

Juan Gomez

**"People don't buy what you do, they buy why you do it." Simon Sinek**

From idea to reality through the power of storytelling.

Storytelling for Teams Booklet



# The Power of Storytelling.

Your ability to communicate ideas successfully will define your chances of success.

Storytelling is no longer about fairies and monsters.  
Today, it's used as a strategic tool to communicate ideas.

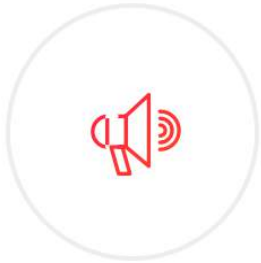
Whether you want to sell, fundraise, or recruit talent,  
storytelling will help you and your startup stand out from  
the rest.

By focusing on your Macro Story, my unique process  
supports your growth stage regardless of your target  
market.

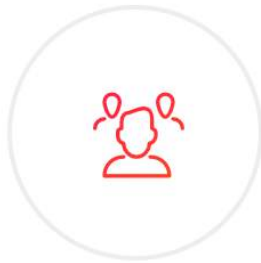
Let's map your journey, identify your purpose, and unleash  
the power of your amazing story!

# The Results You Want.

Turning success into a reality.



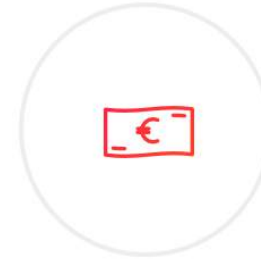
Get your message to  
more people



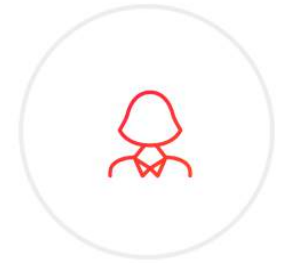
Motivate and inspire  
others



Stand out from the  
crowd



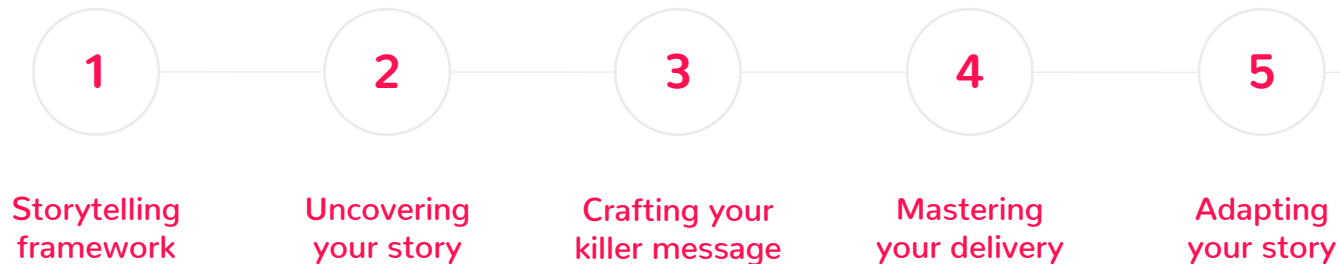
Close more and  
better deals



Recruit better  
talent

# A Tailored Program.

Developing your own Swiss Army knife of stories.



# Purpose Drives Business

The more people you inspire, the more your business will grow.

Our society has changed.

Today, people want to work and do business with companies that believe what they believe.

Not surprisingly, purpose-oriented businesses have outperformed the stock market by 206% in the last 10 years.\*

Communicating your **purpose** is essential to attract people to do business with you.

That's where I come in.



*\*Source: Meaningful Brands Report 2017*



**Juan Guerra supported WhatAVenture during a 2 days intensive pitch training where 16 intrapreneurship teams of the DPDHL group pitched for a slot in a 4 months incubation program DHL Start-up Lab. His strong motivation to help the teams, his profound knowledge in training and state of the art pitches and his urge to look for the “Why” behind each idea contributed strongly to the success of the training. Having 3 out 4 teams proceed to the intrapreneurship program speak volumes of his abilities.**

*Roman Groschol, Acceleration Manager at WhatAVenture*

Some organizations I've worked with:



# Key Facts.

Improve performance, drive motivation, increase results.

1

4hrs Tailored Storytelling Workshop.

2

12 Participants.

3

Designed for: sellers, recruiters, managers, and brand evangelists.

4

Video recordings of the participants performance.

5

€2.700 Per Workshop.



# About Juan.

Purpose leads to passion.

I believe great ideas have the power to move our world forward. Unfortunately, most of them will never make it thanks to poor communication.

It all started more than 7 years ago, when I delivered a presentation that changed my life forever.

It went so bad, it didn't matter how great my idea was. It was destined to die unless I found a way to get the audience to connect with it.

That's how I developed my passion for storytelling.


Today, after delivering more than 60 events across 13 countries. With a combined online and offline reach of over 65.000 people, I get to help entrepreneurs turn ideas into reality.

A handwritten signature in black ink that reads "Juan Gomez". The signature is written in a cursive, flowing style.





Juan Guerra



Discover more by  
booking your **FREE**  
consultation.

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