

## Anthony Tasgal

**Creative Writer, Author & Storyteller**

*"A Man of Many Lanyards"*

Anthony "Tas" Tasgal is a writer with a commercial heritage. He helps brands and companies tell their stories, and executives at all levels be more persuasive. He is especially keen on applying brain science, human behaviour and the power of emotion to thinking and writing.

### TOPICS:

- Think Like A Writer
- Why Numbers Numb Us But Stories Stir Us
- Curiouser and Curiouser: Generating and Fuelling Curiosity in the Workplace
- Words, Ideas and "Insightment"

### WHAT HE OFFERS YOU:

Tas offers new insights into language, persuasion and how to be more effective. He can introduce you to the 6 SIMPLE rules; explain how to get through "attention spam" and the need for The Golden Thread.

### HOW HE PRESENTS:

Tas is a "witty, interactive and memorable speaker: fun, entertaining, enlightening, insightful, fascinating and thought-provoking": other people's words not his.

### LANGUAGES:

He presents in English.

### PUBLICATIONS:

- 2022** The Storytelling Workbook
- 2023** The Insight Book
- 2020** InCitations
- 2018** The Inspiratorium
- 2015** The Storytelling Book