaders in the tech sector
- He has trained and coached CEOs, Founders, Sales Leaders, Ministers, UN officials and World Trade Organization delegates
- Ben combines deep knowledge of the technology sector and understanding of how the media works, with experience of countless interviews, presentations and speeches
- He quickly builds rapport and trust with senior executives to enable honest dialogue and productive communications coaching sessions
- Ben also has a network of contacts who can assist with specific training sessions, for example current journalists and political experts





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