



BOB FERGUSON




Communication Expert, Speaker
and Author

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Helping technical experts be heard, understood, and valued



An inspiring and motivational speaker who will help your audience to

-  Understand the major flaws in modern business communication and fix them.
-  Bring out the best value from the technical experts in the organisation.
-  Increase profit through better decisions and competitive advantage.

Technical experts can be one of the most valuable assets to an organisation. They can influence company decision, add competitive advantage and make wonderful envoys with the company's messages. But without an effective communication culture their value is dramatically reduced.

Bob is a business communications expert who has successfully helped technical organisations get the best value from the technical experts they employ. He married his 20 years' experience in the space industry with his championship winning speaking to develop his comprehensive communications programme "Great Technical Speaking, it's not rocket science"® using the S.P.A.C.E.C.R.A.F.T system to develop confident communication skills.

Speeches

Bob's most popular keynotes inspire audiences to look at their communication with different eyes.

Costly Corporate Communication Culture

So many organisations have developed a culture of using slides software like PowerPoint as a primary communication tool. It paralyses the organisation, loses competitive advantage, hampers effective decisions and it's expensive. But it's not the fault of the presenters. It's the culture that constrains them into a fixed method of communication.

This talk inspires senior managers to be active in driving a communication culture that gets the best value from the talent in the organisation.

The Influential Technical Expert

This speech encourages the highly qualified team members to use their experience as a force of progress rather than an information messenger. Technical experts then work to the company's advantage internally and externally. Internally it improves decision making, externally they can become one of the strongest advocates for the company's future business.

How to Talk to

ALIENS



Interpersonal communications that overcome the common problem of different disciplines creating unproductive silos in the organisation. A light hearted look at the strengths and challenges that you'll meet with different personality types, with the serious results of diverse teams working effectively together.

The Power of Storytelling in Business

Stories inspire, motivate and help drive change, it effectively used. This talks shows where that power comes from and how change organisers can use it to inspire and motivate the staff. It also demonstrates how it can be effective as a sales and marketing tool to build the reputation and profile of the business.



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What the audience says:



We have a discerning audience of businesspeople who are used to business talks and presentations and therefore not always the easiest people to please. Your talk went down extremely well and I have heard nothing but positive remarks about it since. I'm not surprised because I found the talk original, informative, thought provoking and entertaining. On top of that I have to say you are the most professional speaker I have ever booked, and I've booked hundreds over the years. You did what you said you would do, provided me with all the information I needed, when I needed it and clearly tailored the talk to the audience in the way I requested.

Carl French – Event Organiser Hertfordshire Branch IOD



Bob latest talk on 'How to talk to Aliens' is really superb – interesting, practical, motivating all in the audience to try new communication approaches, and delivered with a great combination of enthusiasm and authority, which meant that everybody is hanging on to his every word.

Annick Devillard – Director – The Rooster Ltd



I thought, as many others did, that you spoke brilliantly.

Justin Burgess - Managing Director – JJ Burgess & Sons



The presentation kept everyone interested and entertained, and that's quite an achievement that early in the morning.

John McBride - Manager - Hertfordshire Chamber of Commerce

Clients

Companies that have trusted Bob Ferguson Communications Ltd

