



2022

**Gabrielle Dolan**  
**International Speaker**

Entertaining. Educational. Motivational.



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**With over 35 years in the corporate world Gabrielle knows a thing or two about leadership and communication. She is Australia's leading strategic storytelling expert and a highly sought-after keynote speaker on authentic communication. Gabrielle is the author of six books including her latest book, Magnetic Stories: Connect with customers and engage employees with brand storytelling. She is also the founder of [jargonfreefridays.com](http://jargonfreefridays.com)**

## Speaking Topics

### **The Art and Science of Storytelling**

Over the last decade business storytelling has emerged as a powerful communication skill and leadership competency. In this high impact keynote, Gabrielle will provide compelling reasons and insights for why leaders need to embrace storytelling to connect, engage and inspire.

The audience will experience first hand the power of sharing personal stories to communicate business messages. In addition they will gain valuable insights on what makes a story a story and how to avoid the most common mistakes when sharing stories in business.

### **Magnetic Stories: Connect with customers and engage employees with brand storytelling**

Your brand is the stories people share about you when you are not in the room. It will determine if people buy from you, work for you, refer you, or invest in you. When the stakes are that high, why wouldn't you want to take control of your brand stories?

This compelling keynote explores the power of magnetic stories to authentically connect and engage with your employees and customers. Brought to life by real examples from around the world, the audience will learn about the five types of magnetic stories and how to successfully implement brand storytelling.

### **From Jargon to Genuine**

In this highly entertaining keynote, Gabrielle will highlight the absurdity of corporate jargon and our excessive use of acronyms. Showcasing to the audience the serious issues this causes for effective communication in business.

Gabrielle will challenge the audience to move away from the default language of jargon with all its hidden consequences and to speak in a way that is more genuine ...to truly connect and engage with your audience.

**To increase the impact Gabrielle can have at your conference, add a practical skilling workshop on how to find, develop and share personal stories in business.**



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## Highly recommended

Gabrielle Dolan is an inspirational speaker who draws from her experience as a global thought leader on authentic leadership and strategic storytelling to connect with and wow audiences across the globe. We had the great fortune to engage Gabrielle as the opening keynote speaker for our IABC World Conference in Washington, D.C. In front of our international group of more than 1,000 people, she demonstrated an exceptional ability to capture and challenge our audience while delivering some great tips about becoming better leaders and communicators using the art of storytelling. I highly recommend Gabrielle as a keynote speaker for your next event.

***Sarah McLaughlin Porteous,  
PMP Director of Communications at City of  
New Orleans***

## Great audience connection

I could not recommend Gabrielle more highly: this is a tough subject topic - senior leaders can be very suspicious of the benefit of storytelling - but Gabrielle drives home the message elegantly. She has a great connection with the audience whether they be CEO's of businesses or front line team leaders - she passes on years of learning into a very easy to understand chapters. She is very 'low maintenance', needs little or no introduction; the event organisers all commented that it was a pleasure to work with her. Gabrielle is highly entertaining - but her message hits the target and resonates. Not surprisingly she received the highest rating from all 700 delegates - the star of the event.

***Joe McCollum  
Group Human Resources Director at Spark  
New Zealand***

## Warmth, humour & empathy

Gabrielle Dolan has presented at a number of major conferences for Gartner over the years, including our Emerging Leaders in Multinationals, Women in Multinationals and HR Teams events.

Gabrielle brings great warmth, humour and empathy to every presentation and always leaves delegates with a set of tools they feel confident in using straight away.

We see hundreds of presentations each year in our forums and Gabrielle is among the very best - an engaging speaker backed by compelling detail. I would have no hesitation in recommending Gabrielle for a major conference, on-site workshop or anything else in between!"

***Neil Woolrich, Director, International Executive  
Forums, Gartner Technology Industries***