



SEKOU ANDREWS

“

what's the point of

SHOWING UP *to* **LIFE**

if you **DON'T ANNOUNCE**

YOU'RE THERE?

”

po • et • ic voice, n.

A new type of speaker & artist who blends
inspirational speaking with spoken word poetry.



the **SPEAKER'S BIO**

Sekou Andrews is inspiring the business world in powerful and unexpected ways, through a new style of inspirational speaking called "Poetic Voice." As the world's leading poetic voice, Sekou creates personalized poetic presentations that give voice to the messages and missions of organizations and help them tell their most powerful stories. He is the creator of this cutting-edge category of speaking that combines strategic storytelling, spoken word poetry, theater and comedy to make events into experiences and transform audiences of informed receivers into enrolled responders.

**Sekou does more than inspire us with his story;
he inspires us with our story.**

An elementary school teacher turned actor, recording artist, poetry slam champion, entrepreneur, and award-winning poetic voice, Sekou may spend any given day giving a poetic keynote at an international conference, training CEOs to become dynamic speakers, or performing poems for Barack Obama in Oprah Winfrey's backyard. His work has been featured on such diverse national media outlets as ABC World News, MSNBC, HBO, Good Morning America, Showtime, MTV and BET. He has performed privately for such prominent individuals as Maya Angelou, Larry King, Norman Lear, Sean "P-Diddy" Combs, and Coretta Scott King and family. The list of global organizations being thrilled each year by poetic voice include Toyota, Nike, General Mills, Microsoft, The Gap, EA Games, Global Green, The Ritz-Carlton, Financial Times, Google, the NBA, LinkedIn, Viacom, Paypal, Intuit, ASAE, Hewlett Packard, X-Prize, and Young President's Organization to name but a few. Sekou has also emerged as an engaging voice for healthcare, routinely evoking tears, cheers and standing ovations from the audiences of clients including Johnson & Johnson, Mayo Clinic, Kaiser Permanente, TEDMED, Roche, Blue Shield, Genentech, Health Media, Cambia Health, Abbvie, Sharp Healthcare, and Health 2.0.

**Puts the inspiration in information
and adds goosebumps to presentations.**

Beyond the business world, Sekou, along with creative partner Steve Connell, has inspired audiences from the HBO US Comedy Arts Festival to The Pasadena Pops Orchestra. Their two-man spoken word play *The Word Begins* received critical acclaim and garnered 3 Helen Hayes award nominations during its premiere run in Washington DC. Sekou is also a successful voiceover artist and actor with multiple national commercials and 3 feature films on his resume. As a recording artist and producer, his last album, "Poetic License," made him the most awarded artist in the nation's largest independent music organization. With all of the innovation and inspiration that is poetic voice, Sekou Andrews gives voice to our most powerful stories and shows us the best version of ourselves, to help us achieve it.



the **CATALOGUE** **SPEECHES**

Due to the creative/artistic nature of poetic voice, Sekou's catalogue speeches feel incredibly personalized to your message and audience.

*Fee range is based on length of presentation. Please contact management for more info.



▶ Innovation ◀

D.I.Y. Innovation

Themes: Innovation, Disruption, Creativity, Leadership, Transformation

Length: 20-45 min

Sample Video: <https://youtu.be/KDoDwdYTYTA>

As companies large and small grapple with how to face disruption and inspire a culture of innovation, this popular, energetic keynote reminds your audience to innovate from within first. Sekou offers a creative perspective on embracing failure, encouraging unconventional thinking and being the kind of leader who walks your innovation talk. The inspiration in this hilarious and powerful talk will hit your audience deeply when Sekou shares the personal, innovative story of his creation of a new, cutting-edge style of communication, illustrating that "Innovation is simply the difference between 'Why didn't I think of that?' and 'Why didn't I think LIKE that?'"

Fee: \$15,000 - 20,000 (plus travel, lodging & tech)

Mastering the Digital Disruption Dance Floor

Themes: Disruption, Technology, Customer/Consumer Experience, Social Media, Innovation

Length: 20-45 min

Sample Video: <https://youtu.be/RUtWHEXVHy0>

Have you heard of the new dance? It's not the Macarena or the Wobble. Not the Whip or the Nae Nae. It's the 3D - The Digital Disruption Dance. The Technology Tango. The Cyber Salsa. And all the cool kids are doing it. So all of the competitive companies must learn it. Your choreographer, Sekou Andrews, delivers a roller-coaster keynote unlike anything you've experienced. It not only speaks to the impact of disruption on businesses... it embodies it! Just when your audience thinks they know where the talk is going, it turns on a dime, while offering valuable insight from the voices of consumers, millennials, and digital natives who explain how you should approach them when asking for a dance. Sekou's clever, quick-paced choreography takes you on a journey from cacophony to clarity, as he inspires you to learn disruption's rhythms and catch its groove so that you can not only keep up... you can take lead!

Fee: \$15,000 - 20,000 (plus travel, lodging & tech)

STAGE MIGHT

Rockstar Secrets for Speakers, Executives & Leaders

Themes: Dynamic Communication, Leadership, Public Speaking, Finding Voice, Sales and Marketing, Storytelling

Length: 45-60 min

Sample Video: <https://www.youtube.com/watch?v=la2vZv2rUOo>

Of the top 3 things people fear most – spiders, public speaking and death – only two can kill you... (especially death). Not only will stage fright NOT kill you, when you convert it to stage MIGHT it will make YOU the killer. You will kill the speech, crush the pitch, and rock the presentation by learning how to PERFORM your speech like a rockstar. The fun and interactive keynote is perfect for leaders, entrepreneurs, executives, and anyone else who wants to become a more dynamic communicator but doesn't know how to unlock that power. Stage Might is a training system that teaches the powerful techniques of songwriters, comedians, actors and improv artists and applies them to business communication. Sekou Andrews will help your audience take off their speaker hats, put on their performer hats, and learn from OUTside of their industry in order to stand out withIN their industry.

Fee: \$10,000-15,000 (plus travel, lodging & tech)

Communication
Storytelling

Happily & Beyond: Success Through Storytelling

Themes: Storytelling, Reinvention, Transformation, Creative Thinking

Length: 30 - 60 min

Sample Video: <https://youtu.be/x59O5TO2zEU>

Storytelling is transforming how innovative companies market, engage customers, and do business. Sekou has helped audiences – from sales teams and marketers to grantwriters and techies – understand how to embed information into engaging stories that reach consumers on a human level. Pulling key material from Sekou's executive training on storytelling, this speech is rich with strategic insight on how to find the story in your data, as well as Sekou's usual energetic, interactive, high-powered brand of storytelling that will help your company celebrate it's perpetual "Happily Ever After."

Fee: \$15,000 - 20,000 (plus travel, lodging & tech)

The Motion In Our Ocean

Themes: Challenging Convention, Innovation, Bold thinking, Making Waves, Creativity, Leading Change

Length: 20-60 min

Sample Video: <https://youtu.be/r8c-SC4I7aA>

"If you follow a rainbow all the way to the end, it lands in the ocean with a big splash! This is how waves are made." Inspired by hilarious gradeschool theories on making waves, Sekou reminds us that "it's not that the kids don't know the real science behind waves, it's just that we like their version better." And so begins this convention-challenging keynote on thinking bold and being unafraid to make waves in your industry. Sharing pivotal moments of defiance from his and other barrier-breaking companies, Sekou reminds business leaders that to become a "leading swami of transformational tsunamis" you have to be willing to make the kind of big splashes that can lead to gold at the end of your rainbow.

Fee: \$10,000 - 15,000 (plus travel, lodging & tech)



▶ Defying
Convention ◀

How to Light Fires with Your Voice

Themes: Purpose, Passion, Personal Growth, Finding Voice, Bold Thinking

Length: 20 - 35 min

Sample Video: <https://youtu.be/vEEZyIF7v6s>

There is something burning within you. It is the most passionate, powerful, and profitable version of yourself. It is the light you have to guide others through their darkness. It's your purpose on this planet that is one spark away from being fulfilled. Sekou Andrews, the world's leading poetic voice, will share his personal journey of innovation, inspiration and perseverance that will ignite your audience into a bonfire of purpose, passion, profit, and personal growth. This keynote is a great opener or closer to any event you want to set aflame. Sekou will hit the stage with a throat soaked in creative kerosene, a voice coated in inflammable stories and strategies, and a pocketful of insightful matches. Prepare for your audience to get lit!

Fee: \$10,000 - 15,000 (plus travel, lodging & tech)



► Healthcare ◀

Love Affair with Healthcare

Themes: Quality Care, Patient Safety, Medical Error, Patient-Centered Caregiving, Transformation, Embracing Change, Community

Length: 30-60 min

Sample Video: <https://youtu.be/T-w8fn2eeoY>

What if you could remind your audience of the moment they fell in love with healthcare? What if you could reignite the passion in providers - caregivers, executives, and housekeeping alike - to connect with patients on a human, heartfelt level? What if you could take your entire healthcare community on a laughter and tear-filled journey that renews their vows to provide the best quality care. If you could do that - write a love poem to healthcare that makes your audience fall back in love with it - this keynote is how it would sound.

Fee: \$15,000 - 20,000 (plus travel, lodging & tech)



The Pinky Promise of Care

Themes: Quality Care, Patient Safety, Medical Error, Patient-centered caregiving Transformation, Embracing Change, Community

Length: 20-45 min

Sample Video: <https://www.youtube.com/watch?v=CZbY5CNtmbk>

Providing quality healthcare is a beautiful topic. Patient safety and medical error ... not so much. So Sekou transforms this important but challenging issue into a rollercoaster ride of laughter and tears that holds every team member accountable for keeping patients safe. The fact that this speech consistently leaves audiences carrying Sekou's pinky promise pledge back to their facilities, pinning it on their walls, and sharing it with their team is proof of how poetic voice can turn what some consider the un-sexiest of topics into powerful anthems.

Fee: \$15,000 - 20,000 (plus travel, lodging & tech)

Personal Excellence

How to “*Awesomify*” Your Life!

Themes: Personal Excellence, Entrepreneurship, Confidence, Passion, Work/Life Balance

Length: 20 - 45 min

Sample Video:

https://youtu.be/OX_IsIKSUM4

Want to help your audience celebrate their awesomocity? This talk is like gifting your audience with their own, personal, halftime-at-the-Superbowl-Al-Pacino-locker-room speech! Sekou shares inspirational insight and personal development concepts to help you transcend dark days and challenging seasons. By the time you're done laughing your stress off while learning how to reignite your passion, confidence and balance, you will want to share these infectious creative take-aways with everyone you care about to remind them to “LIVE WHAT YOU LOVE,” be the “LITTLE EXTRA CUP,” and “ALWAYS VACUUM WITH A SMILE.” Based on “*The Awesome Anthem*” - one of Sekou most popular videos featuring Quincy Jones, Tim Ferris, Omari Hardwick, Norman Lear, and many other icons, business leaders and artists - this speech is perfect for both business conferences & entertainment events.

Fee: \$10,000 - \$15,000 (plus travel, lodging & tech)

Financial/ CSR

New Money

Themes: CSR, Financial Literacy, Redefining Wealth, Social Entrepreneurship, Collaboration

Length: 20-40 min

Sample Video:

<https://www.youtube.com/watch?v=5Anx5KmXKFc>

This speech, in various forms, has been shared with diverse audiences - from TEDxWallstreet and Conscious Capitalism, to Speak & Write To Make Millions and The GAP. It's bold message dances between creating the discomfort necessary to compel change, and fostering the inspiration necessary to ignite possibility. Beginning with the statement “This year, it's about the money!” Sekou then journeys through the process of redefining wealth, from the most self-serving definitions of wealth to the most holistic. “True wealth is not defined by whether I can pay for it, but whether I can pay it forward.” Remind your attendees to invest in themselves and their communities, and “make dollars that make change” by learning to get rich quick with NEW MONEY.

Fee: \$10,000 - \$15,000 (plus travel, lodging & tech)



the TRAINING TOPICS

▶ Speaker Training ◀

STAGE MIGHT X

(Executive Group Training)

Themes: Leadership, Dynamic Communication, Storytelling, Public Speaking, Marketing, Sales

Length: 2 - 8 hours

Scientists say that humans use about 15% of our brainpower. Too many public speakers and business leaders use about 15% of their speaking power. Sekou Andrews has developed an innovative, proven system to help your team unlock the 85% of their dynamic communication power...called Stage Might. Warning: You can't access it thinking like a speaker! For the first time ever, your team will learn the techniques of rockstar performers (actors, songwriters, comedians, improv artists) applied to business to help you add some star power to your sales and marketing... some Beyonce to your boardroom... some Pacino to your pitch! This will be the most fun you've had learning effective techniques from OUTSIDE of your industry in order to STAND OUT within your industry. Your team's 85% is waiting for them!

Participants will learn to:

- Create compelling connections with any crowd!
- Own The Room and handle any distractions thrown at you!
- Discover new ways to feel and appear more confident!
- Be more authentically YOU in front of any audience
- Make your most lukewarm content HOTTER than ever!

Fee: \$20,000 - \$30,000 (plus travel, lodging & tech)

▶ Storytelling Training ◀

Insist On Story: Strategic Storytelling Secrets for Success

Themes: Storytelling, Dynamic Communication, Engagement, Marketing, Sales, Connection

Length: 2 - 6 hrs

The best way to connect with a human being, is to BE a human being. As marketing dynamics shift and consumers connect with brands on a more personal level, the world's most successful companies are finally embracing that no communication tool is more effective toward this than storytelling. The power of this creative and eye-opening training can be summed up in 3 transformative words: Insist On Story. As the world's leading poetic voice, Sekou Andrews has created a successful business helping organizations tell their most powerful stories to show them the best versions of themselves so they can live into it. Now he's helping your organizations develop this skill, by teaching your sales, marketing, communications and senior leadership teams how to embed data and information into stories that deliver inspiration. Once you learn to view your messages through a storytelling lens, your eyes open to the wealth of opportunities to use strategic storytelling at every touch point of your messaging to enroll your audience more deeply into your vision and catalyze your organization's mission.

Fee: \$20,000 - 30,000 (plus travel, lodging & tech)

the CUSTOM PROCESS

If your goals are better served by a premiere level of personalization, Sekou's customized poetic presentations can be crafted with even more of your story and content. You can either choose a customized version of the catalogue speech you love, or let Sekou select a different concept that will tell your story best.

Capture

In middle school, Sekou was voted "Best Listener." Allow him to defend his title as you download your insight to him. Sekou will always infuse your presentation with inspirational speaking and an engaging performance style, along with strategic messaging especially for your audience is the creative conversation you will have with him in which he gets to hear the passion and hope in your voice as you tell your company's story and talk candidly about your vision, challenges and aspirations.



Craft

In this phase, Sekou searches his catalogue to select the poetic pieces that speak to your event or brand. He could, for example, use his "Miracle of One" piece as the skeleton for your talk and write your story into it. Or, perhaps he creates a new theme around your topic then weaves in existing writing from "Miracle of One" and other pieces to tell your story. At its root, Poetic Voice is art, so Sekou never knows exactly how the process will unfold until he is in it. Whether he crafts an entirely new speech for your event or you want his keynote you heard at another event, Sekou will always infuse your presentation with inspirational speaking and an engaging performance style, along with strategic messaging especially for audience.

Convey

However his muses go about crafting your talk, the result is always the same - you get a moving and memorable poetic presentation that feels completely personalized for your event/brand. You get to watch your strategy become art that enralls your audience and accelerates your mission. What is the return on inspiration? Your message becomes an anthem - buzzing in the halls of your organization, taped to the office walls of your team members, shared by the evangelists of your culture, and owned by the hearts of your community.



Custom Fees Range From \$20-45,000* (plus travel, lodging & tech)

* Fees vary based on length, date, topic, audience and other factors, and may be negotiable. Please contact management to discuss.

SAMPLE CUSTOM TOPICS

This offers a partial selection of popular customized topics for various industries.

Don't see what you need? Give us a call!

- Innovation, Creative Thinking, Bold Thinking
- Communication, Audience/Customer Engagement
- Disruption, Digital Consumers, Social Media, High Tech/High Touch
- Vision, Reverse-Engineering Your Vision, Changing Perspective
- Customer Journey/Experience, Customer Stories
- Reinvention/Rebranding, Next Version of You
- Leadership, Excellence
- Work/Life Balance, Productivity, Workplace Wellness
- Education, Teaching, Student Life
- Finding Your Voice, Public Speaking Dynamic Communication
- Storytelling, Personal/Brand Narrative, Power of Story,
- Collaboration, Teamwork, Community, Sharing Best Practices,
- Behavior Change
- Personal Empowerment
- Personal Growth
- Passion, Confidence, Self-Empowerment
- Corporate Social Responsibility, Doing Good, Social
- Entrepreneurship
- Design, Experiential Design, Design Thinking
- HEALTHCARE:
- Quality Care
- Patient Safety, Patient-Provider Relationship, Culture of Care
- Wellness & Prevention
- Quality of Life
- Chronic Conditions: Heart Disease, Diabetes, etc.
- Pharma Care
- Fitness, Healthy Lifestyle, Exercise, Diet

“The first time I ever saw Sekou—at a meeting of a bunch of the top speakers in the country—he opened that particular conference and got an ovation for maybe like 5 minutes. I’ve seen him, in every kind of situation, do something special, something different, whether it was selling a product, teaching people how to sell a product, motivating people to take action, motivating people to really care about what they are doing, or simply entertaining. He is that broad spectrum.”

—Ken Kragen,

*Creator of We Are The World
Bestselling Author & Music
Manager*

“Sekou is a true master at his craft; his ability to transform ideas and insights into powerful and compelling stories is truly an amazing gift. That gift combined with his professionalism makes him a rare talent.”

—Trevor Edwards,

*President
Nike*

“I’ll admit, Sekou is my secret weapon when I want my events to have that extra spark of distinction—I’m beginning to think there isn’t a crowd this young brother can’t leave on its feet!”

—Quincy Jones

Legendary Music Producer

VIDEO SAMPLES *of* CUSTOMIZED SERVICES



Poetic Voice Presentation

(10 min video of 35 min keynote)

Hilarious opening presentation for Intuit that inspired 5,000 small business owners to take their businesses to the next, Next...NEXT level!

https://youtu.be/w_uEF9crtjM



Branding Video

(5 min)

Beautifully simple branding video for JOOL Health that helped this tech start-up market their app on health and purpose.

https://youtu.be/qy5_kX-i9E8



Commencement Speech

(23 min)

Hilarious, powerful commencement speech for University of Michigan's School of Public Health. The faculty, students, and families were unanimous in declaring Sekou as the best commencement speech they had ever seen!

<https://youtu.be/sr9XXGchThg>



Animated Video

(5 min)

This animated video for We First helped propel the author's book on conscious capitalism to the best seller's list.

<https://youtu.be/JZloSRGIZRc>



Poetic Voice Keynote

(5 min video of 35 min keynote)

A great example of how Sekou seamlessly weaves between existing content and new writing to create a customized full-length keynote for 18,000 healthcare workers at Sharp Healthcare's All-Staff Assembly.

<https://youtu.be/20nZtNOADV>