



# 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