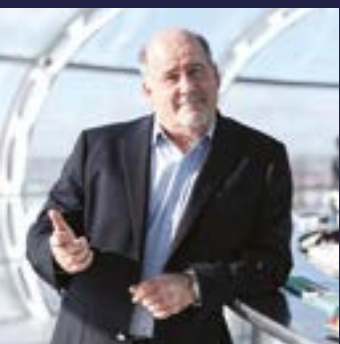


Soul Corporations

Speaking with Impact & Presence



Nick Brice
CEO, Soul
Corporations

About my work

My background as a psychologist, internal comms professional, culture change consultant, and in theatre direction is the meeting point for my work today as a presentation and mindful communication coach.

While working on the Putting People First programme for 38,500 at British Airways, I experienced a speaker who created a very powerful two-day event for groups of 180 staff at a time. The theatre, comedy and audience participation they provided transformed each group. BA went on to achieve industry leading performance over a period of years.

Here, I saw the power of great presentation skills in transforming both professional and personal lives. I spent the next 28 years creating and delivering interactive events during cultural change programmes for American Express (Europe, Middle East, and Africa) followed by a broad range of notable clients with Soul Corporations, my own company, including: British Airways, Unipart, Toyota, Sun International, Brighton & Hove Albion FC, and Tottenham Hotspurs FC. I've become an award-winning speaker and consultant in that time, inspired by my early experience with Putting People First.

We help clients drive their business forward with soul.

What does that mean? Our world is blanketed in immense uncertainty – in all aspects of our lives. We are constantly plugged in; we have never been so disconnected from one another. The genesis of Soul Corporations is a response to all this.

With our clients, the most successful and sustainable transformations occur when people feel a deep personal connection with both their own and the company's purpose and values – the heart and soul. We help leaders create the right environment for this to happen, by speaking and presenting in a way that truly resonates.

The science and art of mindful communication is to create the conditions where people can bring their true selves to work – physical, emotional, mental, and spiritual – to deliver the business performance you've been looking for.



Training outcomes for your business:



Effective communication



Better use of brand



Focus on client / customer needs



Team unity & sense of purpose



Our focus

Rather than present you with off-the-shelf packages, Soul Corporations tailors its approach to the needs and preferences of your business and employees, with a focus on some select areas.

LEADERSHIP COACHING:

We support leaders to run effective in-person and online meetings, with a focus on engaging both busy (and often remote) members of the team. I've helped project managers learn how to create and lead purposeful and involving multi-stakeholder meetings and events.

GRAVITAS AND CONNECTION:

Being fully engaged and connecting while presenting. This covers a myriad of things, depending on each person, but might include: body language, audience engagement through questions, creating structure but not scripting, and transitions.

PRESENTATION SKILLS:

We emphasise speaking from the heart, empowering and trusting the brain to remember (rather than read from a script), and help individuals understand their values, strengths, and purpose to authentically engage with their audience.

PERSONAL STORYTELLING:

Learning how to access stories within yourself that resonate and make a point, while feeling entirely honest and comfortable to tell. This is what creates one of the most important things when speaking to an audience: authenticity.

CUSTOMER EXPERIENCES:

A great presentation starts by making people want to listen. While you need to tick the box of providing what's needed, no one likes a puppet. It's the human touch that often delights and resonates with customers – this often comes from greater understanding and cultivation of organisational culture.

SALES PRESENTATION PERFORMANCE:

Unite and galvanise your sales and marketing teams by coaching them to deliver memorable, on-brand pitches to key customers, targeting their specific needs and demonstrating true customer centricity. A great way to unite diverse groups to deliver branded customer experiences.



Our beliefs and approach

Whether you're presenting to an audience of five or 500, the coaching process begins by identifying individual values, priorities, and communication style in the context of their business' identity and the scenarios in which their employees may need to use these skills.



EMPLOYEE INDIVIDUALITY:

Organisations change when individual people change. With that in mind, everything we do is focused on activating and valuing the uniqueness of each person. It is far more fruitful to understand and use each participant's natural style and strengths as a presenter, rather than focus on 'fixing' their shortcomings.



CLIENT INDIVIDUALITY:

The coaching experience is customised for each client, based on their industry, profession, and presentation goals. We begin by understanding the participants' needs – what presentations will they need to deliver, to who, and what do they want to get out of them? Coaching will be tailored to the personal speaking challenges of each participant.



ADAPTABILITY:

Our coaching is centred around a holistic approach that focuses on broad and individual behavioural change, nurturing the soul rather than reeling off tips and tricks. Through a series of exercises, participants are introduced to various tools such as storytelling, rhetoric, movement, and tone of voice.

Coaching typically involved working with one or more groups of four to ten people. Realistic scenarios are crafted, which can form the basis of presentations to be given live in realistic situations.

Email nick@soulcorporations.com for a tailored quote today, or call 07778 356954

Our clients



Since 2020, we've worked with Progress, a software company, to support senior leaders in making full use of the business brand and presenting themselves as thought leaders when presenting to key internal and external stakeholders.

Our coaching process involved:

- understanding the brand and how it resonates at an individual level
- developing communicable messages aligned with the brand
- designing and delivering keynote presentations on relevant topics
- receiving feedback from arranged audiences during presentation days

The results have been phenomenal. Some delegates now earn fees for their keynotes, receive invitations to speak at exclusive forums, and feature at TEDx events. For our work with Progress we won an Engage Business Media award commendation for Best Customer & Employee Engagement Program.



"Nick has spearheaded our transformation to an international multi-award-winning venue. His tools and methods have been a pivotal ingredient in our success. A great partner."

*Rose Read, Head of Human Resources,
Brighton & Hove Albion FC*



"You have had an inspiring effect on my career."

*Michelle Burton, Director HR
Logistics, Sainsbury's*



Pricing and packages

We primarily work with groups of between four and ten people for a series of half-day or longer sessions depending on the outcomes you're looking to achieve, with the final session often based around a live presentation (online or in-person) to an arranged audience. With more than two consecutive half or full days in the same week, we offer a 10% discount on fees for that week.

For tailored packages and quotes, please get in touch.



Get in touch today.

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