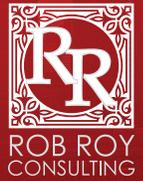


# Rob Roy Consulting

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 being as authentic as possible. 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.

## **OUR SERVICES**

We offer a variety of services that help you win over customers, employees, partners, analysts and investors—with authenticity, empathy and 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 unstoppably persuasive communicator and learn techniques for dealing with any tough question.*



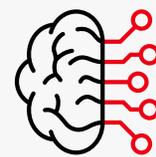
### **Event Support**

*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.*

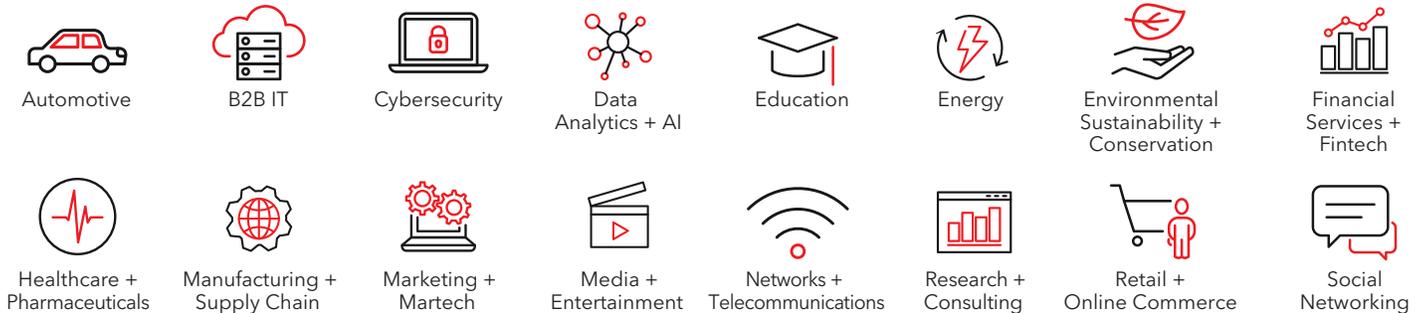


### **Persuasive Communications Training**

*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**, *CEO*



“Rob Roy has helped us craft compelling market narratives, provided leadership coaching, and helped transform our cornerstone customer event into a compelling virtual experience. We're proud of our partnership and grateful for Rob Roy's authenticity and commitment to our mission.”

**Laura Ipsen**, *CEO*



“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**, *Director, Executive MBA Program*



## TIME TO FIND YOUR STORY

As our world continues to transform, the companies that succeed will be those that persuasively articulate an authentic purpose to customers, employees, partners, analysts and investors. Because conviction convinces. Purpose persuades. And holding true to your North Star is the surest path to success.

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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