

# The Catalogue by Sekou Andrews

## TABLE OF CONTENTS

<b>CATALOGUE SPEECH TOPICS</b>	<b>PAGE #</b>
<b>INNOVATION</b>	<b>2</b>
TITLE: "D.I.Y. INNOVATION"	
TITLE: "MASTERING THE DIGITAL DISRUPTION DANCE FLOOR"	
<b>COMMUNICATION / STORYTELLING</b>	<b>3</b>
TITLE: "STAGE MIGHT: ROCKSTAR SECRETS FOR SPEAKERS, EXECUTIVES & LEADERS"	
TITLE: "HAPPILY & BEYOND: SUCCESS THROUGH STORYTELLING"	
<b>DEFYING CONVENTION</b>	<b>4</b>
TITLE: "THE MOTION IN OUR OCEAN"	
TITLE: "HOW TO LIGHT FIRES WITH YOUR VOICE"	
<b>HEALTHCARE</b>	<b>5</b>
TITLE: "LOVE AFFAIR WITH HEALTHCARE"	
TITLE: "THE PINKY PROMISE OF CARE"	
<b>FINANCIAL / CSR</b>	<b>6</b>
TITLE: "NEW MONEY"	
<b>PERSONAL EXCELLENCE</b>	<b>6</b>
TITLE: "HOW TO AWESOMEFY YOUR LIFE! "	
<b>TRAINING TOPICS</b>	<b>PAGE #</b>
<b>SPEAKER TRAINING</b>	<b>7</b>
TITLE: "STAGE MIGHT X" (EXECUTIVE GROUP TRAINING)	
<b>STORYTELLING TRAINING</b>	<b>8</b>
TITLE: "INSIST ON STORY: STRATEGIC STORYTELLING SECRETS FOR SUCCESS"	

## CATALOGUE SPEECH TOPICS

### INNOVATION

**Title: “D.I.Y. Innovation”**

**Themes:** Innovation, Disruption, Creativity, Leadership, Transformation

**Length:** 20-45 min

As companies, large and small, grapple with how to face disruption and inspire a culture of innovation, this 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. This hilarious and powerful talk will impact your audience’s mindset on a business and personal level, as Sekou shares his own story of creating 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)

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**Title: “Mastering the Digital Disruption Dance Floor”**

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

**Length:** 20 – 45 min

Have you heard of the new dance? It’s not the Wobble, the Whip nor the Nae Nae. It’s the 3D – The Digital Disruption Dance - and all the “cool-kid” companies are learning it. This roller-coaster keynote is unlike anything you’ve experienced, because it not only *talks* about 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.

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

## COMMUNICATION / STORYTELLING

### **Title: “Stage Might: Rockstar Secrets for Speakers, Executives & Leaders”**

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

**Length:** 45-60 min

Of the 3 things people fear most – spiders, public speaking and death – only two can kill you... (especially death). Public speakers who go beyond stage fright to stage MIGHT are the ones who kill it on any stage, by learning how to PERFORM their speeches like a rockstar. This fun and interactive keynote is perfect for entrepreneurs, executives, and anyone who wants to become a more dynamic communicator. Stage Might is a training system that applies the powerful techniques of performers (songwriters, comedians, actors, dancers, improv artists) to business communications, to help leaders give their visions a more powerful voice.

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

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### **Title: “Happily & Beyond: Success Through Storytelling”**

**Themes:** Storytelling, Reinvention, Transformation, Creative Thinking,

**Length:** 30 – 60 min

Storytelling is transforming how innovative companies market themselves, engage customers and reinvent their businesses. Sekou has helped audiences – from sales teams and marketers, to grant writers and techies – understand how to embed information into engaging stories that reach consumers on a human level. Pulling key material from his training on storytelling, this speech is rich with strategic insight on how to always find the story in your data, delivered through Sekou’s creative, experiential style of storytelling.

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

## DEFYING CONVENTION

### **Title: “The Motion In Our Ocean”**

**Themes:** Challenging convention, Innovation, Bold Thinking, Making Waves, Creativity, Leading Change

**Length:** 20-60 min

*“If you follow a rainbow all the way to the end, it lands in the ocean with a big splash!”* Inspired by hilarious grade school theories on how waves are made, Sekou reminds us: “the kids do know the conventional science behind waves, but *we* like *their* version better.” And so begins this convention-challenging keynote on being unafraid to make waves your industry. Sharing pivotal moments from barrier-breaking companies and individuals, Sekou encourages leaders to shake up the conventional science behind business and make the big splashes that can lead to gold at the end of your rainbow. The world may just like *your* version better!

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

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### **Title: “How to Light Fires With Your Voice”**

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

**Length:** 10 – 35 min

There is something burning within you. It is your voice that can guide others through their darkness. It is your purpose on this planet that’s one spark away from being fulfilled. Sekou Andrews, the world’s leading poetic voice, will share his personal journey of transformation and perseverance that turns attendees into a bonfire of purpose, passion and personal growth. This keynote is a great opener or closer to any event you wish to set aflame. Sekou will hit the stage with a throat coated in creative kerosene, a voice soaked in inflammable stories, and a pocketful of matches to ignite your greatest passions!

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

## HEALTHCARE

### **Title: “Love Affair with Healthcare”**

**Themes:** Quality Care, Innovation, Transformation, Patient-Centered Caregiving

**Length:** 30-60 min

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)

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### **Title: “The Pinky Promise of Care”**

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

**Length:** 20-45 min

Providing quality healthcare is a beautiful topic. Patient safety and medical error?... not so much. So Sekou transforms this important and 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 audience’s carrying Sekou’s “Pinky Promise Pledge” back to their facilities, pinning it on their walls, and sharing it with their teams is proof of how poetic voice can turn the un-sexiest of topics into powerful anthems.

**Fee:** \$12,000 – 20,000 (plus travel, lodging & tech)

## FINANCIAL / CSR

### Title: “New Money”

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

**Length:** 20-40 min

This speech, in various forms, has been shared with diverse audiences – from TEDxWallstreet, to Conscious Capitalism, to the GAP. Its edgy message dances at the crossroads between the discomfort needed to compel change, and the inspiration needed to ignite possibility. Beginning with the declaration *“This year, it’s about the money!”*, Sekou embarks upon a journey of redefining wealth - from the most self-serving definitions 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.”*

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

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## PERSONAL EXCELLENCE

### Title: “How to Awesomefy Your Life!”

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

**Length:** 20 – 45 min

This talk is like giving your audience their own *“halftime-at-the-Super-Bowl-Al-Pacino-locker-room”* speech! Sekou shares inspirational insight and personal development jewels to help transcend challenging seasons. By the time you're done laughing your stress off while reigniting your passion and confidence, you'll want share these infectious creative take-aways with others to remind them to "LIVE WHAT YOU LOVE," be the "LITTLE EXTRA CUP," and "ALWAYS VACUUM WITH A SMILE." Based on “The Awesome Anthem” - Sekou’s most popular video featuring Quincy Jones, Tim Ferris, Norman Lear, and many others – this speech is perfect for both business conferences, end of the year celebrations, and entertainment events.

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

## TRAINING TOPICS

### **SPEAKER TRAINING**

#### **Title: “STAGE MIGHT X” (Executive Group Training)**

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

**Length:** 2 – 8 hours

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

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, dancers, improv artists) applied to business to help you add some star power to your sales and marketing... some Beyoncé 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:**

- 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!

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## STORYTELLING TRAINING

**Title: “Insist On Story: Strategic Storytelling Secrets for Success”**

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

**Length:** 2 – 6 hrs

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

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.