



# Rob Roy Consulting

A NEW KIND OF BOUTIQUE ADVISORY FIRM

## OUR MOTTO: CONVICTION CONVINCES™

At Rob Roy Consulting, our mission is to make you as persuasive as possible by finding the truest thing you can say. We're a new kind of boutique advisory firm, one that understands the universal operating systems of human decision-making. We help clients boost their persuasive impact with any audience—customers, partners, employees, investors, media, and industry analysts—across any marketing or sales channel. We develop compelling narratives and messaging strategies, create breakthrough content, train spokespeople and sales teams, coach business leaders, and offer a suite of other services aimed at boosting your persuasive impact. Everything we do is grounded in the belief that conviction convinces. Our job isn't done until you believe in your own story.

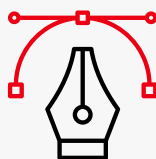
## OUR SERVICES

We offer a variety of services that help you win over customers, employees, partners, analysts and investors—through the power of persuasive storytelling and personal conviction.



### **Narrative + Messaging Development**

*Break through the white noise and get your audience's attention with an unforgettable narrative that's all about them.*



### **Content Creation**

*The best stories deserve the best creative execution. We make sure your story doesn't get lost in translation as it comes to life.*



### **Message Coaching + Spokesperson Training**

*Become an unstopably persuasive communicator and learn techniques for dealing with any tough question.*



### **Event Support**

*We develop narratives, script keynotes, create content and train speakers to help you tell a compelling story across your entire event.*



### **Analyst Relations**

*AR drives sales, and our research proves it. We train analyst spokespeople, develop AR strategies and coach AR teams to drive measurable results.*

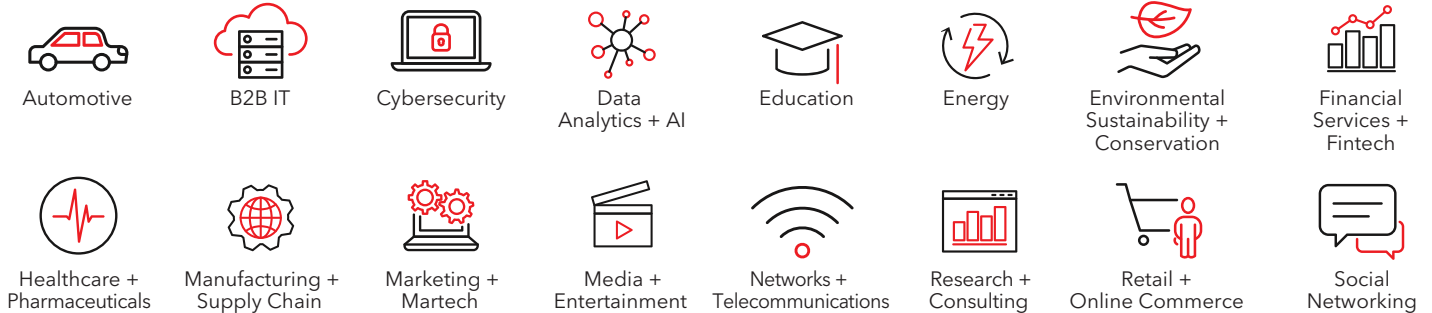


### **Persuasive Communications Training**

*We offer individual and group classes for sales, marketing, PR, IR and senior execs to boost their persuasive impact in any business scenario.*

## OUR CLIENTS AND INDUSTRY EXPERTISE

We've served as advisors to purpose-driven startups, industry associations, and global companies across multiple industries. We see a world in which curiosity, compassion, courage and conviction become the new norms of business. And we're working toward that world, one client at a time. Our industry experience includes:



“Rob Roy Consulting turns complex technology messaging into persuasive stories that resonate on a human level, and they’re great at coaching execs to deliver that story with passion and authenticity.”

**Chad Torbin**, *Founder & Principal*

**SPEAKEASY**

STRATEGIES

“Rob Roy led us through a comprehensive rebranding of our business and helped us identify the essence of our differentiation—and our purpose. They’ve become an immediate extension of our company, supporting us with content creation, sales training and strategic counsel, which has helped drive our ongoing success as a newly public company.”

**Pete Londa**, *President & CEO*



“Rob Roy augmented my team with an external level of expertise and authority that allowed me to focus on the logistics of putting on my show. I’ve already told them to be ready for more.”

**Melissa Pippine**, *Chief Marketing Officer*



“The Rob Roy team has spoken at a number of our executive programs, and our participants have found them extremely inspiring, informative and thought-provoking. We recommend them highly!”

**Angelika Lindstrand**,  
*Academic Director, Executive Education*



## TIME TO FIND YOUR STORY

As our world continues to transform, the organizations that succeed will be those that persuasively articulate an authentic purpose to customers, employees, partners, analysts and investors. Because conviction convinces. And no matter whom you're trying to reach, we can help you find an authentic narrative that inspires, motivates, and drives change.

So ... what's **your** story? Where could purpose and conviction make the biggest difference in **your** business? And what if everyone on your team consistently spoke with passion and clarity about why you matter, what you do, and how you're different?

**Find out ... with Rob Roy Consulting.**



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