

## 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"

### LANGUAGES:

He presents in English.

### PUBLICATIONS:

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

### IN DETAIL:

Tas runs his own training company and is a Course Director for the Chartered Institute of Marketing, the Market Research Society, the Institute of Internal Communication, and the Civil Service College, running courses on Storytelling, Behavioural Economics and Insightment. He is also a long-term Ad Agency planner and still freelances with several agencies and clients, for example helping the Royal Albert Hall tell their story ahead of their 150th anniversary in 2021. He speaks on Storytelling and Behavioural Economics around the world. Tas also regularly appears on TalkTV's Early Breakfast show to review the papers and discuss marketing and advertising topics and is a Brand Ambassador for Home Grown club in London.

### 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.