

DAVID

SLOLY

AUTHOR | SPEAKER
STORY EVANGELIST



DAVID'S STORY

David studied journalism with the BBC, where he learned the art of finding and telling other people's stories. He later created content for MTV and Virgin before joining Kiss FM, where he used the power of storytelling to capture the imagination of the youth market. The content went viral, the audience tripled and David won numerous awards, including a Gold Sony Academy Award, a MOBO, and his show being voted in the Guardian's top 5 most influential radio programmes.

In 2001, David moved into advertising and marketing. He took a role at an international agency and worked across global brands, such as Microsoft, Google, 3M and Dell. Again, he picked up major industry awards, including UK Technology Marketing Campaign of the Year, B2B Agency of the Year, and being named most innovative agency of the year by Microsoft. He was soon promoted to executive creative director, where he led the agency's approach to applying the power of story to customer engagement.

In 2014, David joined forces with Harvey Steed and together they formed HarveyDavid, a B2B marketing communications agency that provides marketing automation strategy and implementation, content creation, and social media management.

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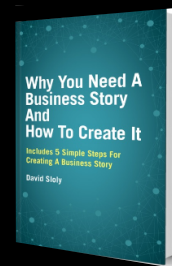
[LinkedIn.com/in/sloly](https://www.linkedin.com/in/sloly)
sloly.com

Get ready for one inspiring talk

How To Create Your Authentic Story

Based on the book

'Why You Need A Business Story And How To Create It'



WHAT THEY SAY

"David captivates the audience and shares the formula for creating engaging business stories, I am very impressed."

Barry D Horner, Chief Executive Officer, Paradigm Norton Financial Planning Ltd

"Maximum actionable advice per minute with the 5 Steps to creating a good story."

Stefan Deuchler, Digital Analyst, Unic Digital Marketing, Switzerland

"Excellent presentation #SXSW #storytelling."

Sheldon Mundle, Chief Information Officer, RigNet, Houston, Texas

ABOUT THE TALK

Blurring the boundaries between inspiring talk and outcome-oriented workshop, David's sessions are focused on giving audiences actionable information. But as you would expect from a master storyteller, the journey is every bit as memorable as the destination.

David is currently promoting his third business book, Why You Need A Business Story And How To Create It. The accompanying talk gives audiences an insight into how stories drive decision making and how businesses, large and small, use them to improve their fortunes. David then leads his audience on a journey through his unique 5-step process that will enable everyone in the audience to be able to quickly create their own authentic stories.

PREVIOUS TALKS

SXSW 2012 | SXSW 2015 | Futurology UK | Google | Communicate | Baptie | Internet World | Microsoft | Prince's Trust | TEDx 2015 (and many more)

WHY BOOK DAVID TO SPEAK AT YOUR EVENT?

There are a million speakers who will tell you (convincingly, eloquently and humorously) that to connect with customers, your business needs stories. And you know what? They're right.

But it's all hot air if you haven't got the tools to go away with and actually create those stories. After an introduction to the types of business story you can tell and where you can use them, David will then explain his unique 5-step process for creating stories:

- How to quickly gather the facts that will shape your story
- The truth about what people really want to hear about
- A proven way to easily format your story
- A simple formula for injecting emotion
- How to create a killer headline so your story gets noticed

And as you would expect from someone twice invited to present at SXSW, he does so just as convincingly, eloquently and humorously as the very best speakers on the circuit.

PREVIOUS PUBLICATIONS



ZOOM!

Included in the Independent's 'Top Ten Business Start Up Books' 2012



MASH-UP!

"This is an inspirational read." Elite Business Magazine