

YOUR STORY *is* **YOUR STRATEGY**



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Leadership is the art of
inspiring others to make
a story come true.

STRATEGY
IS THAT
STORY.





WHAT IS LIFE ASKING FROM YOU?

In love, leadership, and the chaotic adventure called life, we find ourselves face-to-face with some major existential questions: "Who are you?" and "What do you want?"

These questions have haunted the minds of CEOs, leaders, and founders, leaving them in the middle of an epic narrative crisis. But in the pursuit of answers, there's another brutal question that screams for attention: "Why should I care?"

We all live in the stories inside our heads. These stories are like massive, wild arenas where we play out our roles, both in our personal lives and our careers. They are fables that run deep within our psyches, shaping our behaviour and guiding our choices. The real kicker is this: Who's writing your story?

You?

Or is some twisted puppeteer, past script or parent pulling your strings?

THE BIG IDEA

In "Your Story Is Your Strategy," I invite you to dive headfirst into the life-changing world of personal narratives, transformative ideas, and visionary leadership. Brace yourself for a mind-bending exploration of how our inner stories hold incredible power over our beliefs, actions, and ultimately, our destinies.

Here's the big idea: the story we tell ourselves, the narrative we construct about who we are and what we're capable of, is the cornerstone of our strategy and potential for success.

I'll guide you through my process, revealing how I help my clients shed light on their true selves and unlock personal growth. It's time to reflect on the narratives we've unknowingly embraced, break free from the chains of their limitations, and pen a brand-new, empowering story that relaunches the next and best version of ourselves.



You know what excites me?

The possibility that these transformative ideas can launch CEOs into the stratosphere of world-class leadership. So prepare to feast on a smorgasbord of real-life stories and mind-blowing examples, as I explain how a conscious and purposeful shift in self-perception can unleash a leader's ability to ignite their team, adapt to the ever-changing avalanche of challenges, and drive massive organizational growth.

By diving deep into the abyss of personal narrative, I'll show you how founders can wield their stories like a superpower, crafting a vision that fires up their teams, injecting belief and confidence into their organizations, and rallying all the damn stakeholders toward a glorious shared mission. With a mix of heart-wrenching anecdotes and practical exercises, this offers leaders a simple roadmap to transform their self-perception, amplify their impact, and forge legacies that'll make business history.



SaaS 2.0: Storytelling as a Service

In my wild journey as an expat executive creative director across Asia, I've had the privilege of rubbing shoulders with countless C-suite superstars over the past three decades. As a creative ally, I've had some seriously up-close and personal experiences with these high-flyers in cities like Hong Kong, Singapore, Tokyo, Bangkok, and Sydney. But here's the juicy part: I've uncovered some mind-blowing advertising principles that, when applied, can transform lives and careers.

And it all boils down to one profound idea:

Your Story Is Your Strategy.

I've channelled this wisdom to help CEOs, leaders, and top-tier creatives to distil their expertise, experience, and ego into a kickass positioning that propels them to new heights.

In business and in life, the best story wins. It's like a double-act performance, simultaneously personal and professional. It's the intricate dance between your authentic self and the role you play, crafting intimate identities for yourself while weaving strategic narratives for your company.

Deep within the heart of every CEO lies a rich tapestry of experiences and beliefs — a personal treasure trove that molds their very identity. These scripts shape their worldview, fuel their values, and guide their approach to leadership. They're their compass, their North Star, helping them navigate the treacherous waters of business challenges.

But hold on, because the leader's narrative role goes beyond the personal realm. It seeps into the professional landscape, where

they must conjure up a compelling vision for their organization. This story paints a vivid picture of the future — it articulates the company's trajectory, its role in the grand scheme of things, and how it will guide its customers toward that visionary future.

When you combine the personal and the professional, the delicate interplay between narrative identity and strategic narrative lies at the very core of effective leadership. This book unravels the raw power of these dual narratives, taking you on a deep dive into how CEOs can harness them to inspire, motivate, and lead with an unwavering sense of purpose. So, if you're ready to bridge the narrative gap between where you currently stand and where you want to go next, it's time to own your story and transform it into your ultimate strategy.

APPROACH

Right now,
I bet you've got three burning questions
swirling in your mind.

Why this?

Why me?

And why now?

The New Dark Age: Why Mentorship Matters



Let's address the last one first. Let's take a look at the times that we are in. We're smack dab in the middle of what looks like the cusp of a new Dark Age—something the financial markets have dubbed the Poly Crisis. Everything is so different from the way it was pre-Covid. It's a hot mess of complex challenges, from wars in Europe, geopolitical chaos, and economic instability to multiple pandemics, cultural divides, and seismic societal shifts.

As a result, leaders find themselves navigating uncharted territories, devoid of reference points, historical precedents, or emotional support. I have spoken to enough leaders to hear about the sleepless nights as they navigate the challenges and uncertainties of the technology industry, from the relentless fear of market disruption to the constant battle for top talent, fear of a disruptive technology or competitor emerging and rendering their business obsolete or significantly impacting their market share.

Then there's the talent drain, cybersecurity and data breaches, hacking incidents, cyber-attacks that could compromise customer data, reputation, and trust. Then there's cash flow constraints, limited access to funding, or uncertain revenue streams and that old industry ogre, regulatory compliance. Add in customer churn with worries about losing key clients, failing to meet customer expectations, or being unable to retain a loyal customer base, and you'll see why there's no better time to look for a veteran empathetic mentor, ready to step into your corner and coach you to success.

SUPERCHARGE YOUR STORY

It's almost as if the only person you can truly count on is you. But what if you're not even sure about yourself? Well, my friend, the answer lies in harnessing the power of your story.

At the core of personal reliability lies the raw energy of your personal narrative. Your story isn't just some expression of your identity; it's the foundation on which your success is built. It encapsulates your beliefs, experiences, and dreams. By truly understanding and leveraging the potency of that story you gain a monumental advantage in navigating the treacherous waters during this "winter of our discontent."

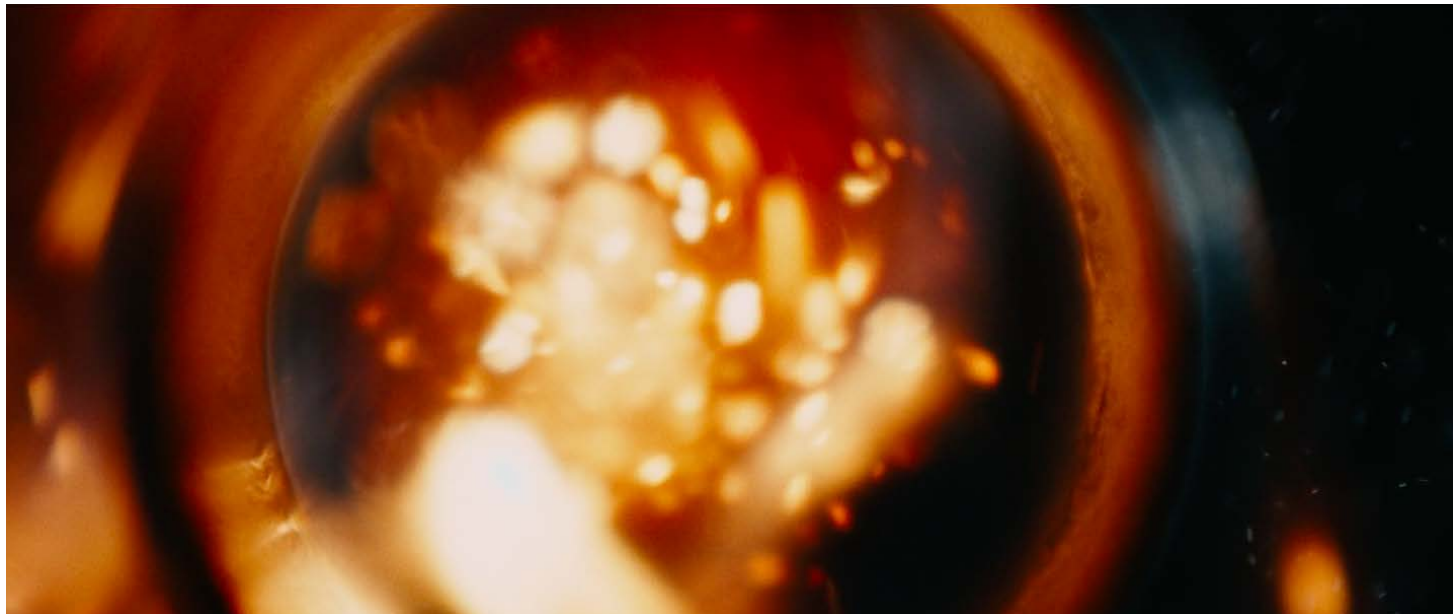
1. Authenticity and Resilience:



Crafting and honing your story allows you to cultivate authenticity—a rare quality that enables you to lead with unwavering integrity and inspire unshakable trust in your team and stakeholders. When the shit hits the fan, authenticity becomes a beacon of stability, anchoring organisations in the face of uncertainty. Embracing your story empowers you to fortify your resilience, adapt to the ever-changing circumstances, and emerge from adversity stronger than ever.

2. Vision and Inspiration:

Your story serves as the blueprint for your vision. It helps you articulate a compelling narrative that rallies your team around a shared purpose, empowering them to weather storms and seize mind-blowing opportunities. A powerful story sets fire to passion, creating a sense of belonging and fuelling a collective drive toward unbridled success.



3. Agility and Innovation:

Amidst the chaotic swirl of business today, CEOs must navigate rapid shifts and seize emerging possibilities. Your story acts as a guide, enabling you to spot new paths, challenge the status quo, and embrace breakthrough innovation. It fuels your creativity and gives you the confidence to make bold decisions, leading your organization into uncharted territories like a true badass.

4. Influence and Impact:

In these divided times, effective leadership demands the ability to bridge gaps and foster collaboration. Your story is a potent tool for building connections, allowing you to relate to diverse perspectives and inspire others to unite behind a shared purpose. By harnessing the power of your narrative, you can cultivate mind-blowing influence and drive transformative change.

Through my guidance, CEOs can unveil their authentic voices, amplify their influence, and craft narratives that resonate with their teams and stakeholders. My creative direction and expertise in leadership storytelling equips them with the skills to conquer the challenges of these times, turning adversity into a opportunity and securing long-term success. It's time to unleash the full force of your storytelling prowess and rock the world.

Let's make
some serious
transformation
happen and start
with your guide
on this path...





MY JOURNEY. YOUR EDGE.



In the beginning, I was your typical hot shot copywriter; a hired gun in the world of advertising. My superpower has always been distilling complex brand communications into slick 30-second spots. I relished my title as an Executive Creative Director, strutting my stuff in agencies like JWT and BBDO. But deep down, I knew that the value of creativity was dwindling in an increasingly digital, data-driven world ruled by accountants.

The realization hit me like a ton of bricks—I couldn't rely on creativity alone to stay relevant and thrive. I needed to master the art of management and fuse creativity with strategy. So, I embarked on a quest for knowledge, pursuing an MBA at the Australian Business School in Melbourne making strategy and creative a double-edged sword.



Great Ideas Need Landing Gear As Well As Wings

As I continued to evolve, something magical happened. My strategic skills made me better at pitching so I could sell more work. After an enviable agency run, I pivoted to become the world's go-to expert in TV commercial pitches, ranked as #1 TVC pitch specialist on Google for A-list directors. With my prowess in advertising, branding, and positioning, I churned out thousands of scripts and treatments for TV commercials and scooped up more than 100 international awards.

But that's not the end of the story. The more successful I became professionally, the more my personal life spiralled into disaster.

My journey of recovery from cocaine addiction taught me invaluable lessons about transformation. Now approaching 12 years drug, alcohol and nicotine free, I discovered the transformative power of simple spiritual principles applied consistently over time.

This profound experience equipped me with the ability to hold space for life-altering changes— an asset that proves indispensable when working with CEOs and founders.

Jetting across the globe to serve clients in the US, Europe, Australia, Asia, and South America, I immersed myself in local mixed martial arts gyms and attended various 12-step meetings. These endeavours expanded my perspectives on life, deepened my resilience, and added new layers to my understanding of life and strategy.

The moment of enlightenment struck me like a lightning bolt when I realized how my unique experiences shaped my work. The lessons learned from my own 180° transformation, my strategic and creative direction, and my background in recovery all contributed to my distinctive approach as a creative director and leadership storyteller.



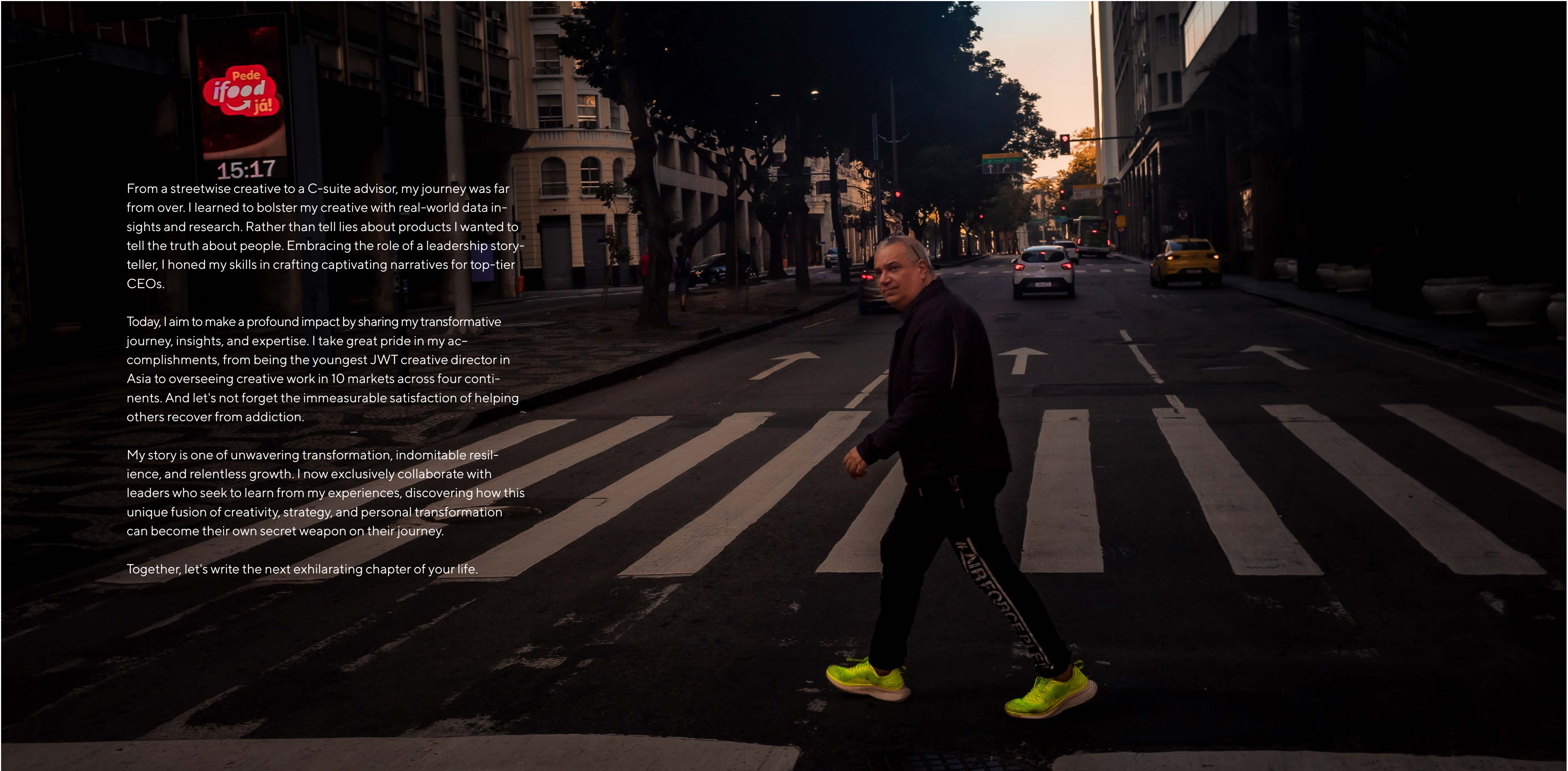


From a streetwise creative to a C-suite advisor, my journey was far from over. I learned to bolster my creative with real-world data insights and research. Rather than tell lies about products I wanted to tell the truth about people. Embracing the role of a leadership storyteller, I honed my skills in crafting captivating narratives for top-tier CEOs.

Today, I aim to make a profound impact by sharing my transformative journey, insights, and expertise. I take great pride in my accomplishments, from being the youngest JWT creative director in Asia to overseeing creative work in 10 markets across four continents. And let's not forget the immeasurable satisfaction of helping others recover from addiction.

My story is one of unwavering transformation, indomitable resilience, and relentless growth. I now exclusively collaborate with leaders who seek to learn from my experiences, discovering how this unique fusion of creativity, strategy, and personal transformation can become their own secret weapon on their journey.

Together, let's write the next exhilarating chapter of your life.

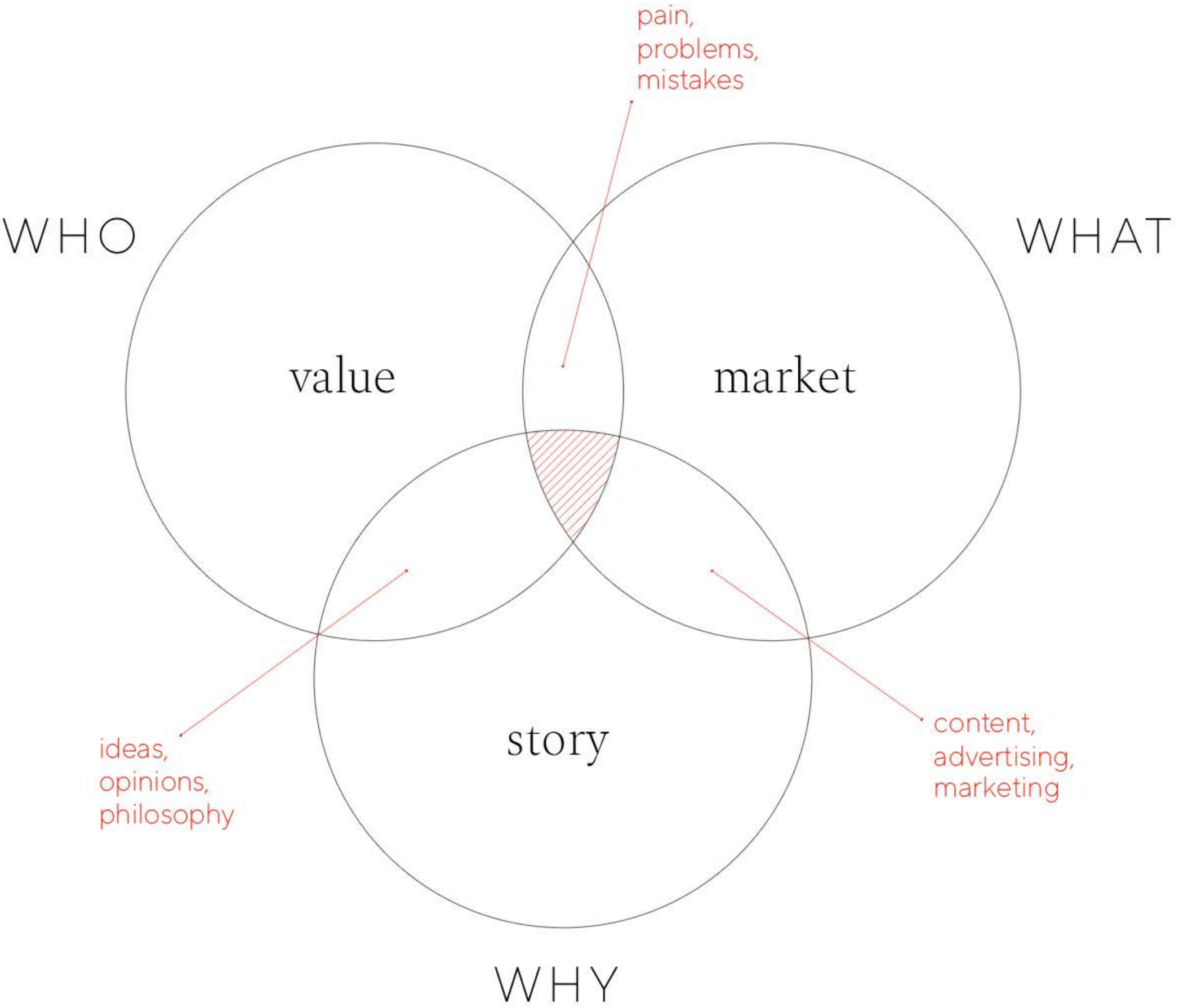


HOW IT WORKS

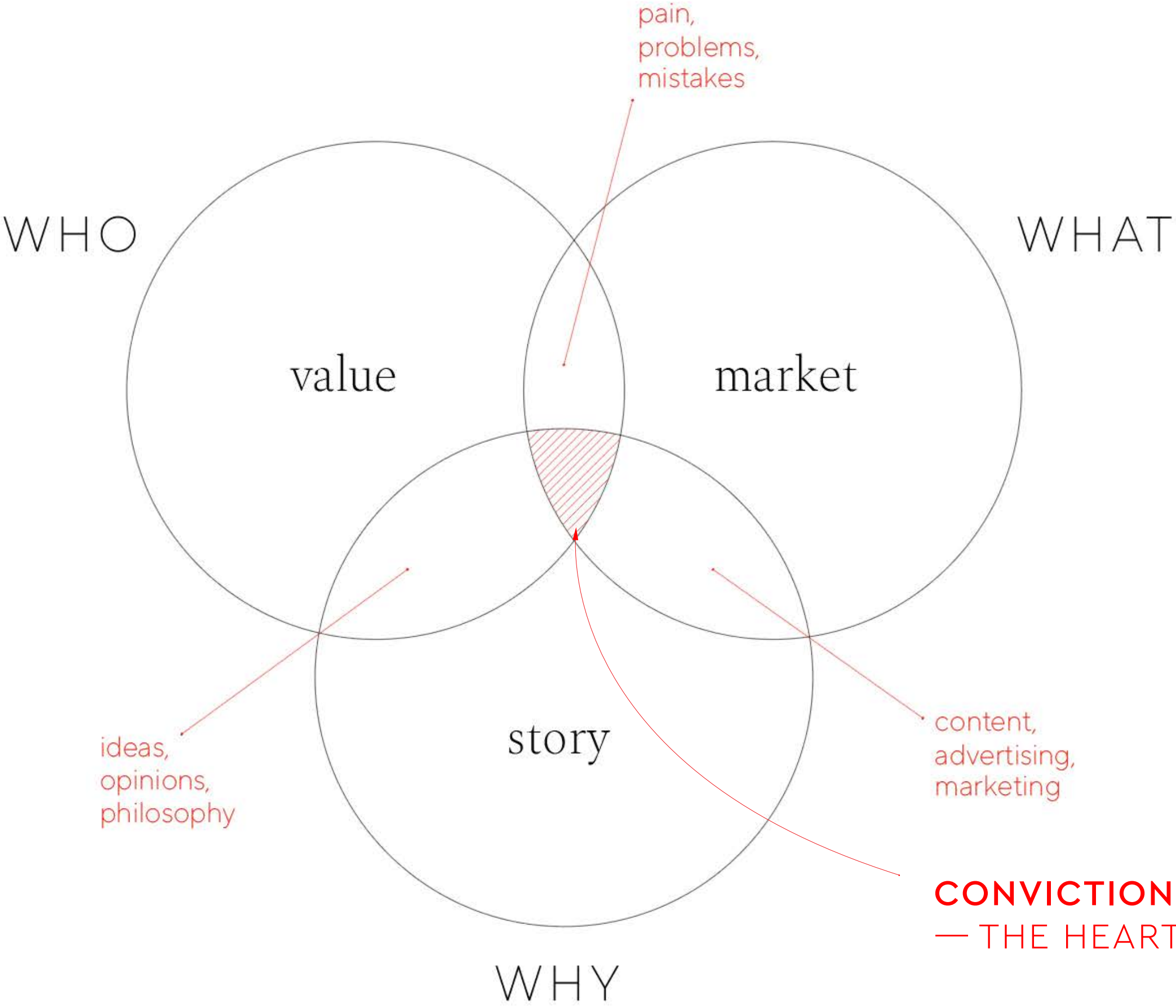
Let me break it down for you in a way that will make your head spin –in a good way. Picture a market/story/value model that I like to call the Holy Trinity.

It's not just any old fusion of business strategy and personal development; it's a transformative model that will blow your mind. This model is your ultimate guide to crafting captivating conversion stories. It combines the elements of identity, market, and narrative in a mesmerizing interplay, like an Venn diagram on steroids. And right at the heart of this intersection lies what I like to call the 'Holy Grail'... the Conversion Story.

TRINITY MODEL



TRINITY MODEL



First up in this mind-bending model is 'Value.' We're talking about the existential question here—"Who are you?" In our one-on-one sessions, we embark on a deep-dive exploration into your very core, unlocking the power of your identity. This expansion is crucial because you can't outperform your identity... your performance is only as strong as the boundaries of who you think you are. In other words, this phase offers you a golden opportunity to amplify your leadership persona, widening your sphere of influence as a leader and founder.

Next, we dive headfirst into the 'Market' circle, answering the all-important question—"What do you want?" And what we all want in business is legions of customers queueing up with credit cards out to buy our stuff. This is where the spotlight shifts to analyzing your target market, or what I like to call your Ideal Customer Profile (ICP). Pay close attention now because effective marketing involves identifying your 'addicts' aka the faithful and those who absolutely need to be won over. In this phase, we take the identity work from the Value circle and apply it to develop a killer product-market fit with your ICP.

Last, but definitely not least, we arrive at the 'Story' circle—the element that weaves everything together into an epic narrative. This step brings together the identity work from the Value circle with insights from the Market circle, crafting a strategic narrative that will leave minds blown and jaws dropped.

But wait, there's more! Although this model might seem linear, the intersections between these circles hold a treasure trove of insights. The overlap between 'Value' and 'Market' leads to a deeper understanding of the problems, pain points, and mistakes your target market faces, while also shedding light on the 'promised land' they long for. The intersection of 'Story' and 'Market' offers insights into the future of content, advertising, and marketing that will make your competitors sweat. And let's not forget the overlap of 'Value' and 'Story,' where we unveil the dominant ideas, opinions, and philosophies that define you and your company.

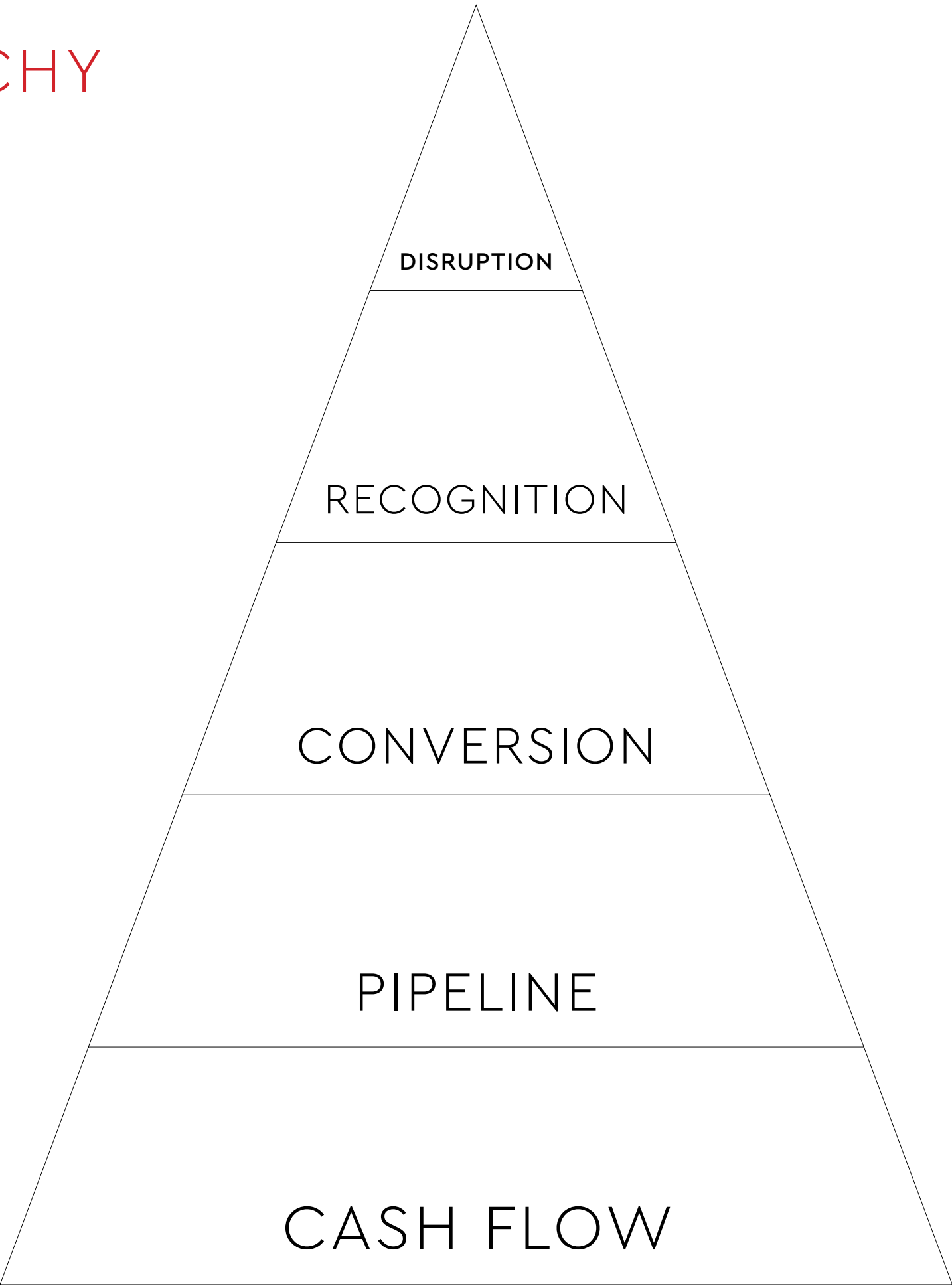
In a nutshell, the Holy Trinity Model isn't a standard method; it's an eye-opening journey that amplifies your leadership persona, fine-tunes your market strategies, and crafts narratives that will leave people begging for more. It's a powerful framework that fuels both personal growth and business strategy, taking you from confusion to clarity and confidence then onto conviction.

The CEO Hierarchy of Needs:

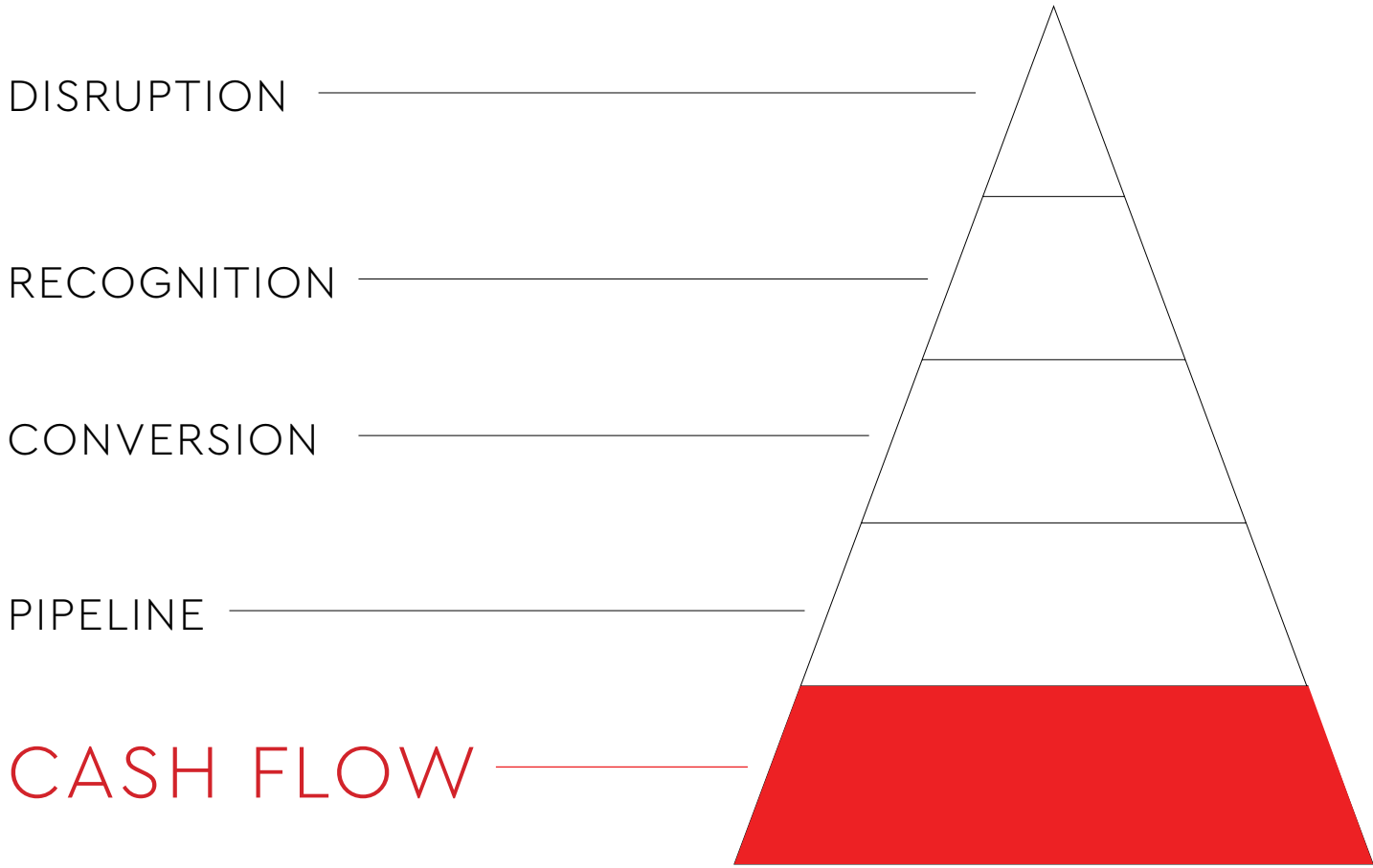
HIERARCHY MODEL

Every company embarks on a one-of-a-kind journey, much like climbing Maslow's hierarchy of needs. Just as humans have a ladder of needs that drive their motivations and behaviors, CEOs have a similar ladder to ascend. This ladder stretches from the basic operational necessities to the audacious pursuit of legacy building. Let's break it down, shall we?

CEO'S HIERARCHY OF NEEDS



CEO'S HIERARCHY OF NEEDS



LEVEL 1: Cash Flow The Lifeline

In Maslow's hierarchy, the first step encompasses physiological needs—the bare essentials required for survival. In the corporate world, this translates directly to Cash Flow. It's the vital lifeblood of an organization, enabling survival and setting the groundwork for future growth. Regardless of the industry or sector, cash is king. And until you establish regular cash flow the emotional state is CHAOS.

LEVEL 2:

Sales Pipeline

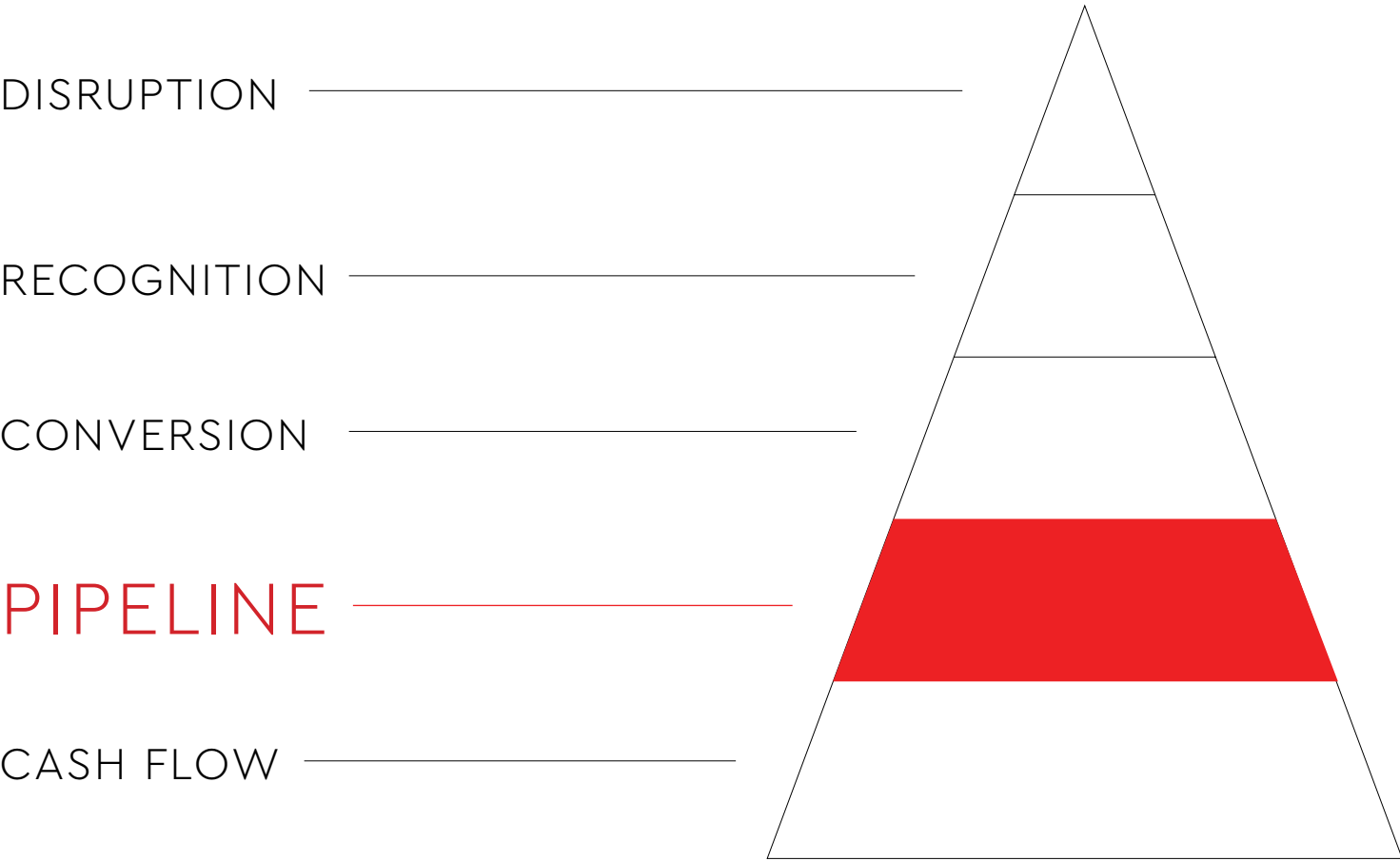
The Assurance

Alright, now that we've got that cash flow steady, it's time to move on to the Sales Pipeline—the safety net in our CEO's hierarchy. This level is all about mirroring Maslow's need for security and safety.

Picture a robust pipeline stretching out before you, pumping and pulsating with deals, prospects and opportunities. This bad boy signifies a future of healthy revenue, gives you peace of mind, and lays

the groundwork for expansion and diversification. It's the assurance you need to keep the wheels turning and the profits rolling in. The system is now working but not perfectly which means you often find yourself in CONFUSION.

CEO'S HIERARCHY OF NEEDS



CEO'S
HIERARCHY
OF NEEDS



LEVEL 3:
Conversion Story The Engine

As we ascend to the next level, we stumble upon a unique layer in our CEO's hierarchy – the Conversion Story. This layer taps into the human need for meaning, belonging and love. Just like we crave a sense of belonging in our personal lives, businesses hunger for a compelling conversion story that brings everyone together and ignites their passion.

It's the narrative that fuels the entire company, aligning sales, marketing, and the company culture with one badass unified vision. Think of it as the engine that powers your well-oiled machine, propelling the organization towards a common goal. When your Conversion Story is on point, there's no stopping you. It's like love at first sale, baby! Now we're cooking with gas, and for the first time you're seeing with CLARITY.

LEVEL 4:

Recognition

The Esteem

Alright ladies and gentlemen, we're nearing the pinnacle of the pyramid, reaching the level of Recognition — akin to Maslow's need for esteem and respect.

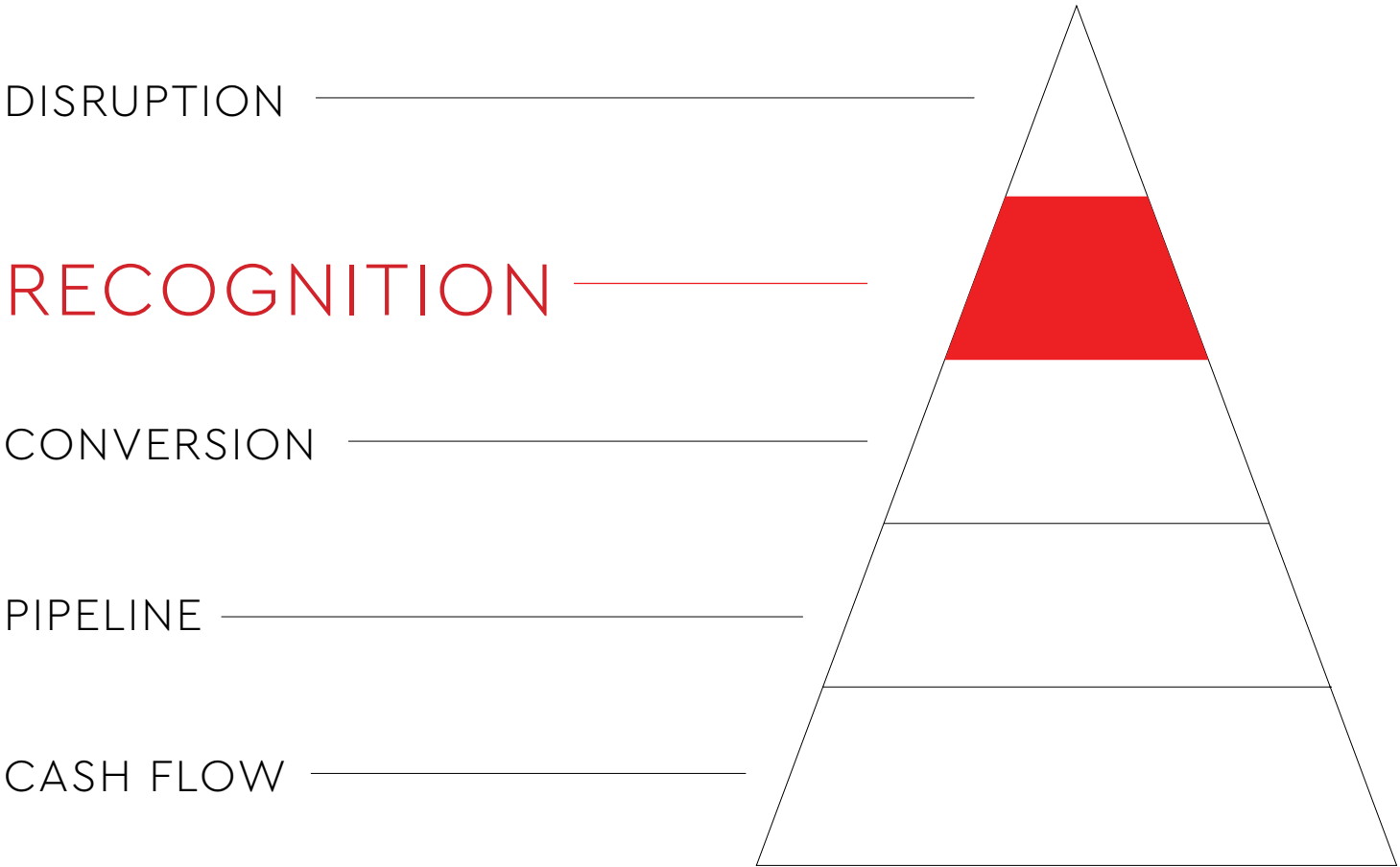
This is where things get real juicy. A strong Conversion Story leads to a vibrant brand image that sets your business apart from the competition, generates trust within your customer base, and gives you a voice that echoes throughout the market.

It's the kind of esteem that businesses lust after, the kind that can turn startups into bona fide market leaders. When you've got that brand recognition locked down, you become a force to be reckoned with. People see you, they admire you, and they damn well want to be a part of what you're doing. The serotonin is pumping, your dopamine is dancing and you're moving forward with CONFIDENCE.

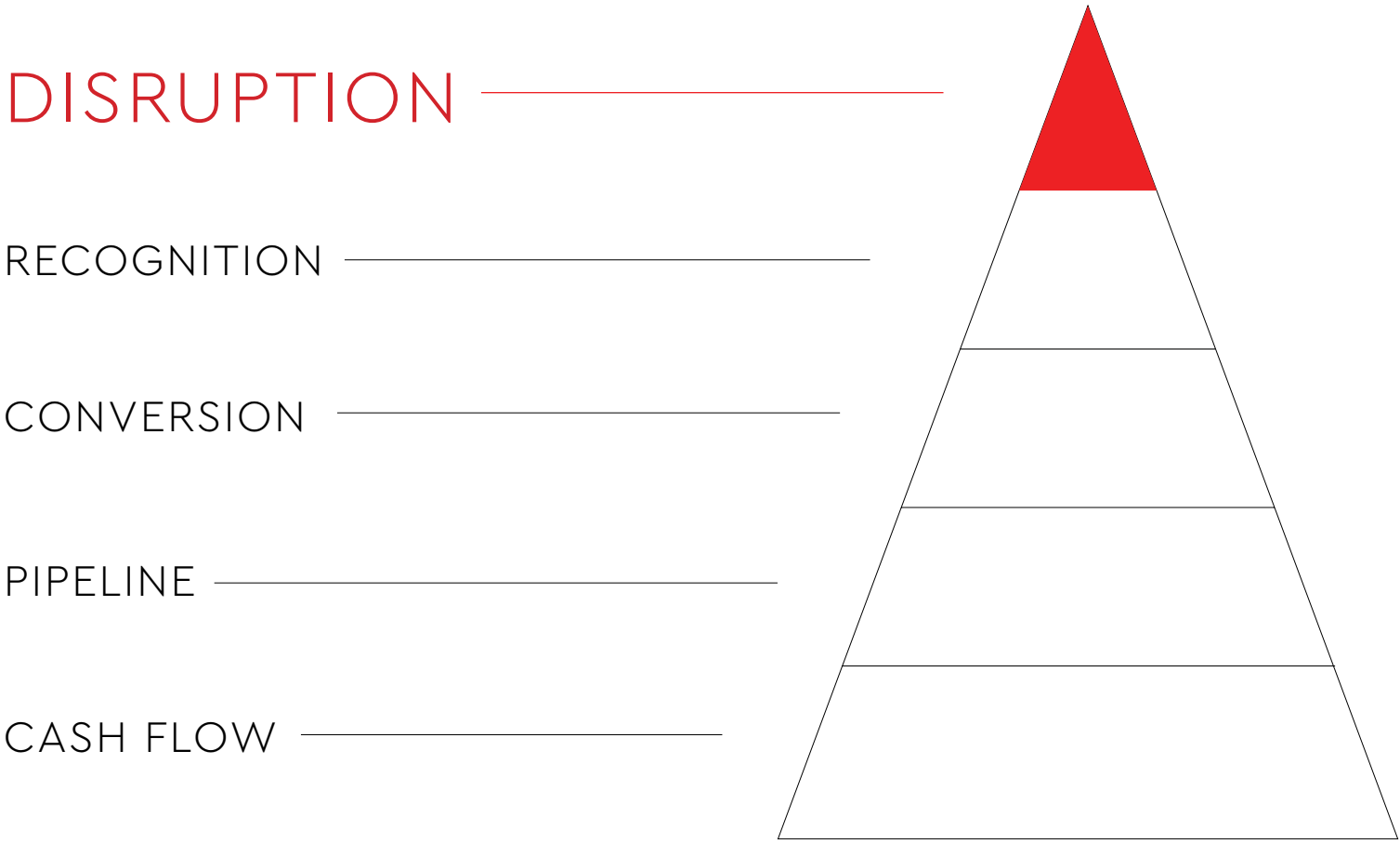
CEO'S

HIERARCHY

OF NEEDS



CEO'S
HIERARCHY
OF NEEDS



LEVEL 5:
Disruption

The Actualization

And now, we've reached the pinnacle—the top of the pyramid: The Actualization. This level is like Maslow's concept of self-actualization for companies. It's the stage where you're not just surviving, but damn well thriving. You're the badass disruptor in your industry, shaking things up, innovating like there's no tomorrow, and changing the very landscape of the market as you have the miraculous power of conviction.

You have the miraculous power of CONVICTION!

This is where you unleash your full potential and create impact that ripples far and wide. Market disruption is the name of the game, my dears, and it's your time to shine brighter than the damn sun. It's the promised land, where things get truly epic.

You have CONVICTION!

A person in silhouette stands in a large arena, looking towards a bright, glowing light source in the distance, surrounded by many smaller lights.

WHAT'S YOUR STORY?



Closing The Narrative Gap

Understanding and progressing through this hierarchy gives CEOs a roadmap—a roadmap that will guide you through the challenges and opportunities that come your way. It offers a holistic perspective of your company's growth journey, highlighting the importance of each stage in the process of building a successful and impactful enterprise. So buckle up, because this journey is about to take you places you never even dreamed.

During the story phase, we lean heavily into creating a powerful strategic narrative for your company. That’s simply a flash way of describing a future, the role your company will play in it and how they will prosper there. This came from Silicon Valley but it’s an easy and intuitive way of making a powerful and persuasive case quickly and efficiently.





STORY DESIGN

Unleashing the Strategic Narrative: How You Fit In The Future

YOUR STORY IS YOUR STRATEGY | PAUL REGAN



Forget all that nonsense about equity and inclusiveness... in business today, only the bold and visionary triumph. Enter the strategic narrative — a game-changing framework that captivates audiences, propels companies to greatness, and leaves competitors in the dust. Popularized by the genius of Andy Raskin from Silicon Valley, this approach has swept the tech realm, and ad agencies are finally catching up. So, let's dig deep into the guts of this remarkable model.

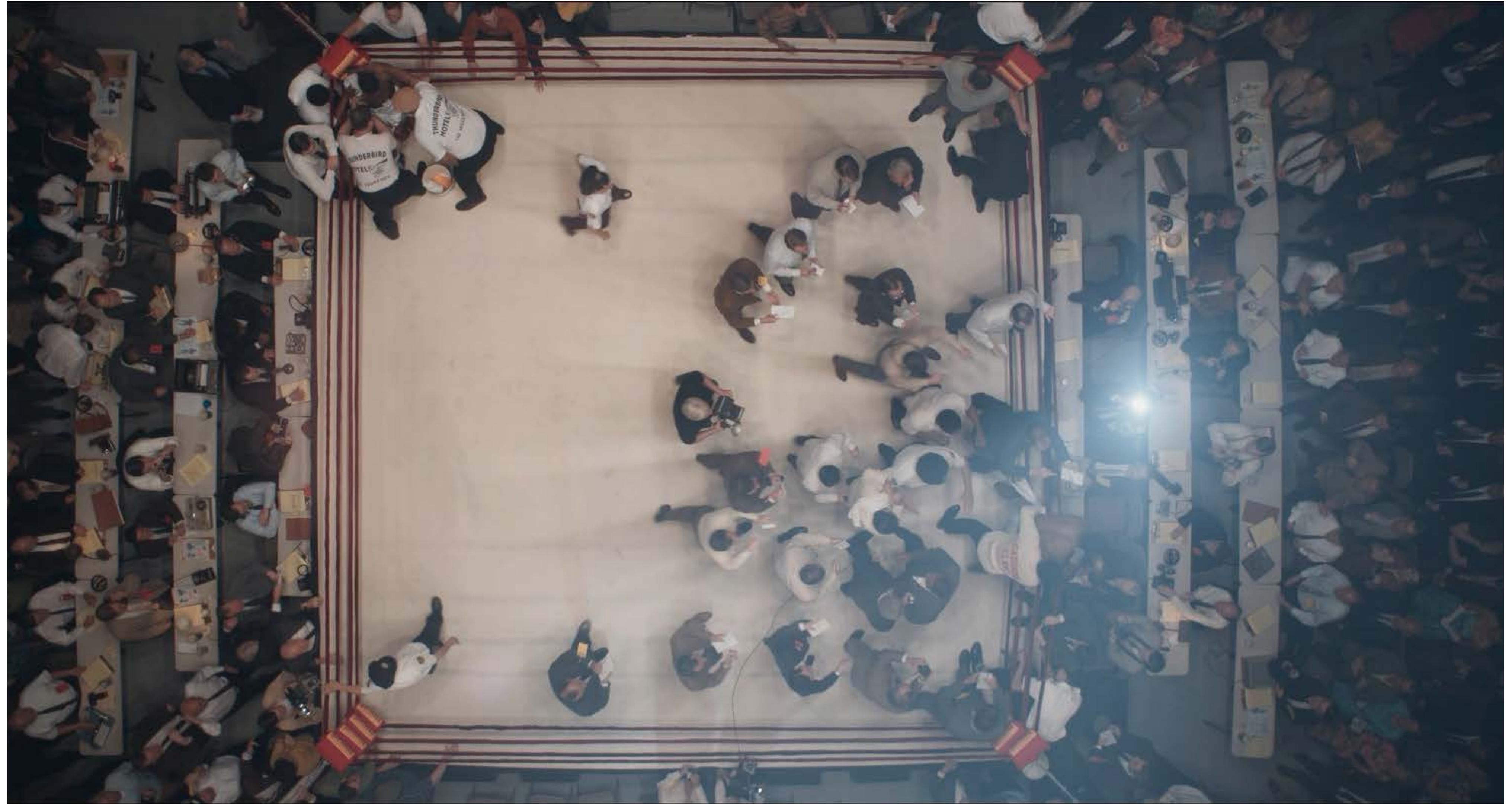


1. THE BIG CHANGE

Winter is coming! Grab the audience's attention by naming a seismic shift that will shake industries to their very core. The strategic narrative begins by boldly naming and embracing this cataclysmic transformation. Whether it's disruptive technologies, shifting consumer behaviors, or radical market trends, we grab hold of this change and proclaim it from the mountaintops.

2. THE STAKES

It's vital to demonstrate that in this high-stakes game, there are winners and losers, you either adapt or perish. Reveal the stakes involved, leaving no room for mediocrity or hesitation. Picture the vast rewards awaiting those who conquer the challenges posed by the big change, contrasted sharply with the abyss of failure for those who cling to outdated notions. This is the moment where champions emerge and mere mortals cower.



3. THE ENEMY

Every hero needs a villain, and in our strategic narrative, we confront the enemy head-on. These nefarious foes are the archaic practices, antiquated mindsets, and formidable barriers obstructing progress.

We pinpoint these adversaries and vow to crush them beneath our iron will. This is the call to arms, where warriors unite to vanquish the enemies that stand in our path.



4. THE PROMISED LAND



Behold the Promised Land, my friends—a glorious vision of the future where we reign supreme. It's a utopia of success, where the big change has taken place and the enemy has been conquered, and our company basks in unparalleled triumph. Through vivid descriptions and unwavering conviction, we paint this dream into reality, lighting a fire within every soul who yearns for greatness.



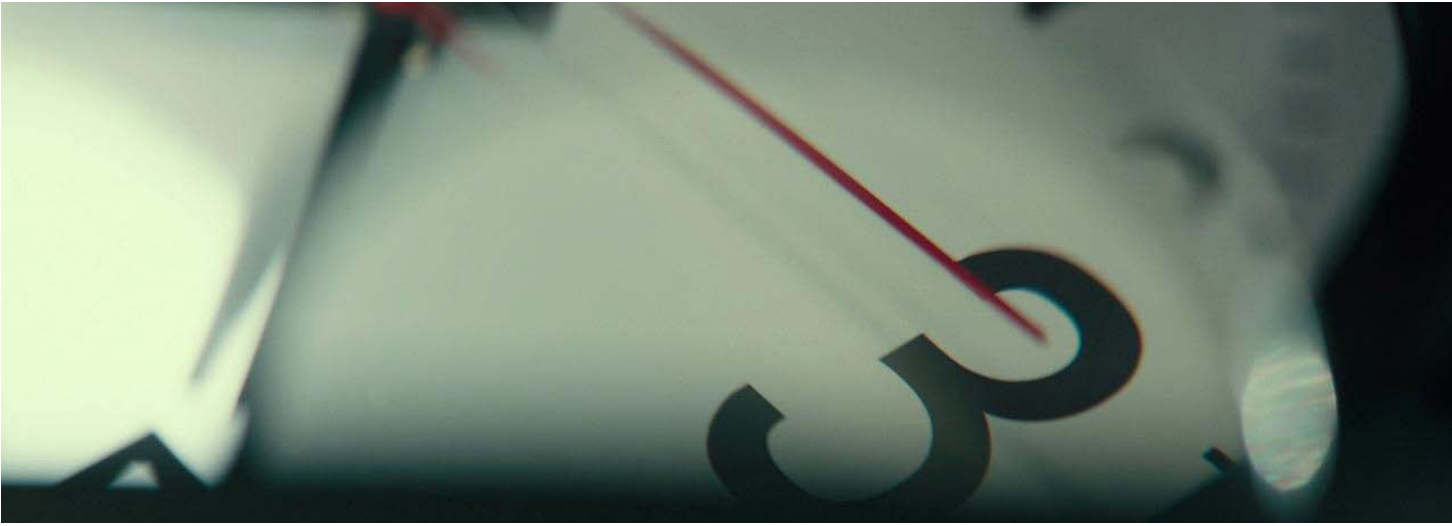
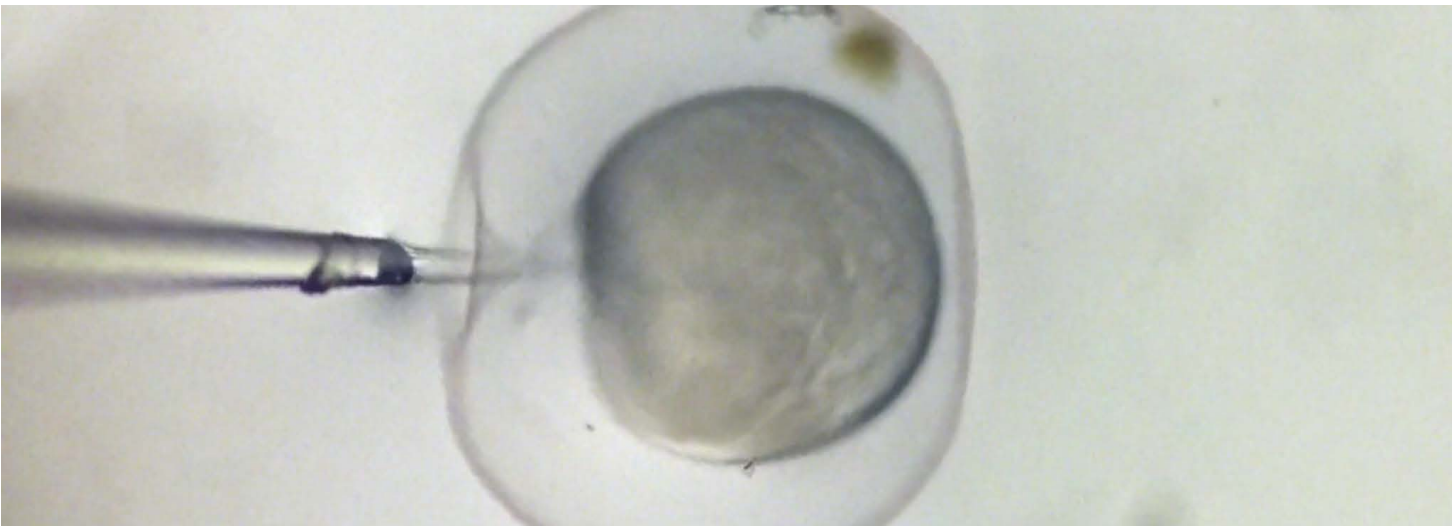
5. THE MAGIC GIFT

But how do we make the treacherous journey from here to the Promised Land? Fear not, for we possess the magic gift — an extraordinary solution, product, or service that paves the way. This enchanted offering possesses features and benefits that defy logic, propelling our customers beyond the barriers and into the realms of victory. It's the secret weapon that sets us apart from the feeble masses.



6. THE PROOF

Now, skeptics may scoff, doubting the validity of our grand narrative. But we silence the naysayers with a resounding roar of proof and evidence. Case studies, success stories, testimonials — these are the weapons we wield to demonstrate that our strategic narrative isn't just idle chatter. It's a potent force that has already ushered countless others towards triumph. The doubters shall bow before the undeniable proof of our supremacy!



THE BEST STORY WINS

Ladies and gentlemen, prepare yourselves for the revolutionary power of the strategic narrative. It's a weapon that cuts through the noise, ignites passion, and propels companies to glorious heights. So, embrace the stages — naming the big change, daring to grasp the stakes, confronting the enemies, envisioning the Promised Land, unveiling the magic gift, and brandishing the proof. With this extraordinary blueprint, we shall conquer all and etch our names in the annals of business legends. Let the strategic narrative revolution begin!

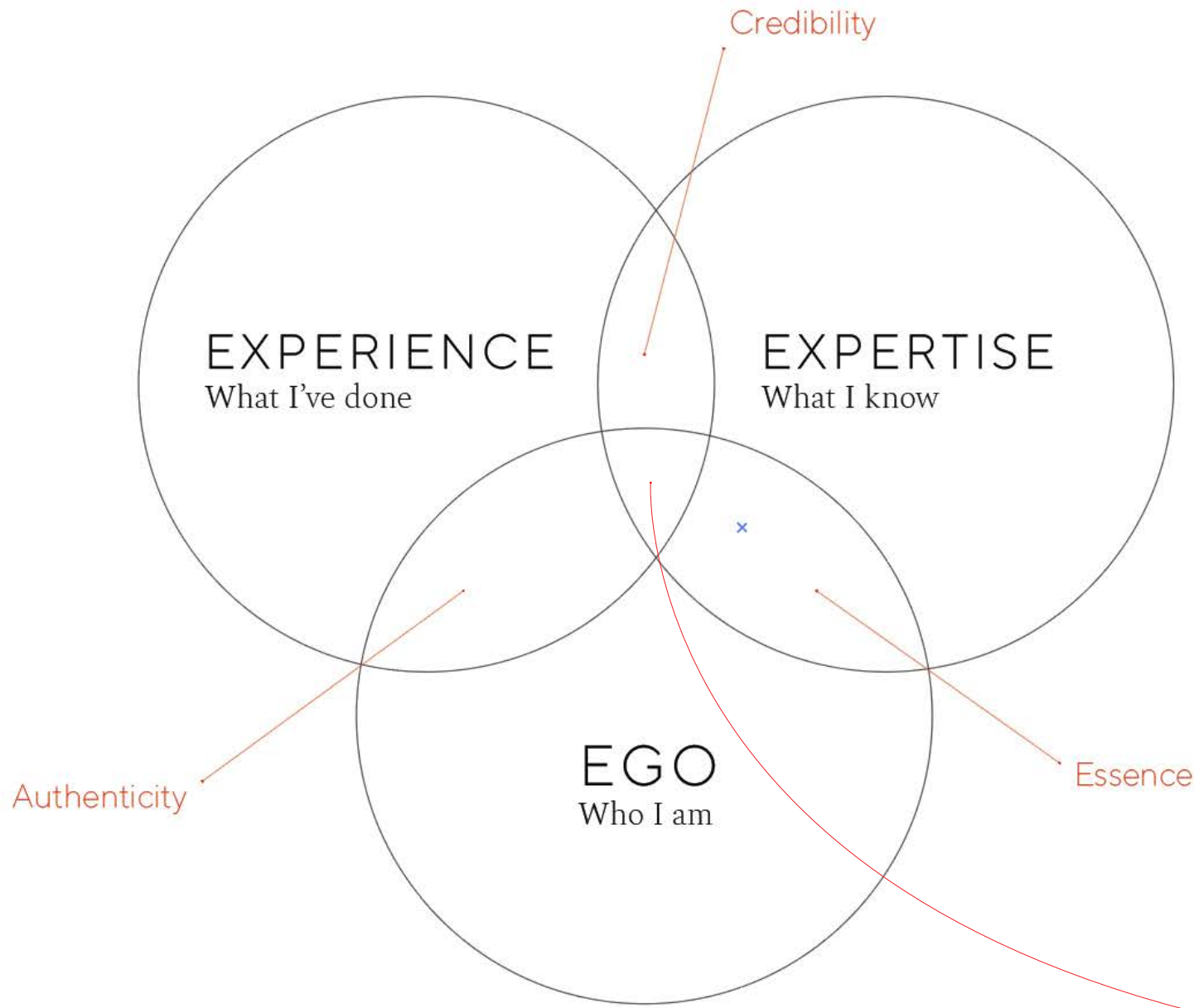


A MODEL FOR CREATING CONVICTION

Unleashing Your Conviction:
Revealing Your
Narrative Identity

Drawing from my recovery experience, this a powerful model to help leaders, founders, and CEOs uncover their creative DNA. My approach centers around a dynamic Venn diagram comprising three interconnected circles: Experience, Expertise, and Ego.

At the heart of this diagram lies Conviction—the driving force that fuels your narrative. By exploring the overlaps within these circles, we will explore your Essence, Authenticity and Credibility to weave a compelling and authentic story.



Conviction is the heart of
the Conversion Story

UNDERSTANDING THE MODEL

Let's delve into the Venn diagram and explore its components:

1. Experience (What I've Done)

This circle encapsulates the breadth of your life experiences, both personal and professional. It encompasses your unique journey, challenges overcome, accomplishments, and lessons learned. We look into your diverse experiences, extracting valuable insights to shape your narrative identity.

2. Expertise (What I Know)

In this circle, we explore your domain knowledge, skills, and expertise. It encompasses your education, professional training, and years of honing your craft. We uncover the depth of knowledge you possess and examine how it aligns with your experiences.

3. Ego (Who I Am)

The Ego circle represents your self-perception, values, and aspirations. It reflects how you perceive yourself and how you wish to be seen by others. By introspectively exploring your ego, we gain a deeper understanding of your authentic self and identify areas for personal growth and alignment.

CREATING CONVICTION

At the intersection of the three circles, Conviction takes center stage.

Let's examine the key overlaps within the diagram:

1. Experience and Expertise (Credibility)

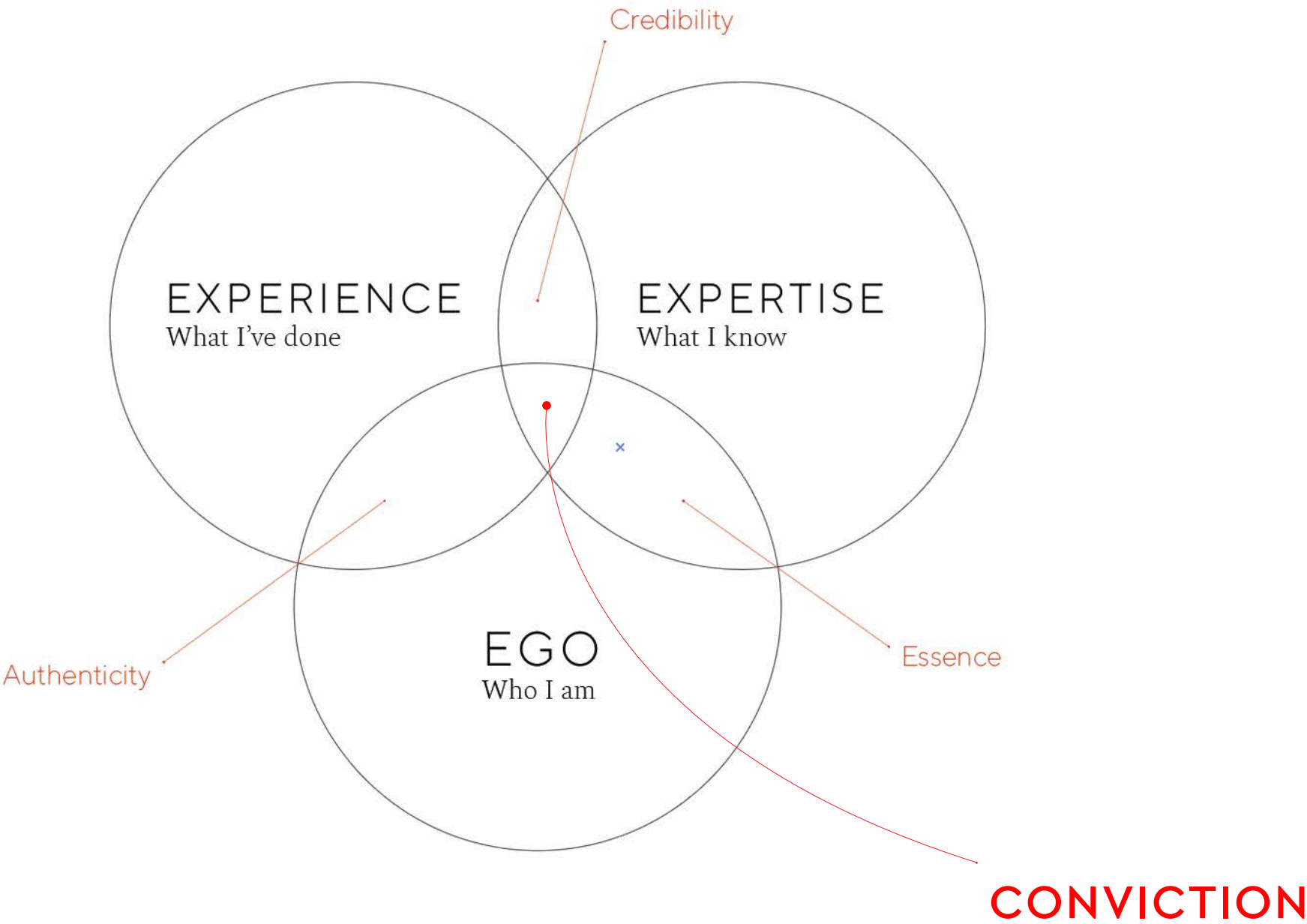
The overlap between Experience and Expertise gives rise to Credibility. It represents the harmonious integration of your hands-on involvement and deep knowledge in a specific domain. Credibility establishes trust and respect, positioning you as an authority in your field.

2. Expertise and Ego (Authenticity)

When Expertise intersects with Ego, it leads to Authenticity. This overlap showcases the alignment between your core values, beliefs, and your specialized knowledge. Authenticity enables you to genuinely connect with others and build meaningful relationships. .

3. Ego and Experience (Essence)

At the heart of the diagram, the overlap between Ego and Experience reveals your Essence—the true core of your narrative identity. This intersection represents the fusion of your self-perception, values, aspirations, and the transformative experiences that have shaped you. Your Essence embodies the authentic expression of who you are and what you stand for.



THE PROCESS

1. Initial Consultation:

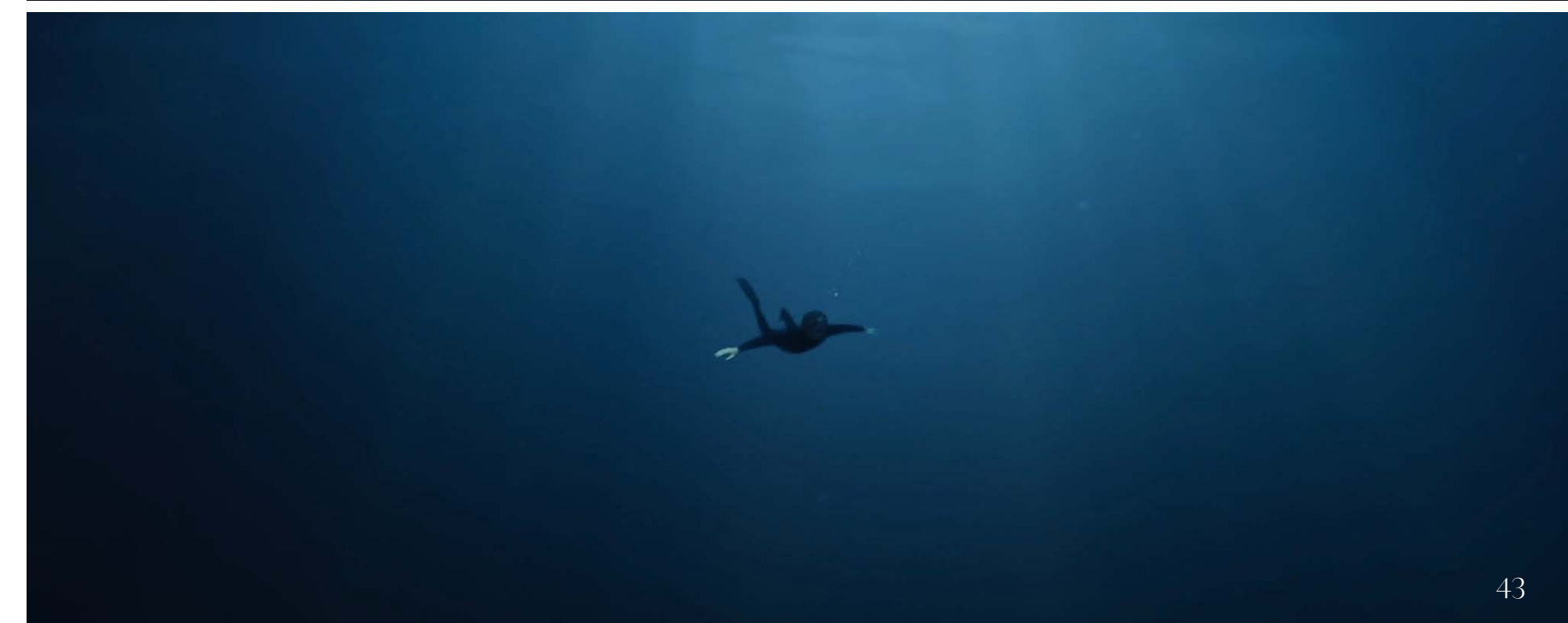
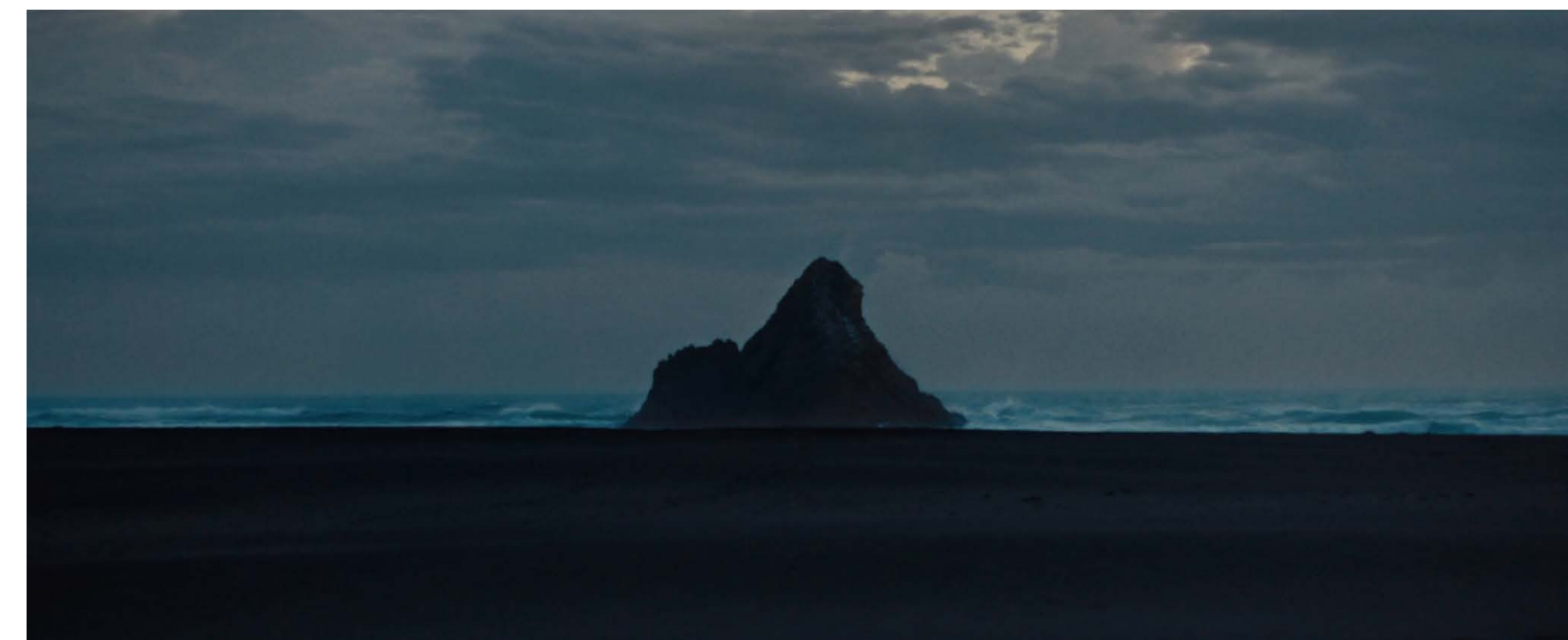
Whether in-person or over Zoom, I provide a supportive environment for you to share your story. I actively listen as you reflect on your experiences, explore your expertise, and delve into your identity. And follow-up sessions we tracked through your ideal client persona, target market, current strategy and business philosophy.



2. Deep Dive:



Through guided conversations, we dive deep into your experiences, helping you uncover pivotal moments, challenges, and significant achievements. We also explore your expertise, gaining insights into the unique knowledge and skills you possess.





Together, we analyze the overlaps within the various models that have been described here and any others that may apply.

My experience as a 12-step sponsor means that I can take a highly intuitive approach through this, creating a powerful emotional reality for you to explore ideas about yourself and your company in a completely new way. Through self-reflection, you gain clarity on your strengths, values, and aspirations, ensuring alignment with your narrative identity.

3. Self-Reflection and Analysis:

4. Unveiling Your Conviction:

With a comprehensive understanding of your experience, expertise, and ego, we collaboratively unveil your Conviction — the driving force behind your strategic narrative. This process reveals the unwavering passion, clarity, and determination that empowers you to make a meaningful decision.

DELIVERABLE

All throughout the process I have listened, taken notes, and thought deeply about all that's been said. It's my job to put them all together and deliver the first draft of a killer sales deck that incorporates your leadership persona into a powerful and compelling strategic narrative for your company. This is the Conversion Story brought to life. I then share this with you and we collaborate on it until it matches your vision perfectly. .

A man in a dark suit stands with his back to the camera, looking at a large, vertical digital screen. The screen displays a person in a white lab coat, possibly a doctor or scientist. The setting is a large, modern, brightly lit space with a polished floor that reflects the light. The overall atmosphere is professional and futuristic.

Let me introduce you
to some of my former clients,
employers and mentors from afar...

Sir Martin Sorrel

My first boss.
Advertising mogul, founder of WPP,
influential figure in the marketing industry.

Breakfast with Vader.

Sir Martin Sorrell, aka The Dark Lord aka 6/21 and founder of the world's largest advertising-and-marketing holding company WPP, once said, "I will stay here until they shoot me!"

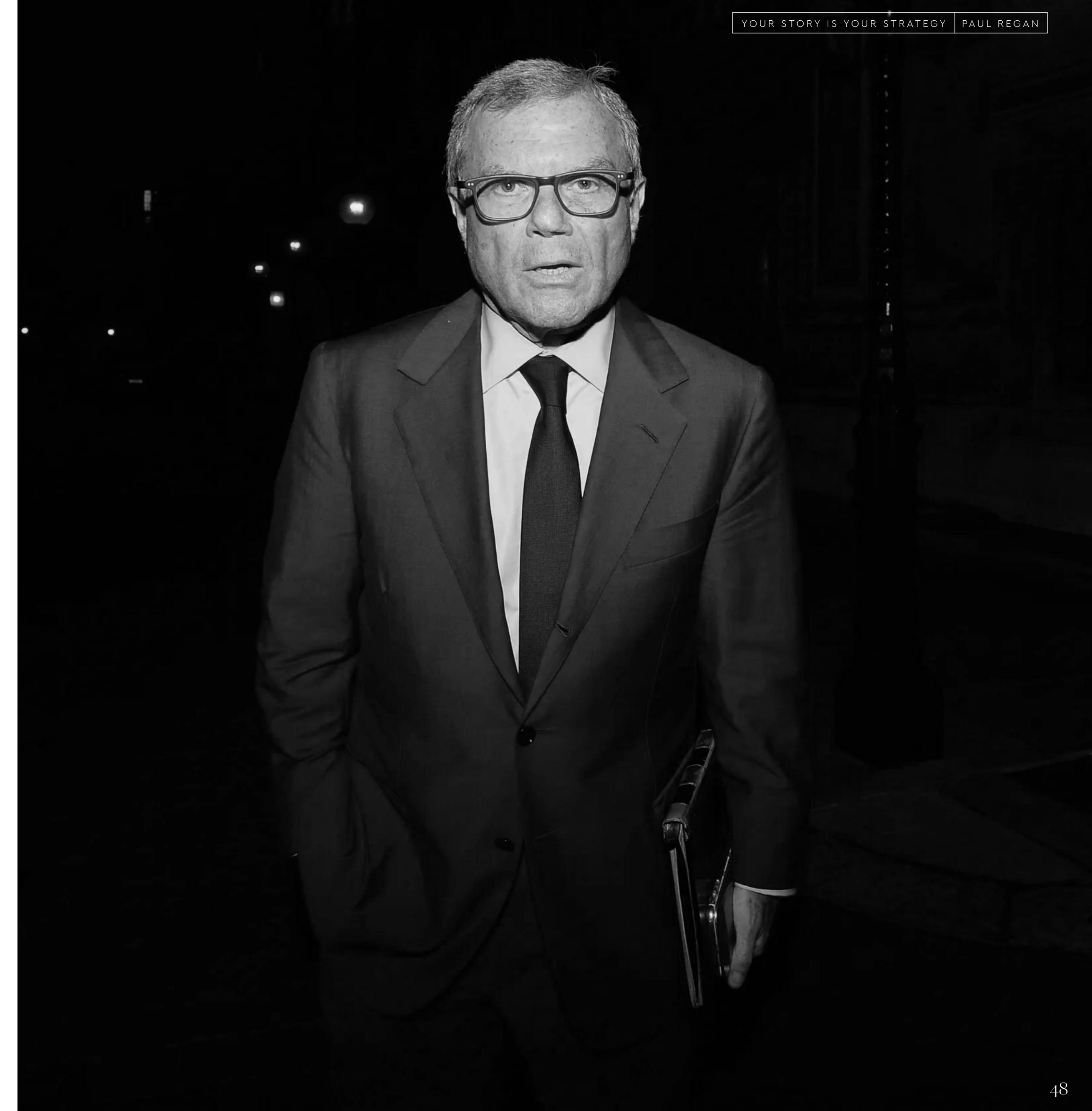
I think very fondly of my first master at JWT. I work for him twice, first as creative director of Indonesia and then in Hong Kong. He pulls the best interview stunt ever. You go down to breakfast to meet him at 7 am at the Grand Hyatt Regency. After some small talk, the waiter comes and asks you what you want for breakfast. You say, "Oh, I'd like the Eggs Benedict. No, make it the Eggs Royale with a glass of grapefruit juice – a little bit of crushed ice and a double espresso please." The waiter then turns to your overlord and asks for his order, and he will say, "a Perrier."

I never underestimated him or dismissed him as a suit, money man, or bean counter like many of the creative crew did. He was incredibly bright, endlessly curious, and remarkably knowledgeable. We both hailed from Jewish parts of London, so banter was easy, and I always found him utterly charming. It gave me quite a chuckle to see JWT country heads hyperventilate in terror upon learning of a 'surprise' visit. It really was like Darth Vader checking up on the progress of the Death Star.

In the glamorous polished marble portals of the advertising world, Sorrell was the apex predator. A disruptor amidst an established order. Armed with unyielding determination and an unwavering spirit, he embarked on a journey that would forever change the game.

But let's not forget the roots from which Sorrell sprouted. Picture a young and ambitious entrepreneur, fresh-faced and hungry for success, in the midst of an industry dominated by established players. With the audacity of a maverick and the cunning of a fox, he joined forces with the enigmatic Saatchi brothers, Maurice and Charles.

After his success with the Saatchi empire, he ventured into uncharted territories, acquiring companies with the hunger of a very peckish Great White. His strategic approach transformed WPP into a global powerhouse. Sorrell's calculated risks paid off, as he orchestrated hostile takeovers of major agencies such as J. Walter Thompson, Ogilvy & Mather, Young & Rubicam, and Grey, propelling WPP to its current industry-leading position.



Sir Martin Sorrel



"Strategy is execution and execution is strategy."

One aspect I particularly admire is how he handled criticism from shareholders, including Boris Johnson, the former mayor of London, who criticized his hefty paychecks—£43 million in 2014 and £70.4 million in 2015, making him the highest-compensated executive in England. Sir Martin declared, “I have been behaving as an owner, rather than as a ‘highly paid manager.’ If that is so, mea culpa. I thought that was the object of the exercise, to behave like an owner and entrepreneur and not a bureaucrat.”

However, fate threw him a curveball, and he was ousted from WPP.

The naysayers scoffed,
the critics sneered,
but Sorrell paid no heed.

He understood that in the realm of business, it is the bold who reign supreme. Armed with a blend of financial wizardry, entrepreneurial prowess, and sheer audacity, he carved a path to dominance, leaving his detractors in awe and his competitors trembling. Knighted as Sir Martin by the Queen in 2000, he chose “Persistence and Speed” for the motto on his shield.

Ousted from the company he started, he rebounded by founding S4Capital, a tech-led, new age digital advertising, marketing, and technology services company. S4Capital quickly acquired MediaMonks and other innovative agencies, now boasting a market cap of £1 billion.

Despite having his fair share of detractors, he is dubbed “6/21” behind his back in London due to the shortest night of the year falling on June 21st, humorously referencing his height as a "knight."

Sir Martin is gangster — a legit legend We don't see his like in the ranks of soy boys and simpletons today. Let his audacity inspire you, and may his unwavering spirit ignite the force within you.

Laura Gregory

Loyal client for 10 years and counting.
Founder & CEO of Great Guns,
Top 5 Global Film Production Company.

The Queen of Advertising

Laura, the unstoppable force behind the global award-winning content and music video company, Great Guns, doesn't just break barriers — she obliterates them. From day one, Laura infused diversity and inclusion into the very DNA of her company, and the results are nothing short of extraordinary.

I'm very proud of her as a friend, client and mentor these last 10 years. We've traveled to Vegas together for trainings and awards, I've delivered pitch workshops to Great Guns in four continents and sat and yakked in the Gunner's pub.

Her global roster reads like a United Nations of creative power-houses, boasting directors, photographers, artists, and editors hailing from the far reaches of Asia — India, Korea, China, Thailand, Japan — and spanning across the Middle East, UK, USA, and Europe. And age? Oh, don't you worry about that! The talent pool ranges from fresh-faced 19-year-old prodigies to seasoned veterans of 60. Laura knows that creativity knows no bounds, and her roster is a testament to that audacious belief.

But Laura isn't just a passive observer of the creative landscape — she's a trailblazing leader, fearlessly wielding her expertise on multiple juries. She's been president, foreman, and juror on some of the most prestigious stages in the industry. Cannes Lions Film Craft Jury, D&AD next director, One Show, LIA Creative LIAsons — she's left her indelible mark on them all. And as the years roll on, her influence only grows, with appointments as President of Euro Awards and roles on the Immortals and Cannes Young Director Awards. The creative world trembles in awe of her discerning eye and unyielding commitment to excellence.





"Laura's the Michael Bay
of Advertising.
She blows shit up!"

But Laura's impact goes beyond accolades and glittering ceremonies. Mentoring is her lifeblood, an integral part of her enduring legacy. Whether it's nurturing emerging talent through Great Guns' Young Guns program or taking the stage to share her wisdom on courses and panels, she understands the vital importance of supporting the next generation. She knows that without these young minds, the future of creativity would crumble, leaving the old guard in the dust. And that's not a future Laura is willing to accept.

Oh, but that's not all. Laura is a force of nature in every sense of the word. A juror on the first USA AICP-CDDP Diversity Awards and the prestigious Cannes 2017 Vows, she leaves her fingerprints on the very fabric of the industry. A member of the D&AD board and the Bigger Bounce committee, she fights for causes close to her heart, raising millions for Breast Cancer Now.

Long Live
Our Lady Of The Guns!

And let's not forget her production prowess—four independent movies and a USA prime-time television drama bear her stamp of creative genius.

But wait, there's more. Laura is a licensed landlady, running her own pub, the Great Guns Social. It's not your average watering hole—it's a hub of culinary exploration, offering pop-up residencies to young, daring chefs. The spirit of Great Guns, mirroring Laura's audacity, reverberates through every dish served.

Laura, the visionary entrepreneur, the mentor extraordinaire, the fearless juror, the champion of diversity, and the creative powerhouse—she embodies what it means to reshape industries, shatter ceilings, and leave an indelible mark on the world. So raise a glass to Laura, the force of nature who redefines what it means to be unstoppable. Cheers to her unwavering commitment to creativity, innovation, and pushing boundaries. With Laura at the helm, the world of advertising will never be the same again.

Peter Cranstone

Client. CEO 3PMobile

FROM PILOT TO PIONEER: A PATH OF INVENTION AND INNOVATION

Before the transformative event that whisked me away into the dynamic world of technology and innovation, I had a different role altogether. Picture me, soaring through the endless skies as a career airline pilot, filled with an unshakeable restlessness. Oh, I had my share of achievements and accolades, proving my mettle in the aviation realm. But deep down, I sensed that life had much more to offer than being a glorified limo driver. It was time to turn the page, to embark on a new chapter that would ignite the fires of curiosity and passion within me.

Then, in an unexpected twist of fate, tragedy struck. My first partner, a crucial piece in the puzzle of our very first company, HYPER-SPACE, tragically passed away. Grief gripped my heart, intertwining with the realization that our anticipated failure could jeopardize the people, trust and investments we had put together. In that sombre moment, I paused and pondered, deciding that I would chart a new course. I vowed to teach myself the intricacies of coding, never again relying solely on others to bring my visions to life. And from that day forward, I would ensure that the code worked before involving any investors.

The Sky's
No Longer The limit.



"To own self, be true."

Peter Cranstone

My journey to create innovative solutions was not without its fair share of challenges. I delved into the depths of web acceleration, grappling with the elusive search for a viable business model. It was in this pursuit that I uncovered a fundamental truth: it was not merely about delivering innovation but delivering invention — practical, tangible solutions that worked flawlessly before seeking financial support. Trusting my instincts became a guiding principle, and I embraced the ever-evolving landscapes of technology and business with a thirst for knowledge and adaptability.

And then, a moment of enlightenment shimmered before me. The shards of wisdom and insights I had collected over the span of three decades fused together, revealing a future that had been hidden from the gaze of others. This epiphany triggered a profound transformation within me, both on a personal and professional level. I internalized a set of core values that would shape my every endeavour: respect for all, unwavering honesty, an indomitable spirit of integrity, the art of active listening with an objective mind, the willingness to learn and adapt, loyalty to stakeholders, and an unyielding commitment to my craft. The mantra that resonated within my being became crystal clear — "To own self, be true."

Now, as the proud CEO of 3PMobile, I embark on a noble mission to transform the very fabric of the web, delivering a symphony of value that resonates with marketers and customers alike. My impact as an inventor and thinker reverberates through the lives I touch, a testament to my unrelenting journey of growth and evolution. By creating solutions that elevate others, I empower them to surpass even my loftiest dreams. The underlying theme of my story is one of resilience and unwavering determination, a rallying call to embrace our instincts and embrace the ever-changing tides of reinvention.

As I cast my gaze toward the future, my aspirations stretch beyond personal triumph. A burning desire to make a tangible difference propels me towards charitable endeavors, leveraging my innovative mindset and expertise to uplift the lives of others. Together, we can forge a transformative movement where innovation intertwines with compassion, shaping a world that is brighter and kinder. Join me on this extraordinary journey, connect with me, follow my exploits, and let us together carve a path towards a future that distributes value more easily and fairly.

Ben Horowitz

A mentor in strategic storytelling.
Venture capitalist, author, and
co-founder of Andreessen Horowitz.
Tech industry influencer.

Level up your strategic game with a splash of narrative sorcery because Ben Horowitz is about to blow your mind.

Ben has had a huge influence on how I think about business and pitching. The title of this book comes from one of his most famous quotes: "The company story is the company strategy." Here's a simple pragmatism about business that cuts through all the BS. "Every time you make the hard, correct decision, you become a bit more courageous, and every time you make the easy, wrong decision, you become a bit more cowardly. If you are the CEO, these choices will lead to a courageous or cowardly company."

But he wasn't always such a player. Like many, it all started in Silicon Valley, the epicenter of mind-boggling technological wizardry. And amidst this swirling cauldron of innovation emerged a young computer scientist hell-bent on leaving his indelible mark. Meet Ben Horowitz, a tech enthusiast with dreams as big as the universe itself, where the electrifying fusion of computer science and impactful entrepreneurship ignites his soul.



Ben Horowitz

"As a startup CEO,
I slept like a baby.
I woke up every two hours
and cried."

But then, the dot-com bubble burst, raining down chaos upon the unsuspecting tech world. Our hero, co-founder of Opsware, found himself staring into the abyss of extinction. It was an existential crisis that could make even the boldest quake in their boots. Yet, undeterred, Ben strapped on his captain's hat, refusing to abandon his sinking ship. With sleepless nights and brainstorm sessions that could fry a lesser mortal's circuits, he battled to keep Opsware afloat. The tempestuous sea of financial instability and skeptics sharpened his business acumen and leadership skills, forging an unbreakable resolve. His unwavering faith in his vision fueled the fire within.

From the crucible of adversity, Ben emerged transformed — a battle-hardened leader with an intimate understanding of the wild and wicked ways of the tech industry. His transformative journey birthed a decisive force, unyielding in the face of the worst nightmares. And when Opsware sold to Hewlett-Packard for a jaw-dropping \$1.6 billion, it wasn't just a victory lap — it was a resounding triumph, a testament to his phoenix-like rise from the ashes.

Today, Ben Horowitz reigns supreme as a titan of the tech realm, co-founding the legendary venture capital firm, Andreessen Horowitz (a16z). His journey serves as a luminous beacon for tech entrepreneurs worldwide, shining a light on the power of resilience, grit, and visionary leadership. But he doesn't hoard his insights like a miser — oh no! Ben selflessly pours his hard-won wisdom into the next generation of audacious tech trailblazers.

Let the tale of Ben Horowitz reverberate in your bones, reminding you that challenges and setbacks are mere pit stops on the road to glory. It's a testament to the audacity of resilience, strategic thinking, and unwavering leadership in the face of storms that would make lesser souls shiver. So, buckle up and connect with Ben's awe-inspiring work, because in his experiences lie the keys to your own entrepreneurial odyssey. There's no better time than now to etch your name into the annals of the tech industry. Let Ben's story be your audacious guide as you embark on this thrilling adventure.

Tom Pickering

Client.
Turnaround CEO, Creator of Winning Thinking Leadership Program,
MBA Lecturer

The Pinstripe Prophet.

About a year ago, I worked with this incredible force of nature. He's an accomplished turnaround CEO, MBA Masterclass Leader, and UK's 2018 CEO of the Year. But here's the thing — he had an issue with his positioning. He could explain what he did in a conversation but not in a sentence. Let's start his story at the beginning.

Tom Pickering wasn't content with being just another participant in the grand symphony of life. No, he craved more. As a psychology pioneer and a seasoned executive, he danced through the cycles of building, innovating, and achieving, yet a sense of true fulfillment eluded him. It was like a dance with an unfinished finale, leaving him hungry for more. But then, a revelation struck, illuminating a new path that would change everything.

It was during his time as a VP at a NASDAQ-listed tech company that Tom yearned to cultivate a self-sufficient team. However, corporate constraints stood in his way, stifling his progress. Frustration mounted, and a crossroads materialized. But Tom, guided by his unwavering faith in Christ, chose a different direction. He donned the mantle of an innovator, a maverick ready to forge his own path in the face of adversity.

With unyielding determination to optimize his time and manifest his beliefs, Tom birthed the "Winning Thinking" program. This audacious initiative was built on the pillars of swift results, team empowerment, and the creation of a successful legacy. It championed the notion of rapid value creation while ensuring the flourishing of his team, for they were the beating heart of his vision. The world was about to witness the transformative power of Tom's unconventional thinking.



Tom Pickering

"The most important thing in any turnaround situation is to understand that we're all deeply broken, and to accept our brokenness."

As Tom embarked on this daring journey, he confronted a myriad of challenges. Leading a transformation program at Huntley Healthcare, originally slated for 18 months, he fearlessly embraced his 'Winning Thinking' approach. Head-on, he tackled the issues plaguing the organization, resolving them with remarkable speed within a mere 5 months. This astounding achievement, coupled with notable profit improvements, solidified his faith in the program and bestowed upon him the prestigious title of 'Interim Manager of the Year.' It was a testament to his unwavering resolve and unorthodox methods.

But Tom's transformation wasn't confined to the corporate realm alone. No, he soared beyond those boundaries, embracing a realm where his strengths could be unleashed, where he could leave an indelible impact and forge a successful legacy. Today, his work as an author spans a vast spectrum of genres, reflecting his unique journey and profound philosophy. From dissecting societal divisions and exploring ideologies to unraveling the webs of psychological manipulation and the impact of technology, Tom dives deep into the intricate fabric of our existence. With insights drawn from sociology, psychology, business, and technology, he illuminates the current societal trends and offers strategic guidance to individuals and businesses navigating this labyrinthine landscape.

Tom's accomplishments serve as a testament to his transformative odyssey. His ability to juggle substantial projects and deliver swift results has revolutionized businesses, even propelling a UAE company to projected billion-dollar revenue within a matter of months. But Tom's journey isn't just about personal growth and accolades; it revolves around empowering others to realize their full potential. Guided by his Christian faith, he has become a mentor, advisor, and entrepreneur, guiding others on their own path to greatness. His mission: to uplift souls, spark innovation, and leave a lasting impact on the world.

Bernard Arnault

Brand client.
Visionary magnate steering LVMH,
the world's largest luxury
conglomerate.

From Concrete to Couture: The \$100 Billion Man

Step into the world of Bernard Arnault, the Mad Hatter of the luxury industry. Picture this: me, pitching on Hennessy in Hong Kong, glamming Sephora in Los Angeles, and working with Dior in London. Oh, the glorious goodies I've had the pleasure to tinker with under the watchful eye of Monsieur Arnault.

Now, let me take you back to where it all began. Meet Bernard, a Frenchman with a twinkle in his eye and a taste for the finer things in life. Sure, his family dealt with concrete and blueprints, but his heart yearned for more, for the rhythm of luxury to permeate his every step. This man was no ordinary heir; he was a mastermind-in-waiting, destined to inject his spirit into fashion, perfume, and champagne.



In a twist of fate, Bernard's true calling arrived in the form of a struggling fashion house on the verge of collapse. The year was 1984, and Boussac, a textile firm teetering on the edge, held the fading gem, Christian Dior, in its frail grasp. But Bernard saw past the dilapidation, recognizing the potential buried beneath the rubble.

Reviving a failing fashion house is like taming a wild beast, my friends, but Bernard wasn't one to shy away from a challenge. With steely determination, he set to work, meticulously cutting, polishing, and perfecting. He faced the capricious nature of the fashion industry head-on, resuscitating a brand that had lost its sparkle.

Bernard Arnault

But Bernard didn't just survive; he thrived. Each setback became a catalyst for growth, fueling his metamorphosis into a titan of luxury. With the grace of a ballerina and the strength of a gladiator, he acquired a legion of luxury brands, leaving his mark on the industry for all to see.

And let's not forget the legendary encounter between Bernard and Steve Jobs: a conversation about the iPhone's longevity. Jobs, nonchalantly shrugging, uncertain about its fate in 30 years. But when the discussion shifted to Dom Pérignon, the first vintage flowing since 1921, Arnault assured Jobs it would be savored by generations to come. Jobs couldn't help but agree. Cheers to that!

Witness Bernard's magical transformation, my friends. He went from an intrigued spectator to a maestro of luxury, commanding a symphony of brands under the LVMH umbrella. Christian Dior didn't just rise from the ashes; it soared higher than ever before, guided by Bernard's visionary baton.

As the dust settled, Bernard's accomplishments radiated like a thousand suns. His name echoed through the hallowed halls of luxury, each LVMH brand a testament to his audacious journey. He reshaped the very essence of opulence and, in doing so, transformed himself.

So, friends and leaders, take note. Let Bernard's story be a beacon of inspiration. No industry is too foreign, no challenge too daunting, and no vision too outlandish. Are you ready to discover your own Christian Dior? It's time to redefine the limits and embrace the allure of luxury, my friends.

" Luxury goods are the only area in which it is possible to make luxury margins."



Peter Thiel

Businessman I most admire.

Billionaire entrepreneur, investor, co-founder of PayPal and early Facebook investor.
Libertarian thinker.

I have to confess, I have a complete man crush on Silicon Valley's most intriguing contrarian.

While Elon Musk may dominate the spotlight, for me, Peter Thiel embodies the intellect of a true maverick billionaire.

In 1987, Thiel was just another junior trader at Credit Suisse on Wall Street—a small fish in a cutthroat ocean. But he had bigger ambitions. Recognizing the immense potential of the tech boom in the 90s, Thiel took a daring leap from finance to Silicon Valley, leaving behind stability for uncertainty. His belief in tech's transformative power ignited his path.

Confinity, Thiel's venture, faced a turbulent journey, fraught with fierce competition, funding challenges, and the constant threat of failure. But his unwavering contrarian vision propelled him forward.

The Dotcom Crash of 2000 tested Thiel's resilience, yet he remained steadfast, convinced that he was paving the way for a new era of commerce.

Peter Thiel

"A great business is a conspiracy to change the world."

Amid the ruins of the Crash, Thiel and his team pivoted to PayPal, Confinity's online payments subsidiary, and an early merger with Elon Musk. This epiphany—democratizing money—catapulted Thiel to unimaginable success. PayPal's meteoric rise and its \$1.5 billion acquisition by eBay in 2002 not only validated Thiel's vision but also cemented his status as a revered figure in tech entrepreneurship.

As a business titan and venture capitalist, Thiel made early-stage investments in Facebook, founded Palantir—the industry's best-kept secret—and established various venture funds and the Thiel Fellowship.

In his journey, tech founders and CEOs like you will find a trove of inspiration and wisdom. It serves as a powerful reminder that, like Thiel, you can navigate the tumultuous tech landscape, overcome obstacles, and turn your vision into reality.

"We wanted flying cars, but instead, we got 140 characters."

Dive into Thiel's playbook, ZERO TO 1, the most influential business book of the last decade. Let it ignite your own journey toward success, transforming the way you communicate your brand, refine your messaging, and position yourself as an industry leader. Embrace your role as the disruptor, the innovator, the visionary—the world will follow suit.



Alan Jope

My client in Bangkok.
CEO of consumer goods giant
Unilever.

Why Unilever's CEO
swapped PowerPoint
for bedtime stories.

Alan was my client when I was creative director at JWT Bangkok in the late 90s. He was on the fast track within Unilever—a journey filled with innovation, influence, and an unyielding thirst for growth.

Throughout his path, an unexpected twist led him into the world of consumer goods as a graduate trainee at Unilever. While technology seemed light years away, the challenges he faced were relatable: adaptability, innovation, and the coveted art of storytelling.

As he delved deeper into this uncharted territory, Alan encountered a multitude of hurdles. From navigating the intricate web of brand management to driving growth in diverse markets, he was thrown into the deep end. Moments of self-doubt and resistance loomed, yet his unyielding determination transformed these trials into stepping stones for personal growth.

Alan Jope

"I'm very optimistic that the world's problems are solvable, not by governments, but by businesses."

However, the greatest test lay ahead when he ascended to the throne of Unilever's CEO, amidst a relentless wave of disruption. It was in this defining moment that he realized his mission: to unite his passion for innovation with an authentic understanding of the customer. His vision birthed a brand narrative that wasn't just captivating, but genuinely true.

With a calculated blend of technology and data-driven strategies, Alan revolutionized Unilever's traditional operations. By harnessing his profound insights into consumer trends and market dynamics, he spearheaded the charge, emerging as a proactive force rather than a reactive follower. Each hurdle he overcame, each transformative leap he orchestrated, served as testament to the extraordinary power of an authentic brand story.

Today, Alan Jope stands not only as the CEO of a global corporation, but as a living testament to transformation itself. From a wide-eyed graduate trainee to a trailblazing leader who seamlessly merges technology and storytelling to drive growth, his journey defies conventions in a world where standing out is the ultimate currency.

The legacy he forged extends far beyond the confines of Unilever's empire. Alan's influence inspires not only his own team but an entire generation of CEOs grappling with the complexities of messaging, positioning, and branding. His story shines as a guiding light, showcasing the boundless potential of resilience and innovation, all rooted in the unmatched power of an authentic brand narrative.

Yet, Alan's story doesn't end here. His next chapter is an unwritten masterpiece, dedicated to sharing his wisdom and guiding others towards discovering their unique narratives. He stands poised to inspire a new generation of leaders, illuminating the path towards authentic and impactful storytelling.

Dr Rich Foster

Client.
Musician,
Performer,
Director,
Maestro.

A Soul-Stirrer In The Supernatural Transformation Game

Dr. Rich Fowler, a true Sydney sensation!

This guy is the real deal—a genius with a Ph.D., inventor of film management software, and a celebrated actor, director, and musician. He's proficient in six different instruments, showcasing his exceptional talent across multiple artistic realms. A true Renaissance man, indeed! Despite all his accomplishments and talents, he faced a unique challenge. He needed a way to showcase his expertise in a concise and powerful manner. He could effortlessly explain his skills in a conversation, but when it came to summing it up in a single sentence, he needed some fine-tuning.

Sick and tired of the cultural famine we're force-fed? Enter Dr. Rich Fowler, the audacious maestro of storytelling who's about to blow your mind wide open.

This maverick has his finger on the pulse of our soul-starved society. While others gorge on junk content, he can spot it a mile away and tell you exactly why it's rotting your brain. The man knows the difference between real nourishment and the processed garbage that masquerades as content these days.



Dr Rich Foster

But wait, there's more to this virtuoso than meets the eye. With a background as a professional musician, this guy can pluck strings, hit notes, and compose vibrant stories that'll leave you begging for an encore. And he didn't stop there. No, he dove headfirst into acting and directing, leaving behind the cozy confines of Sydney for the hallowed halls of Singapore's arts college. Talk about a restless spirit with a creative itch that couldn't be tamed.

Then life did what life does best—twist and turn. In 2004, our good doctor found himself trapped in the soul-sucking abyss of a television content creator job. Three years that felt like an eternity. But instead of wallowing in despair, he embarked on a personal quest to transcend the bounds of his art, fueled by a newfound humility that replaced his once-arrogant demeanor. He had a burning desire to unlock the potential in others, to cultivate their talents and bring forth sustainable outcomes.

And guess what? He cracked the damn code. Driven by knowledge, networking, and finding the perfect fit, he channelled the spirits of Hans Christian Andersen, the master storyteller, and the undying Elvis. The result? He became a sorcerer, capable of summoning supernatural experiences within his audience. It was during a mind-blowing performance of "Angels" in a bustling off-Broadway theater that it hit him like a lightning bolt—he wasn't just a director or an artist, he was a "stirrer" who could provoke profound and magical transformations in the lives of those watching.

Now the doctor has dedicated his life to guiding others on their own transformative journeys. He's a vocationalist, a preacher of the belief that every soul is a precious vessel, destined for a unique mission. His work transcends mere projects; he's building a world where raw emotions, fiery temperaments, and metamorphic change collide. Through his films, he spins tales of domestic miracles, stories that echo with transcendent everyday grace, stories that'll make your heart skip a beat.

So, if you're ready to take a walk on the wild side of self-discovery and empowerment, Dr. Rich Fowler invites you to strap yourself in. Get ready for a journey that'll shake you to your core, where his masterful magic will unveil talents you never knew you had, unearth missions you never thought possible, and unleash the true potential that's been dormant within you.

Caution:
The Soul-Stirrer's performance is not for the faint of heart. Prepare for a mind-altering experience that'll leave you forever transformed.

Get your ticket now.

"My first language
is music"



Let's write
your next chapter
together

TL:DR

My core function is to assist founders in telling better stories, from both a founder and vision perspective. My approach blends coaching, consulting, and creativity to meet individual founders' needs. I work closely with founders to create their stories and teach them how to present their stories with the right tone and in a manner that exudes confidence and conviction.

Founders are guided to ask themselves three key questions to help build their founder story: Who am I? What do I want? Why should you care?

Many founders make the mistake of ignoring their founder story, focusing solely on the business side. However, in the early stages, investors are often betting on the founders themselves.

The three key elements CEOs need to show prospects are their head (how they think and see the world), their hands (how what they do is different and their heart (who they truly are). To tell their origin story, I work with them so that they start from their childhood and record a detailed account.

The vision story, instead of detailing step-by-step plans, paints a picture of an ambitious future to excite venture capitalists or prospective clients. Most often, this is in the form of a strategic narrative and the final result is a killer sales or pitch deck.

The big idea is that the CEO shouldn't aim to prove they are right, but instead present a vision that, if right, could lead to the creation of a significant company. These two stories can be told separately or seamlessly woven together, much like storytelling in movies or television.

LET'S DO IT

To find out more about my leadership development programs, advising, mentoring or speaking services, please email me directly at paul@ghosttreatments.com

You've read the book, now see the film:

WATCH VIDEO

Join the 'Letter's of Paul' newsletter to receive my latest thoughts and ideas on living and leading a better life.

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Where there is
no vision,
the people perish.

Proverbs 29:18