

STEPHEN SEMPLE



BRAND WIZARD | INTERNATIONAL SPEAKER | STORYTELLER

Stephen Semple is an international award-winning speaker and expert in leveraging the power of story to drive sales. Stephen has delivered powerful presentations at prestigious venues around the world including: Oxford, Cambridge and Temple University; NASDAQ and the London Stock Exchange; The Royal Society and New York Society of Medicine; Beverly Hills Chamber of Commerce and the California Center for the Arts. Most recently Stephen had the honor to present on the TEDx stage.

Known for being entertaining and inspiring but most importantly: practical. Stephen believes that a great presentation is not only entertaining and educational, but needs to have a deliverable that you can apply to your day-to-day life.

Stephen is a Partner and Director of The Wizard of Ads, the largest advertising agency in the world dedicated to growing owner-operated businesses. Before joining the advertising world he was a Portfolio Manager with one of the largest banks in Canada. This combination of creative energy and practical financial understanding gives him a unique view into the world of business.

He is a self-professed business geek and the host of the top 10% ranked podcast: The Empire Builders Podcast: a weekly podcast with close to 200 episodes. He is also the co-author of The 5 Silver Bullets.

Signature Topics

How to Use Stories to Sell

Transform Boring Facts into Compelling Stories

The 3 Levels of Trust and How to Build to Level 3

Discovering and Telling Your Brandable Story



"I had a member go out of their way to tell me it was the best presentation they have ever attended. It was transformative and they cannot wait to get back to their office to use what they learned."

Erin L. Lasch, CAE
Education Development Manager, ISSA

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Introduction to STEPHEN TALKS

3 Levels of Trust

If trust is important to your business, then this presentation is critical. In this presentation you will learn about the 3 levels of trust, determine which level you are operating at, and the key to unlock the most powerful level. This talk is not theoretical. It is based upon the science behind the emotion of trust.

- Learn the science behind the emotion of trust
- How to build trust quickly
- The simple key to unlocking the highest level of trust

Turn Boring Facts into Interesting Stories

I believe businesses struggle using stories because they struggle to find and tell their story. In this talk, you will learn the 4 ingredients that you can use that will turn boring facts into interesting stories. You will also:

- learn about the hidden power of storytelling in the art of persuasion.
- Learn the 4 ingredients and how to use them
- Examples of how others have turned facts into stories in their business
- A quick hack you can use to turn a testimonial into an exciting story

Using Your Story to Sell

In this talk, we will explore one of the most powerful stories that you can tell - your "Why". In this presentation you will uncover your "Why" and learn how to take this discovery and turn it into a powerful story that creates differentiation, connection and trust. By the end, you will have a story you will be excited to share.

- Uncover Your Powerful "Why" Story
- Learn how to tell your "Why" story
- Vivid examples of how others have used this story to drive sales
- A quick hack to build emotional bonds and trust.



Testimonials

"I thought it was great. Stephen is a storyteller, and I love a good story. Well, everybody loves a good story, right? You have a fascinating story."

— Eric Couch attendee at
Royal Society of Medicine

"I have to brag about Stephen and his storytelling ability. At Cambridge today, he not only taught us how to use story for advertising, but he actually showed us. Thank you."

— Laura Timon attendee
at Cambridge University

"I love your story, and I really appreciate it because even though it's a sad story and a little bit heartbreaking, you turn it into something hopeful and something that we can all look forward to."

— Jaina Jordan attendee
at Nasdaq

You can see and listen to these testimonials and more at <https://StephenSemple.com/speaking/>

